

# ***Implementing Colorectal Cancer Screening: Workshop Advice on How to Move Evidence-Based Recommendations Into Practice***

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# **Origin of Forum Workshop on Colorectal Cancer (CRC) Screening**

**2003 IOM National Cancer Policy Board  
Report: “Fulfilling the potential of cancer  
prevention and early detection”**

**29% reduction in deaths from modest  
efforts to implement what’s known from  
social sciences & biomedical research**

**More reduction with greater efforts**

**Evidence-based prevention and screening  
interventions not fully implemented**

**Thousands of lives needlessly lost**

**Curry SJ, Byers T, Hewitt M (eds).**



# **NCPB Recommendations Related to CRC Screening Implementation**

**Support for US Preventive Services Task Force & US Task Force on Community Preventive Services for timely reviews**

**Provision of resources for state-based comprehensive cancer control programs**

**Insurance coverage for USPHS-recommended preventive services**

**Support for a CRC screening program for low-income, uninsured**

**Curry SJ, Byers T, Hewitt M (eds).**



# **National Cancer Policy Forum**

## **Discussion of NCPB Report**

**How to get recommendations implemented**

**To be productive, need to be specific**

**Focus on CRC screening:**

**strong evidence screening effective**

**evidence of effective health systems &**

**community interventions**

**screening use is limited**

**Convene workshop to obtain expert advice  
on how to get CRC screening more widely  
implemented**



# Workshop Planning Committee

**Tom Kean, C-Change**

**Bill Lawrence, AHRQ**

**Ed Wagner, Group Health**

**Scott Ramsey, FHCRC**

**Laura Seeff, CDC**

**Mary Barton, AHRQ**

**Roger Herdman, IOM**

**Ralph Coates, chair, CDC**



# **CRC Screening One of Many Preventive Services Incompletely Implemented**

**Health Spending Exceeded Record \$2 Trillion in 2006**

**~54% of Americans receive recommended care for acute or chronic conditions**

**20%-30% receive contraindicated care**

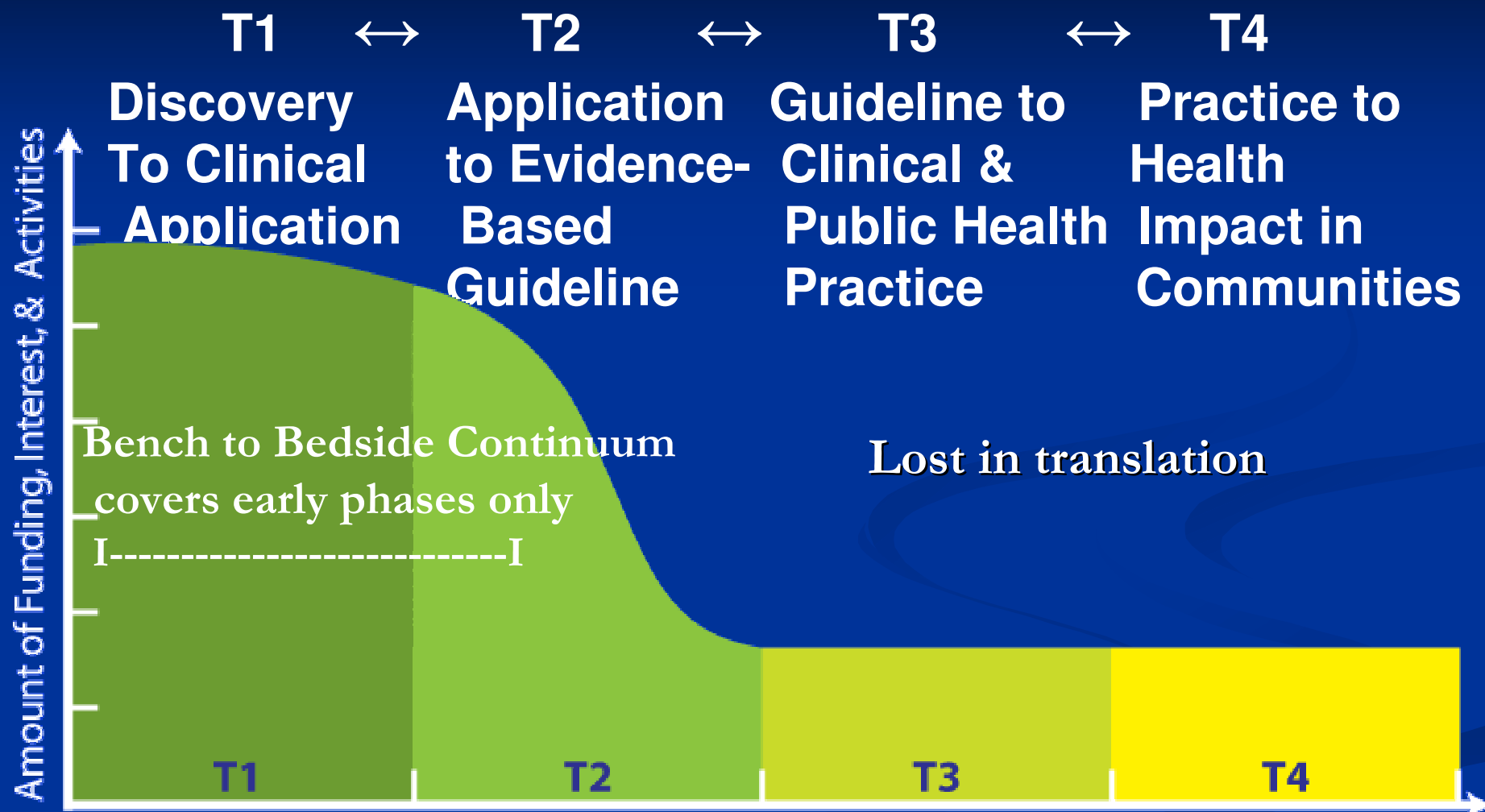
**~50% receive recommended preventive care in general**

