

Institute of Medicine National Cancer Policy Forum

Implementing Colorectal Cancer Screening: State Level Private Initiatives

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Collaborative Community Screening Model

- **Collaborative community partnerships**
 - Non-profit cancer organizations
 - Community organizations, corporate wellness programs
 - Hospitals, health systems, public health departments
 - Health care providers, pharmacies
 - Print and broadcast media
 - Professional medical societies
- **Healthcare provider outreach**
 - Physician public awareness presentations, special events
 - Physician information kits and fax quiz competition
 - Articles in professional publications, CME/CEU opportunities
- **Public awareness activities**
 - Public forums, special events, worksite communications and PR
 - Newspaper supplement, print and broadcast PR , ads, interviews
- **Structured FOBT distribution**
 - Screening education at distribution with follow-up reminders
 - Demographic information in exchange for FOBT kit
 - Pharmacy promotion
- **FOBT processing and clinical results follow-up**
 - Qualified location for kit collection and processing
 - Communication plan for getting test result to participants
 - Clinical case management for follow-up testing and treatment
 - Provisions for underserved and uninsured to get appropriate care

Collaborative Community Screening Model

- **American Cancer Society Guidelines**



- Separation of responsibilities
 - ACS
 - Sponsors (screening, diagnostics, follow-up)
- Educational component (questions, options)
- Informed consent
- Follow-up system for notification and treatment
 - Testing (call backs)
 - Reporting of results
 - Patient
 - physician
 - Follow-up difficult to reach patients
 - Follow-up testing (positive and negative)
 - Follow-up treatment (uninsured, underinsured)
- Signed agreement between sponsors

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Structured FOBT distribution

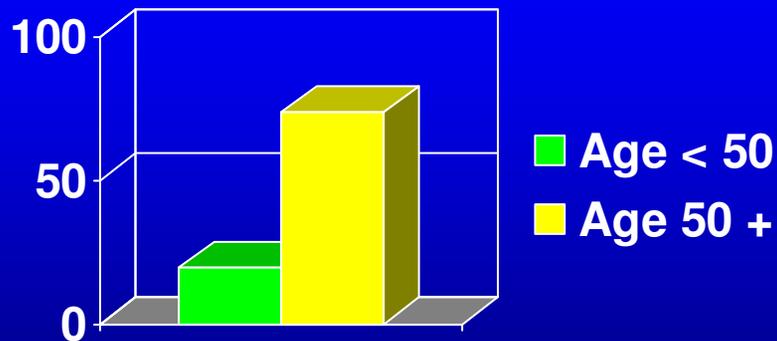
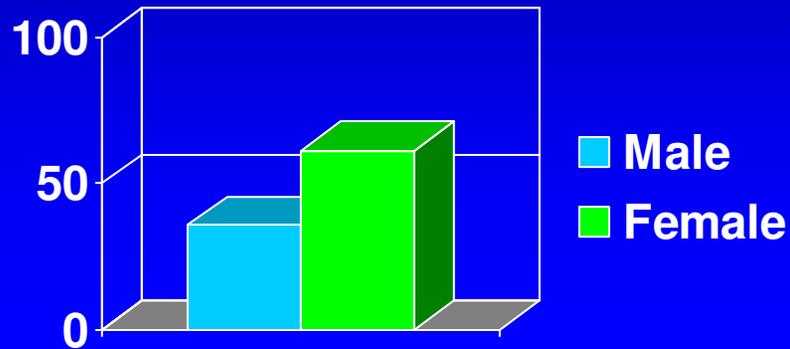
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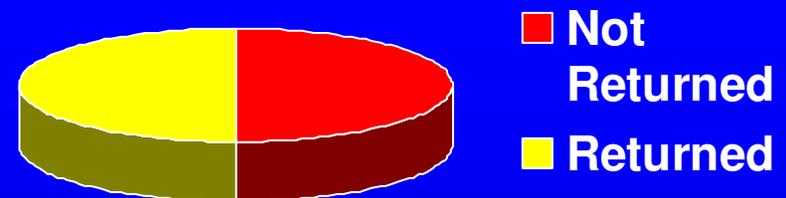
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Screening Program Demographics



