

# Colorectal Cancer Screening Project PAMF-MPD

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# Components of 2010 CRC Screening Mailer Kit

- Polymedco FIT Kit



- Mailing Components:
  - Patient Cover Letter
  - Instruction Page
  - Physician Lab Order
  - Lab locations and patient address for window envelope.

# Colorectal Cancer Screening Project Summary

- Project began 2008 with a 2 phase mailing. Reminders done with phone calls. All done by internal staff.
- 2009 used a single mass mailing. It was followed with 2 reminder letters 2 & 6 weeks after the original mailing. All done by internal staff.
- 2010 is a single mass mailing done by a contracted external company. One reminder letter was done 4 weeks after kits were sent. A second reminder will go out mid-October.

# PCP Involvement in Project

- Mail kit to patients who have established care with their PCP (office needs to have chart for lab result)
- Send list to PCPs prior to mailing to identify patients with colonoscopy or who are not appropriate for screening

# Schedule for 2010 Project

|            |   |
|------------|---|
| 06/04/2010 | MDs approval of letter to patients<br>Document templates to contracted mailer   |
| 06/11/2010 | Prepare support reports for 6/11 – 6/15 mailing<br>Response requested by 6/23   |
| 06/15/2010 | Mock up from Contracted Mailer<br>1 copy for Mem. Serv.<br>1 copy for Lab<br>1 copy for QI                                  |
| 06/17/2010 | Proof mockup with Lab   |
| 06/23/2010 | Order kits from Polymedco: 5 -6 business days<br>for delivery<br>Send Excel file to Contracted Mailer of all COL<br>members |
| 06/30/2010 | Proof mail merge with Contracted Mailer   |
| 07/06/2010 | Send to production mgr of Contracted Mailer   |
| 07/09/2010 | Quality check of completed mail pkts at<br>Contracted Mailer  |
| 07/16/2010 | ***Send to Post Office*** (done by Contracted<br>Mailer)  |
| 07/20/2010 | Meet with Lab, PO, & MSPR to announce that<br>mailing is going out (what to expect) – showing<br>examples                   |

# Colorectal Cancer Screening Intervention Results

**2009**

**2008**

|  |      |      |  |      |     |
|--|------|------|--|------|-----|
| <b>Total kits sent</b>   | 3734 |      | <b>Total kits sent</b>   | 2705 |     |
| <b>Total of Member Screened</b>  | 1192 | 32%  | <b>Total of Member Screened</b>  | 696  | 26% |
| <ul style="list-style-type: none"> <li>➤ Total of members with results from fit kit</li> </ul> | 1104 | 30%  | <ul style="list-style-type: none"> <li>➤ Total of members with results from fit kit</li> </ul> | 696  | 26% |
| <ul style="list-style-type: none"> <li>➤ *Members responded w/having a colonoscopy</li> </ul>  | 86   | 2%   |  |      |     |
| <b>Total Positive Results</b>  | 51   | 4.6% | <b>Total Positive Results</b>  | 42   | 6%  |
| <ul style="list-style-type: none"> <li>➤ Positive Cancer Detection</li> </ul>                  | 1    |      | <ul style="list-style-type: none"> <li>➤ Positive Cancer Detection</li> </ul>                  | 3    |     |

# Problems Identified From 2009 Intervention

- Misunderstanding by lab of length of stability time for FIT kit sample
- Samples received in Lab without orders so could not be processed
- Sample date not recorded by patient so could not be processed
- Post Office not delivering samples in a timely manner to lab resulting in cancellation
- Lack of efficiency in the compilation of the kit mailer

# Problem Solving in 2010

- Lab-Related Issues
- Met with Lab Managers and discussed:
  - How long a sample is stable (stable for 15 days at ambient temperature and up to 30 days at 2-8° c )
  - Pre-labeled sample bottles to allow lab to locate member info and request a lost or misplaced order from MPD or a sample date from patient
  - Created a form for the Lab, listing sample problems that needed MPD attention, (lost order, sample date) facilitating their resolution.

## Problem Solving in 2010 (cont)

- Post Office Issue
- Met with Post Office and discussed:
  - The need for a dedicated BRM staffer to register and deliver each sample kit received daily

## Problem Solving in 2010 (cont.)

- Kit-Compilation Efficiency
- Contracted outside mailing company:
  - Reduced compilation of kit time to 5 days (75% reduction in time)
  - Quality of packet materials increased
  - Cost of mailing reduced due to pre-sort permit.
  - Created labels for sample bottle with pre-populated member name, date of birth

# Goals for Project Completion

- Reduction in cancellations
- Achieve a 33% + response rate
- Achieve 100% follow-up of all positive results
- Make the implementation of the project as smooth and error free as possible