**< 50% receive CRC screening**

**NY Times, 1/8/2008; McGlynn NEJM 2003;248:2635; Shuster Milbank Quarterly 2005; 83:243; Seeff 2004;100:2093;Yarnell AJPH 2002;93:635; Reid PR, et al (eds). Building a Better Delivery System, NAS, 2005**



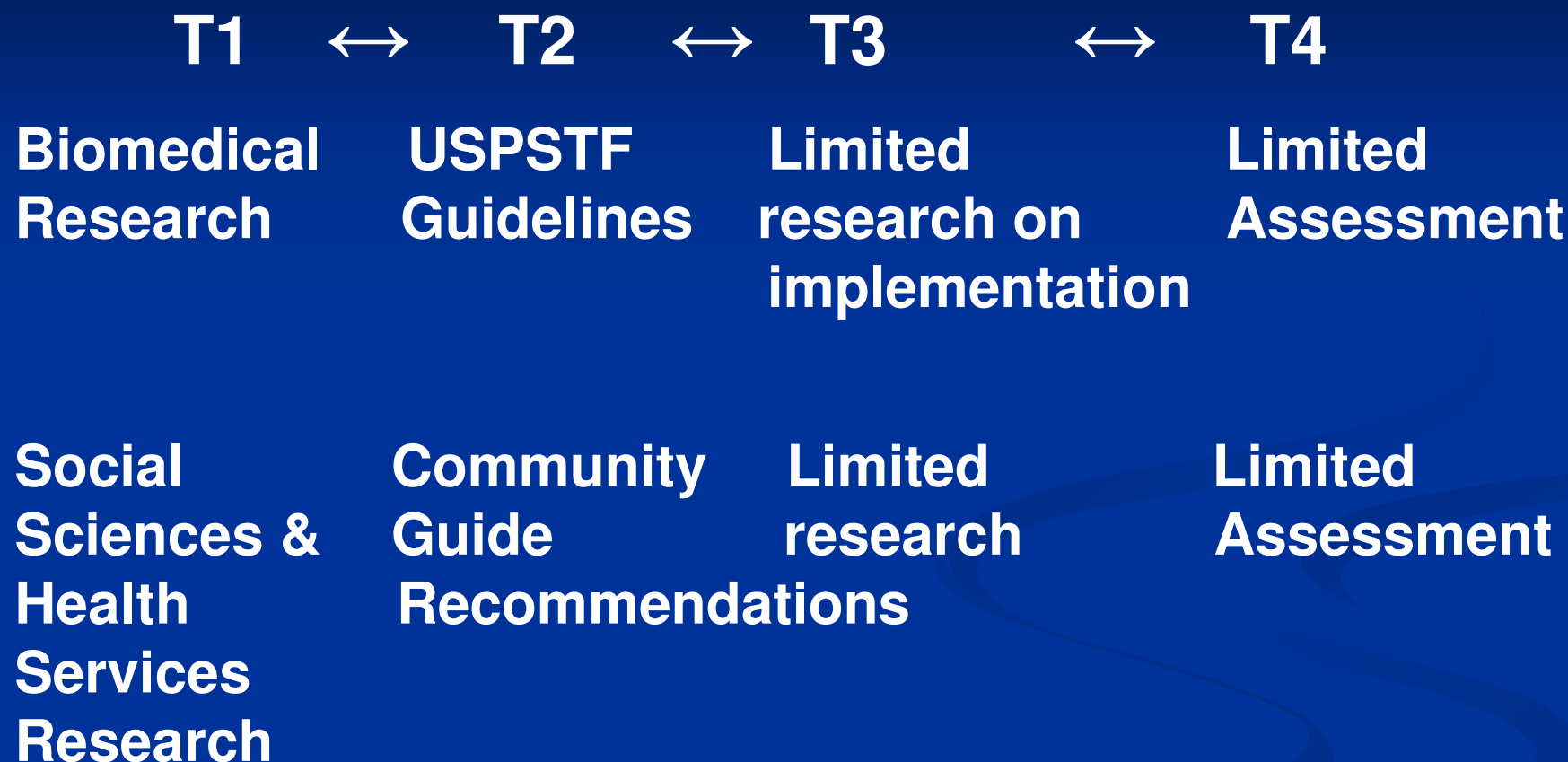
# Research Community Interest in Implementation Along the Cancer Translation Research Continuum