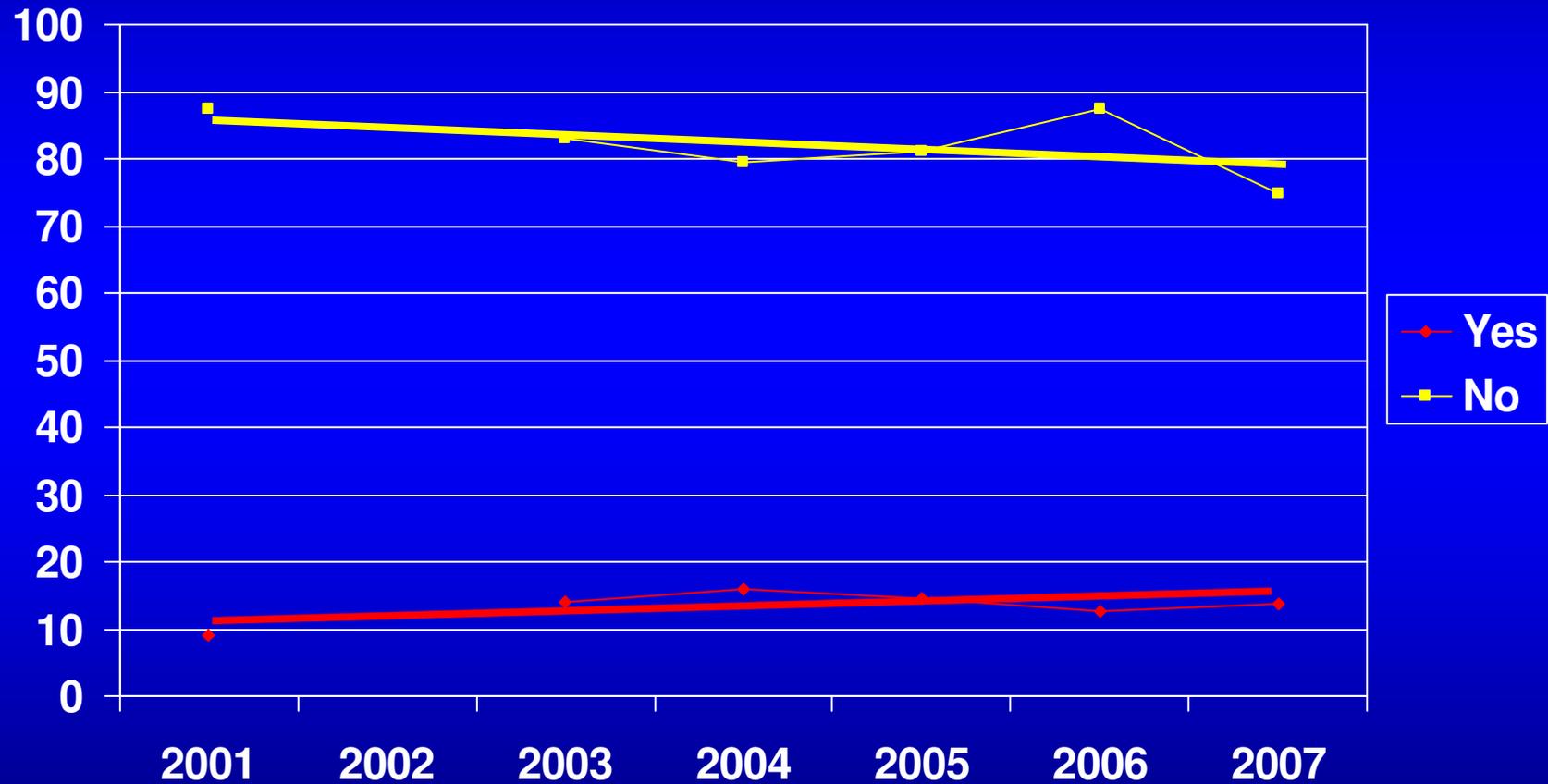
Total Kits 22,409
Kits returned 8,816



