

## **Colon Screening Standard 4.2 – November 2016**

Through our Community Needs Assessment we found that in Brown County, 21% of those 50 or older had not had a colonoscopy screening for colon cancer. Another 3% had a screening that was greater than 10 years ago. In Oconto County, 29% of qualified individuals had not received a screening, and Marinette had a high of 39%.

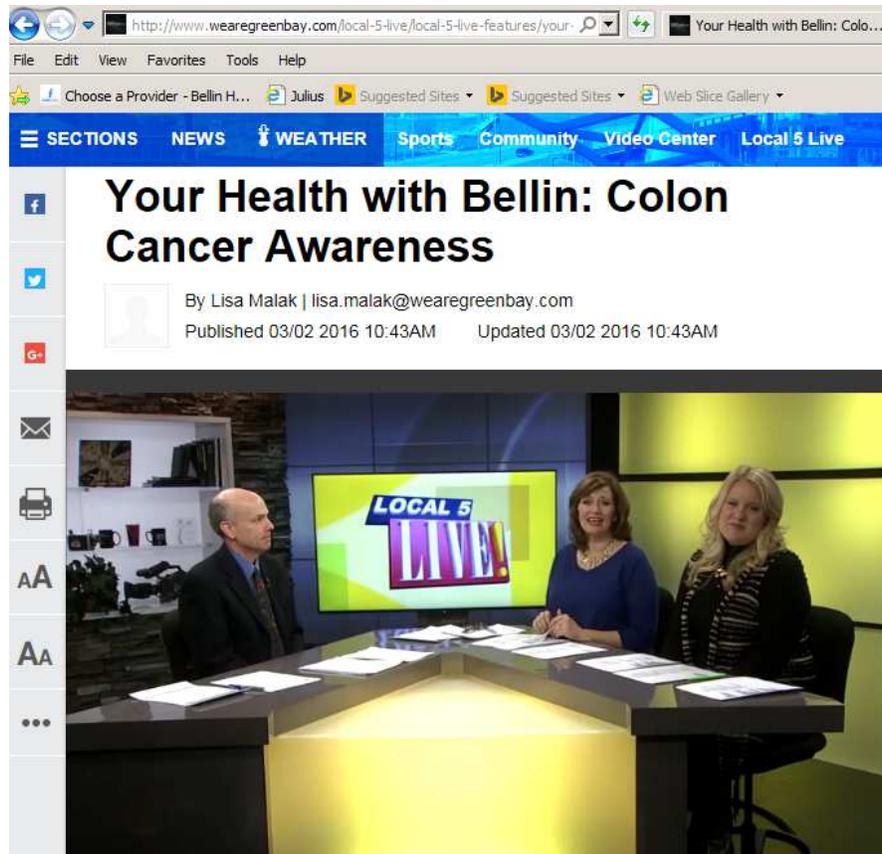
Due to the fact that not all eligible patients are having screenings, Bellin Health has invested in activities to see improvements. Regardless of whether area percentages are better than the state or national averages, Bellin Health, in its mission to have the healthiest population in the nation, strives to increase the screening rates for their patient panels. Activities to increase this have been to utilize technology, educate providers and staff, marketing, and one-on-one conversations in an effort to increase awareness. Investigation into the particular barriers for patients is continuous. Comments range from cost of the procedure to lack of understanding of the purpose for the screening, fear of the procedure, lost time away from work leading to loss of income, travel to and from, lack of a provider relationship to manage care, and even fear of the results.

### **Actions That Led to Increased Screenings and Prevention of Late Stage Disease:**

1. Use of Care Manager at every visit to identify patient needing colon cancer screening. Care Manager is a software tool that helps to identify patients in a registry that are coming due or overdue for various health care gaps. Today, Bellin has implemented the point of care (POC) solution and registry function. The POC feature is imbedded in each patient's electronic health record. It is a colored dashboard which shows all health maintenance items applying to a patient supported by evidence-based guidelines. The health maintenance item appears red, green, or yellow depending on due date or applicability. The registry function allows the ability to pull a list of patients (population) based on varying filter capability. Example: It allows us the capability to pull a list of patients that are coming due in a certain time period or overdue for their colon cancer screening.

The Care Team addresses any patients overdue. At the time of the visit, the Care Team Coordinator (person who rooms the patient) accesses the POC dashboard to see which services are overdue and schedules the patient if patient agrees. For patients who refuse, the Care Team Coordinator notifies the provider and they follow up to reinforce the importance of the health maintenance item.

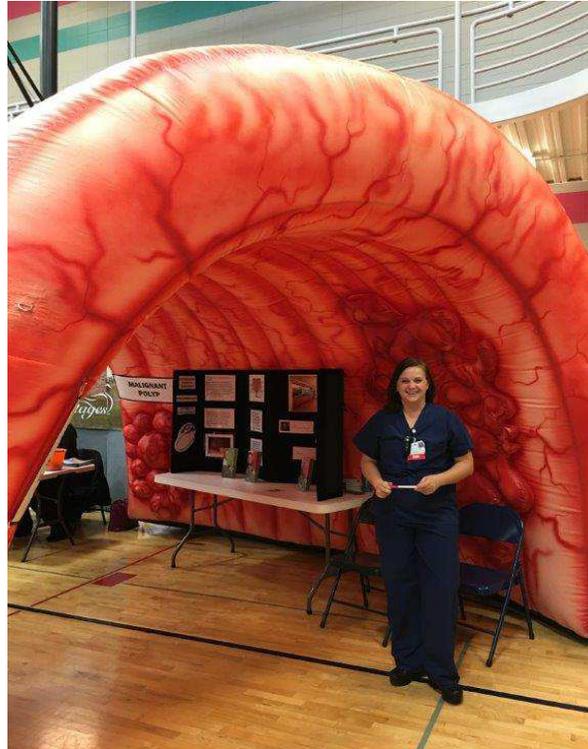
2. In March, Colon Cancer Awareness Month, Dr. Timothy Roarty, Gastroenterologist, was featured in a Local 5 TV spot. This spot was available via their website as well. This was promoted to general audiences watching at 9 a.m.



3. Bellin staff were present at a local Crohn's & Colitis Walk where the benefits to colonoscopy and good colon health were promoted.
4. In March, Bellin increased awareness of the need for colonoscopy by placing a banner across South Webster Avenue, a well-traveled four-lane street, as well as, newspaper advertising to encourage colon cancer screenings.



5. Bellin sent greater than 11,000 reminder letters to patients who were eligible for a colonoscopy screening.
6. Lastly, on September 22, Bellin arranged to have “The Strollin’ Colon” at the Oconto Health Fair. The educational tool was used to help educate the public on colon cancer. This was a large inflatable balloon which was 12’ long by 10’ wide by 10’ tall. Individuals were able to walk through “The Strollin’ Colon” to visualize the abnormalities that can occur. At the event, attendees were offered information on how and where they could schedule a colonoscopy.



### **Results and Positive Findings:**

In 2016, among Bellin’s panel of more than 600,000 patients, we completed 31,707 colonoscopies for 44,361 eligible patients, or 71.64%. This compares with 69.9% completion among the eligible 44,284 patients, thus an improvement. We saw 700 additional patients for a colonoscopy screening in 2016.

Colonoscopy results are shared with a patient on the day of their procedure, by the gastroenterologist. If there are positive biopsies, these results also flow to providers’ Epic In-Baskets. The provider is expected to review and make referrals if needed. These results are a permanent part of the patient record. At times, the referral and visit with a surgeon happen on the same day as the colonoscopy.