Khoury Genet Med 2007;9:665; IOM The Future of the Public's Health in the 21<sup>st</sup> Century, 2003; Woolf JAMA 2008;299:211; IOM Clinical Research Roundtable-Sung JAMA 2003



# Continuum of Translation of Colorectal Cancer Research Into Practice



[thecommunityguide.org/](http://thecommunityguide.org/) ; [ahrq.gov/clinic/cps3dix/  
www.healthypeople.gov/Data/midcourse/html/focusareas/FA03TOC.htm/](http://ahrq.gov/clinic/cps3dix/www.healthypeople.gov/Data/midcourse/html/focusareas/FA03TOC.htm/)





# **Presentations Related to Evidence-Based Guidelines**

**Natural History & Epidemiology**

**Michael Pignone, Bernard Levin**

**Effectiveness of Screening Technologies**

**Evelyn Whitlock**

**Screening Cost-Effectiveness & Outcomes**

**Ann Zauber**

**Effectiveness of Community Interventions**

**Shawna Mercer**



# **For Implementation of Cancer Prevention & Control Interventions in the Healthcare Setting Some Guidance Available**

**2001 IOM Report: “Crossing the quality chasm: a new health system for the 21<sup>st</sup> century”**

**2005 NAE/IOM “Building a better delivery system: a new engineering/health care delivery system”**

**e.g., Increasing use of systems tools and information technologies**

**Questions remain: How to implement?  
Specifically for CRC screening**

**Committee on Quality Healthcare in America 2001**

**Reid PR, Compton WD, Grossman JH, Fanjiang G (eds). 2005**



# **Expert Advice on What Works to Implement CRC Screening in the Health Care Setting**

**Primary Care Practice**

**Robert Fletcher**

**GI Specialty Practice**

**David Lieberman**

**Performance Monitoring & Feedback**

**Phil Renner**

**Practice Models & Cost Implications**

**Carrie Klabunde**

**Costs in Medical Practice**

**Richard Wender**



# Guidance Available on Improving Health on a Population Basis with Important Roles for all Sectors of Society



*The Future of the Public's Health in the 21st Century*  
(IOM, 2003)



# **Expert Advice on What Works to Implement CRC Screening in the Broader Community**

**Employer Perspectives**

**Ann Skye**

**Public/Patient Interventions**

**Sally Vernon**

**Health Insurance Company Perspectives**

**George Isham**

**Private Initiatives for CRC Screening**

**Alan Thorson**



# **Expert Advice on What Works to Implement CRC Screening in the Broader Community (2)**

**Public State Initiatives on CRC Screening**

**Tim Byers**

**Population Based Screening Programs**

**Laura Seeff**

**Public Screening Program Costs**

**Florence Tangka**



# Implementing Colorectal Cancer Screening: Workshop Advice on How to Move Evidence-Based Recommendations Into Practice

Broad, diverse set of presentations, discussions  
on effective steps to fully implement CRC  
screening in all U.S. Communities

Contact information: (770) 488-3003; [RCoates@cdc.gov](mailto:RCoates@cdc.gov)

The findings and conclusions in this presentation are those of the  
author and do not necessarily represent the views of the Centers  
for Disease Control and Prevention.