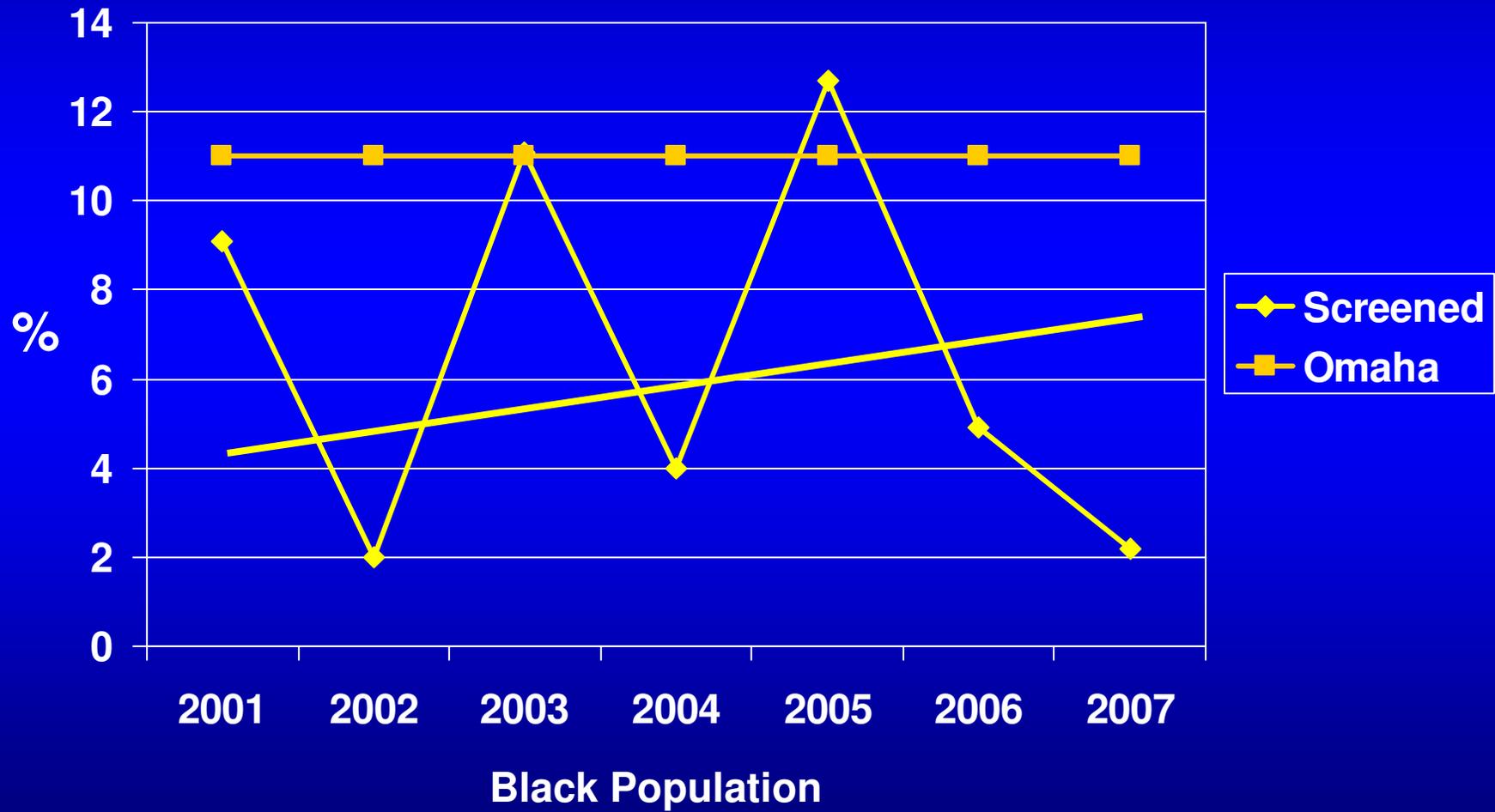
Average Return Rate 48%
(43.6% - 65.3%)

