

Wisconsin's Comprehensive Cancer Control Plan
2005-2010

System based Changes to
Increase Colorectal Cancer
Screening Rates

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What is Comprehensive Cancer Control (CCC)?

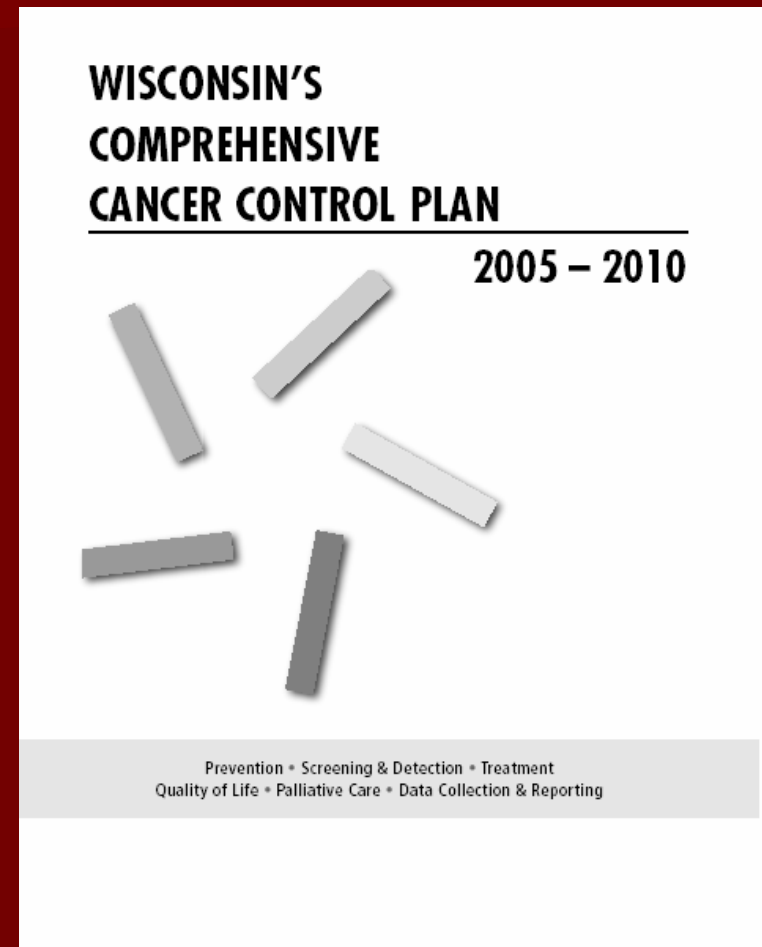
“An integrated and coordinated approach to reducing cancer incidence, morbidity, and mortality through prevention, early detection, treatment, rehabilitation and palliation.”

-Centers for Disease Control and Prevention



Wisconsin's Comprehensive Cancer Control Plan 2005-2010

- Stepping stone for advances in CCC.
- Developed by over 200 statewide partners in 2004.
- Serves as a common framework for action.
- Release in April 2005.



Goals of the WI CCC Plan 2005-2010

1. Reduce the risk of developing cancer.
2. Detect cancer at the earliest stage possible.
3. Promote access to quality comprehensive cancer care.
4. Optimize the health-related quality of life.
5. Improve cancer data reporting and surveillance.



Chapter 2

SCREENING & DETECTION

1. Increase colorectal screening rates for those 50 years and older, especially in high-risk populations
2. Increase rates of breast cancer screening, especially in high-risk populations
3. Increase rates of cervical cancer screening, especially in high-risk populations
4. Increase prostate cancer screening rates for men 50 years and older, especially in high-risk populations



Increase Colorectal Screening Rates

- What Can Be Done?
 - Strategy A: Develop a public awareness campaign.
 - **Strategy B: Promote system changes.**
 - Strategy C: Increase the availability of colorectal screening to populations facing geographic, economic, or cultural barriers.

