

IMPROVING COLORECTAL SCREENING RATES AMONG PERSONS AGED 45 TO 64 YEARS OLD IN A PRIMARY CARE CLINIC: A MULTIMODAL APPROACH

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INTRODUCTION

- Colorectal cancer (CRC) is the third most common cancer in the United States
- Although screening rates have increased with multiple screening modalities, the national rate remains under 80%.
- Screening rate is lower among those ages 50 - 64 when compared with those older than 65 years old.
- AIM: To increase CRC screening rates by 10% among patients aged 45 to 64 years old in Baylor Medicine General Internal Medicine between July 2023 and May 2024

INTERVENTIONS

PDSA #1 August 2023-September 2023 Provider Education

- Educated and reminded 13 General Internal Medicine providers to offer both stool based tests and colonoscopy for CRC screening

PDSA #2 November 2023: Patient Education

- Created informational brochures for patients in English and Spanish
- Brochures placed in clinic exam rooms

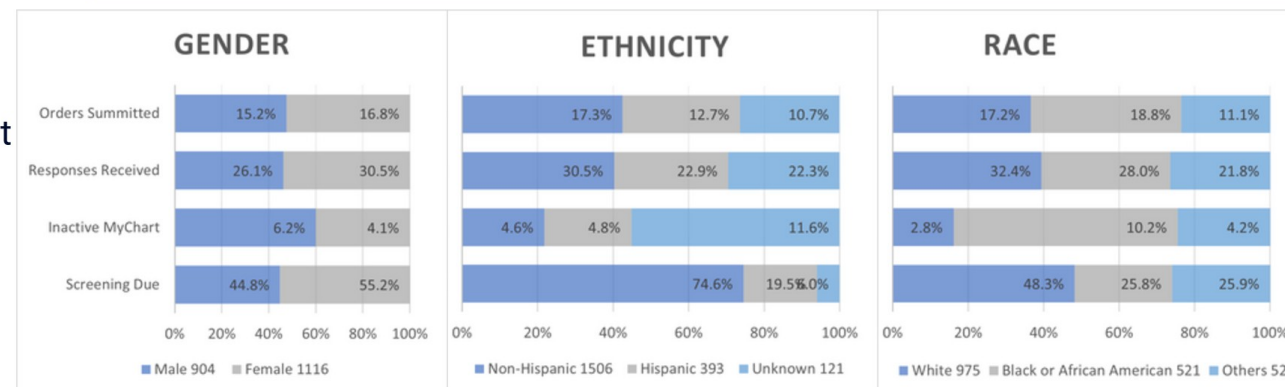
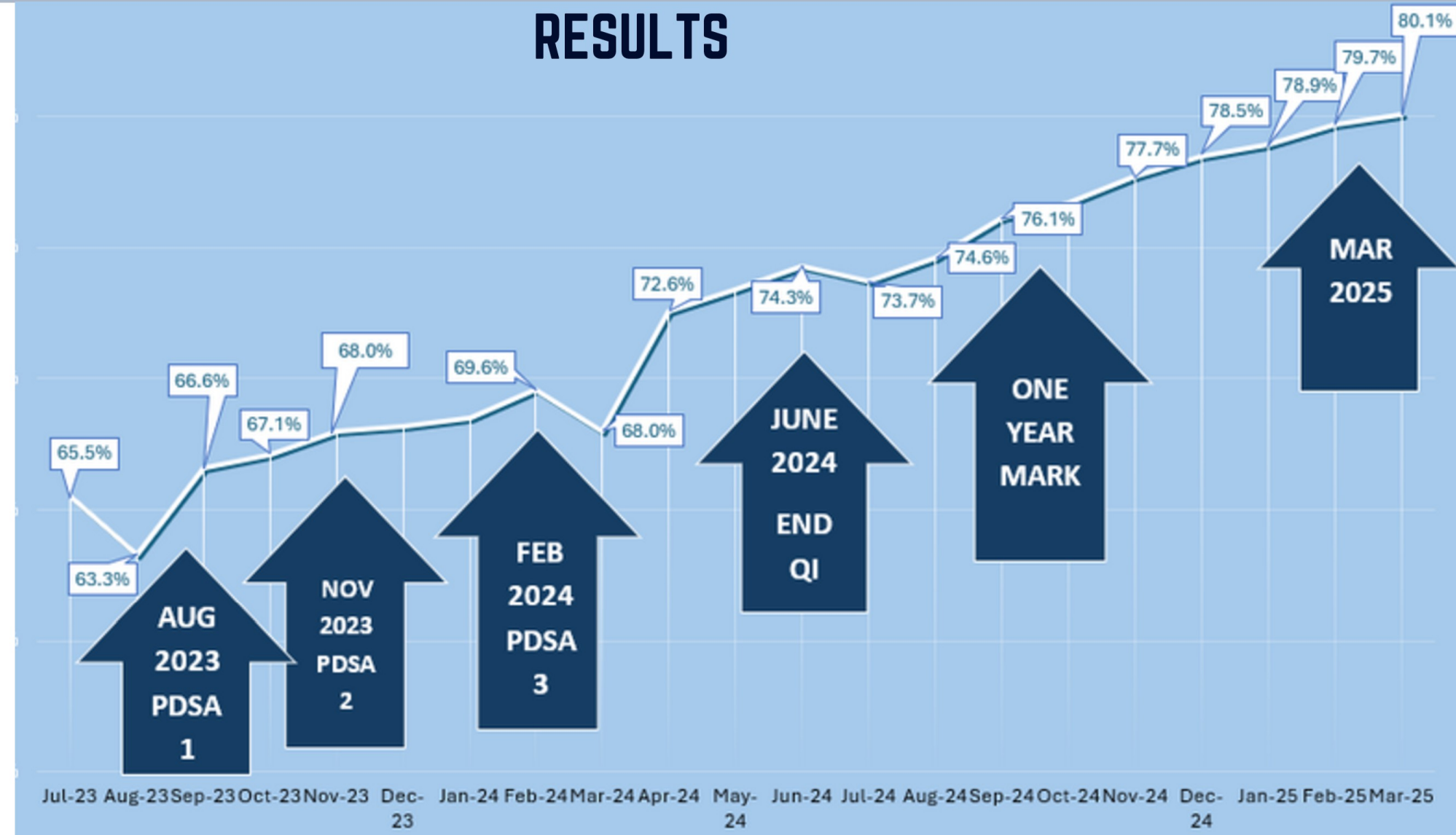
PDSA #3 February 2024: Patient Outreach