Average + rate = 3.7%

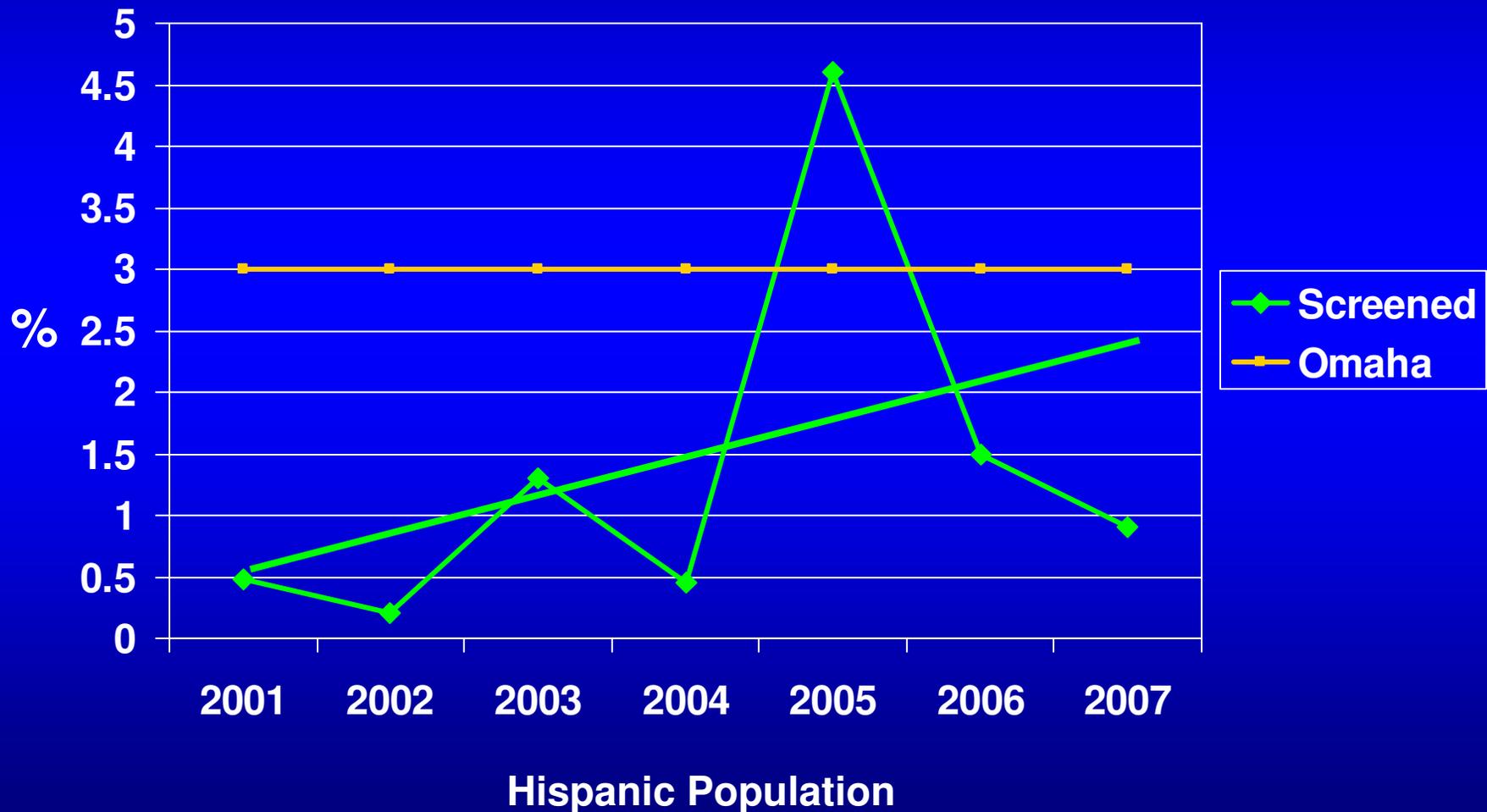
Screened Within the Last Year



Douglas/Sarpy Colon Cancer Task Force FOBT Results: 1999-2007



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