**p. 14-18 of the WI CCC Plan

Strategy B: Promote system changes

Action Plan	Recommended Implementation Steps
<p>Partner with health care organizations to enact health care delivery system changes. Partners should include HMOs, group practices, professional organizations, WI Colorectal Cancer Taskforce, primary care physicians, nurse practitioners, other organizations etc.</p>	
<p>Develop a professional education campaign for healthcare providers.</p>	<p>Training should include:</p> <ul style="list-style-type: none"> ▪ colorectal cancer screening guidelines ▪ cost-benefits of colorectal screening ▪ the need for more endoscopy service capacity ▪ screening options for average and high risk individuals ▪ importance of discussing screening with all patients <p>Develop training for other health care personnel to provide colorectal screenings.</p>

Strategy B: Promote system changes (cont.)

Action Plan	Recommended Implementation Steps
Work with health systems to encourage regular colorectal screening.	Develop health systems reminder systems to encourage regular colorectal screening.
	Develop incentive programs that encourage participants to get screened.
Develop a plan to address the issue of colorectal screening financial coverage shortcomings.	Network with Wisconsin Division of Health Care Financing, the Wisconsin Association of Health Plans, the Association of Medical Directors, and others to address the screening availability issues.
	Investigate feasibility of Congress providing a federally funded colorectal screening program similar to the Breast and Cervical Cancer Early Detection Program.

Colorectal Cancer Screening Interventions

- Part of the 2005-2006 WI CCC Program Intervention Projects
- Partner with health care organizations to develop demonstration projects with systems-based approach.
- Disseminate lessons learned from the demonstration projects to health systems statewide.



Colorectal Demonstration Projects

Covenant Healthcare	Patient Reminder - working within a primary clinic to increase screening rates with chart reminders & patient reminder letters.
Gundersen Lutheran	Role Model - encourages employees over 50 years old to get screened. Those employees then serve as role models and advocates for patients who should also be screened.
Marshfield Clinic (Eau Claire)	Point of Care Scheduling - quality improvement project that changes staff work flow process to get screening scheduled immediately.



System based Intervention

Three Main Elements

1. Patient Reminder Component
2. Provider Education Component
3. System Changes Component



Patient Reminder Component

- Letters to patients eligible for screening.
 - Importance of screening
 - How to schedule a screening test
- Pros: Low Cost and patient data is available
- Cons: Follow up to patients, one time letter isn't enough.



Patient Reminder Component

- “Ask Your Provider” Cards / Physician Engagement
 - Patient is given card at check in to give to their physician as a prompt to talk about screening
- Pros: Patients will listen to their Doctors
- Cons: While conversation is a good first step, patients may still leave without scheduling their screening.



Patient Reminder Component

- Chart Reminder System: systematic way to remind providers of need for screening.
- Pros: Reminder will be on the chart at every visit and office staff schedules screening at time of any visit.
- Cons: Again patients may still leave without scheduling their screening.



Provider Education Component

- Educational Seminar with physicians and office staff.
- Pros: Get buy in from physicians and involves all office staff for a multi-tier approach.
- Cons: One educational seminar may not be enough to change physician/staff behavior.



System Change Component

- Take the Pledge Campaign: employees pledge to get screened and then serve as role models to patients
- Pros: Employees are “low hanging fruit”
- Cons: Employees still have the same fears & barriers to colorectal screenings as other patients – how do you overcome those barriers?



System Change Component

- Improved Workflow Process including:
 - Service Agreements: between primary care providers and endoscopists.
 - Electronic reminder system.
- Pro: More consistent structured patient scheduling process.
- Con: Training staff on re-structured workflow process takes significant time.



WHAT MORE CAN YOU BE DOING TOGETHER to increase colorectal screening rates in your system?

Things to ponder....

- What screening strategies are your organization currently doing?
- What screening strategies could you build into your organization's workplan?
- How can your organization reach out to its partners to collaborate on common strategies?