- Electronic patient messages sent via MyChart patient portal
- Reminders sent on days 15, 30 and 45 for initial message

OUTCOMES

- Improved CRC screening rates among patients aged 45-64 years
- Successfully implemented interventions among providers
- Women were more likely to request testing
- Non-hispanic and African American patients were more likely to request screening orders

RESULTS



LIMITATIONS

Patient Barriers

- Some patients did not use the electronic messaging portal
- Copays, insurance denial or coverage
- Patients discouraged by collecting stools

Provider Barriers

- Limited time during office visit
- Inertia to order multiple screening tests

System Barriers

- Not enough colonoscopy appointments
- Insurance coverage

What are Polyps?

Polyps are small fleshy lumps of tissue that form in the colon or in the rectum. They vary in sizes and shapes. While most polyps are benign, there are a few polyps that can turn into cancer. Removing polyps is an excellent way to reduce the risk of developing colon cancer.

Call for an Appointment with your PCP

Baylor College of Medicine

713-798-2500

7200 Cambridge St Ste 8B Houston, TX 77030

Colon Cancer Screening

Are you 45 or older? Here's what you need to know

	Multi-targeted Stool DNA Test (aka: Cologuard)	Fecal immunochemical test (aka: FIT)	Colonoscopy
What it this test?	This test looks for DNA abnormalities in the stool.	This test looks for blood in the stool	This test is the GOLD standard test where it looks for and removes polyps from the colon.
Pros	No prep needed and can be done at home		Removes the offensive polyps while doing the procedure
Cons	This test could miss a polyp or if the test is abnormal, you will need a diagnostic colonoscopy		Requires time-off from work to do the prep and procedure
How long does the test take?	Less than 15 minutes to collect a stool sample		1-2 days to prepare and a few hours for the procedure.
How often do I have to do the test?	Every 3 years	Every year	Varies from 3-5-10 years
How much does this cost?	Covered by most major insurances	Covered by most major insurances; most affordable	Covered by most major insurances; most expensive

SCAN FOR REFERENCES

