

Colorectal Cancer Screening Promotion Maryland MCO Toolkit Introduction and Content Summary

Thank you for taking the time to consider how your organization can implement colorectal cancer screening promotion initiatives for your members. This toolkit contains proven tools, strategies, and resources that can help you in that task.

Colorectal cancer (CRC) is the 2nd leading cause of cancer death in Maryland even though it is preventable and treatable with appropriate screening. Your efforts will join with others throughout Maryland to help increase CRC screening rates among 50-75 year olds and decrease CRC incidence and mortality, particularly for populations with health disparities.

Thank you again for your commitment!

Toolkit Contents:

General Information/Goals

1. **CRC At-a-Glance for Providers and Administrators**

Information for healthcare providers and practice managers on the importance of colorectal cancer screening and how to increase screening rates.

2. **CRC Screening Minimal Clinical Elements Summary**

The Minimal Clinical Elements for Colorectal Cancer Screening programs present a continuum of quality colorectal cancer care congruent with guidance from the Department of Mental Health and Hygiene Colorectal Cancer Medical Advisory Committee and from relevant national medical and public health organizations. This is a summary of the Minimal Clinical Elements and provides up-to-date information regarding screening recommendations for average and high risk populations.

3. **80% by 2018 Fact Sheet**

"80% by 2018" is a National Colorectal Cancer Roundtable initiative in which dozens of organizations have committed to eliminating colorectal cancer as a major public health problem and are working toward the shared goal of 80% of adults aged 50 and older being regularly screened for colorectal cancer by 2018. This fact sheet includes more information on the goal and importance of the initiative and, importantly, the sheet contains a link to the 80% by 2018 pledge which has been signed by dozens of entities nationwide.

4. **80% by 2018 Pledge**

Download and review the NCCRT 80% by 2018 pledge and then sign electronically to demonstrate support of this nationwide collaboration to eliminate colorectal cancer as a

major public health problem across the county by signing the pledge along with 650+ other signatories.

5. Increasing CRC Screening Resource List

Resources and tools to provide guidance about best practices to increase colorectal cancer screening rates through public education, practice improvement and systems change, and evaluation.

Templates and Tools to Use with Providers/Patients

6. Provider Relations CRC Slides

This PowerPoint presentation can be used by MCO provider relations representatives to communicate background information about colorectal cancer in Maryland, best practices in screening promotion, and resources for providers and patients to provider office stakeholders.

7. Cancer Screening Patient Questionnaire

This questionnaire, designed to be completed by patients in clinic waiting rooms or during their wait in the exam room, assesses patients' need for colorectal, breast, and cervical cancer screening. The tear off at the bottom of the page allows the provider to give direct guidance to their patient on the next steps to take toward screening. Free hard copies of the questionnaire, with a perforated tear off, are available via order form: goo.gl/jsCOHK.

8. Cancer Screening Patient Questionnaire: Provider Letter Template

This letter template can be used to by MCOs to introduce the Patient Questionnaire to provider offices. MCOs can supply hard copy questionnaires directly to provider offices or recommend use of the on-line order form.

9. CRC Screening Patient Reminder Letter Template

A provider's recommendation to a client to be screened is often a deciding factor in the client's screening compliance. This letter can be used by a provider to reach out to clients with a cancer screening message even if the patient hasn't been to the office for a recent visit. The letter could also be adapted for use directly by MCOs.

10. Local CRC Screening and PN Resource List

This document provides a list of local state-funded programs that provide colorectal cancer screening and patient navigation services to eligible uninsured and underinsured populations. Insured individuals who meet eligibility criteria may also receive assistance navigating the health care system to ensure their screening is completed.

Screening Promotion Messages and Related Tools

11. CRC Articles for Newsletters

Brief and extended passages regarding colorectal cancer screening that can be used in provider and member newsletters.

12. CRC Screening Messaging for Targeted Populations

Messages developed and tested by the National Colorectal Cancer Roundtable to resonate with targeted populations and increase their likelihood to seek colorectal cancer screening.

Evaluation

13. CRC Screening Promotion Toolkit Feedback Form

Please use this form to provide any feedback that you may have about the content and use of this toolkit. The form is also available for electronic submission at: goo.gl/jsCOHK.

Thank you!

This information is brought to you by the Maryland Colorectal Cancer Control Program. For technical assistance and resources regarding colorectal cancer screening promotion, please call us at 1-800-477-9774.

