

2018 PUBLIC OUTCOME REPORT

Colon Cancer Awareness Campaign

Standard 1.12

Colorectal cancer is the second leading cancer killer in the U.S. among men and women combined. More than 140,000 women and men are diagnosed with colorectal cancer each year, but it is a disease that is preventable and curable when detected and treated early. Unfortunately, colorectal cancer often is a silent disease, beginning with no symptoms at all. Overall, the lifetime risk of developing colorectal cancer is: about 1 in 22 (4.49%) for men and 1 in 24 (4.15%) for women. In addition, the American Cancer Society is now recommending screening start at age 45.

In 2018, Riverwood Healthcare Center used a combination of communication channels, including newspaper, radio, website, a community event, and Facebook, to inform individuals of why and when they should be screened for this disease.

COLON CANCER AWARENESS ACTIVITIES

Riverwood took these steps to continue to focus on increasing awareness and screening for colon cancer among its patients and community members.

- During national Colon Cancer Awareness Month in March 2018, Riverwood participated in a statewide campaign in Minnesota to go “blue” for colon cancer awareness, with staff members dressing in blue with “Ask Me Why I’m Blue” stickers. This campaign was organized by the Colon Cancer Coalition, based in Minneapolis, which is dedicated to encouraging screening and raising awareness of colon cancer.
- On October 2, Riverwood hosted a “Cheers to Healthy Rears” colon cancer education event in Aitkin, which was attended by 72 individuals. Dr. Joselito Burgos and Nurse Practitioner Jen Burgos presented information on colon cancer risks and screening, including colonoscopy. Three individuals took FOBT tests for completion; one returned to date. Pre- and post-survey evaluations were completed by participants to test knowledge of colon cancer screening.

Colon Cancer Event- Cheers for Healthy Rears Survey Results: Of 68 completed pre-and post-surveys, we saw about a 10% increase in knowledge the risk factors that may lead to colon cancer; an 80% increase in awareness of the new American Cancer Society recommendation that colon cancer screening start at age 45; familiarity with colon cancer screening options increased from 29% to 70% on the “very familiar” response; and 90% of attendees said they would get screened for colon cancer.

- On the clinical side, Riverwood’s Colorectal Cancer committee, formed in 2017, continued to work on improving the colorectal cancer screening communication process with patients who are in the target age group for colon cancer screening,

- There is now a folder and flyer in each Riverwood provider exam room with the process for talking with patients about colonoscopy screening and the alternative Cologuard or FOBT testing and how to order these.
 - Riverwood's Surgical Services department is inputting colonoscopy recall information into patient charts. This is a collaborative effort with the clinic staff who use work lists that are available in the Excellian electronic medical record, based on the patient health maintenance record for colonoscopy recall and past due colonoscopies. Once the health maintenance is up to date, patients on the list will be sent recall letters.
- Riverwood continues to send a birthday card to encourage patients turning 50 to schedule their first colon cancer screening, including the phone number to call to schedule a colonoscopy. A total of 52 cards were sent from January through November 2018 with 28 of those completing colonoscopies at Riverwood for a 54 percent completion rate. With the new American Cancer Society's recommendations of beginning screenings at 45, we are discussing when we will be recommending this to our patients as other organizations and insurance companies have not agreed on this.

Effectiveness:

Riverwood saw a 1% increase in colonoscopy screenings in fiscal year 2017-2018 with 708 screening colonoscopies in 2018 compared to 700 in FY 2016-2017. The completion of FOBT's for a 12-month period in FY 2017-2018 was 32% (46 of 145 kits distributed completed), slightly lower than the completion rate in FY 2016-2017 at 42% (41 of 97 kits distributed completed).

Prevention steps:

We are not seeing the increase in screening for colon cancer that we had anticipated and will continue to focus on patient awareness of the prevention aspect of getting screened for colon cancer and stopping it with polyp removal before the disease starts. To reinforce colon cancer awareness among patients and the community at large, Riverwood will continue to do community outreach via social media and provide visible reminders of colon cancer screening guidelines at all facilities.