INCREASED PROVIDER ENGAGEMENT TO RAISE COLORECTAL CANCER SCREENING RATES
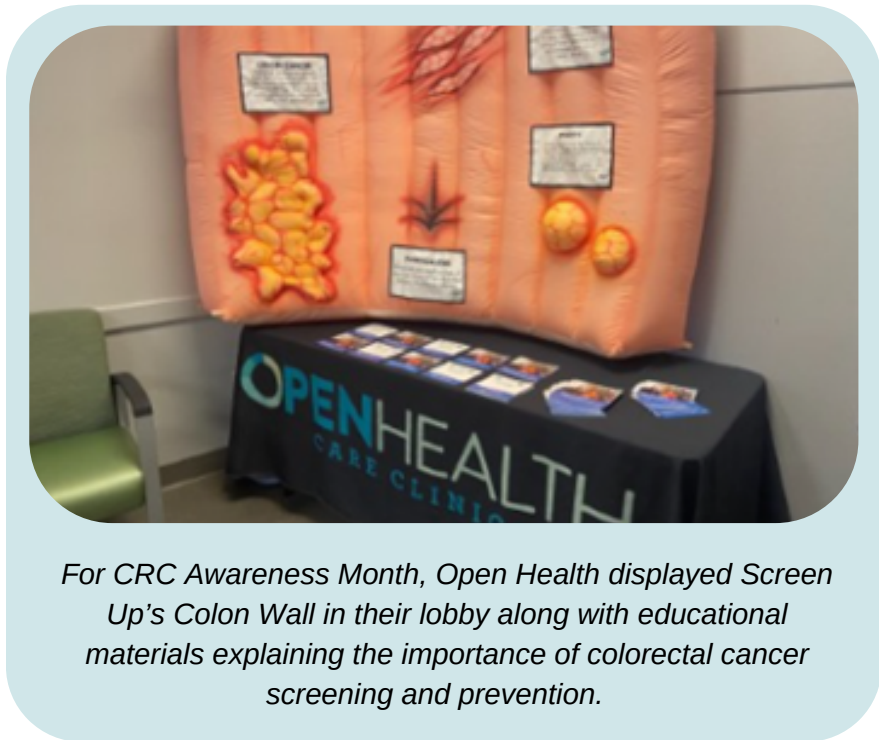
Open Health Care Clinic ● Baton Rouge

In Baton Rouge, Open Health Care Clinic collaborated with the Screen Up Initiative to increase their colorectal cancer (CRC) screening rates. Despite an initial decline in the overall CRC screening rate from 32% in 2022 to 27% in 2023, the clinic made significant headway engaging patients for follow-up colonoscopy appointments, which surged from **17% to 50%**. Provider assessment, feedback, and the support of a passionate provider champion have been key factors in their success. Although they doubled their number of completed screenings last year, they also experienced a more than twofold increase in their eligible patient population. Open Health is hopeful they will achieve enduring increases in CRC screening rates as their system and staffing catch up to the increased demand.

Open Health implemented evidence-based interventions to improve their CRC screening workflows. Improvements included:

➢ Patient reminders - EHR messages and follow up phone calls to support screening compliance and to encourage FIT kit returns.
➢ Reducing structural barriers - Offering Uber Health rides to patients.
➢ Provider assessment and feedback - Monthly "scorecards" to providers that show their CRC screening rate and monthly provider meetings.

In Project Year 3, Open Health also:
➢ Optimized their health information technology (HIT) by taking advantage of Azara DRVS, an electronic health records overlay software.
➢ Leveraged CRC Awareness Month for patient education and motivation.
➢ Added Cologuard as an option for patients
➢ Partnered with additional GI specialists for referrals.

For CRC Awareness Month, Open Health displayed Screen Up's Colon Wall in their lobby along with educational materials explaining the importance of colorectal cancer screening and prevention.

FOR MORE INFORMATION ON HOW OPEN HEALTH ACHIEVED THIS SUCCESS, EMAIL RENI ELEWONIBI AT BELEWO@LSUHSC.EDU.

CLICK HERE TO LEARN MORE ABOUT SCREEN UP!

LOUISIANA CANCER PREVENTION & CONTROL PROGRAMS

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