

## Project Summary *(Brief project overview)*

<b>PROJECT TITLE</b> (Do not exceed 60 characters and spaces.)	Improving CRC screening rates of community clinic patients
<b>PROGRAM DIRECTOR</b> (First, MI, Last, Degrees)	Kelly C. Motadel, MD, MPH
<b>ORGANIZATION</b>	Vista Community Clinic
<b>TOTAL GRANT AMOUNT FUNDED</b>	\$7,300
<b>PRIORITY AREA</b> (see FORM 2)	Primary Prevention and Screening; Screening Barriers
<b>RELATIONSHIP TO COLORECTAL CANCER</b>	Average Risk Population Screening

Vista Community Clinic (VCC) follows the U.S. Preventive Services Task Force recommendation that people age 50-75 with normal risk for colorectal cancer (CRC) should be screened annually. Despite outreach efforts by providers, VCC's annual screening rate is just 10.5%. While the November 2014 rate has improved to 17.1%, it is still well below the national health center average of 33%. Multiple factors appear to contribute to our low rate, including: (a) a large influx of newly insured patients with serious chronic illnesses, leaving little or no provider time to discuss preventive screenings, (b) a largely Hispanic population with little understanding of preventive health services, (c) use of a CRC patient collection kit that is seen as onerous – the Fecal Occult Blood Test (FOBT) requires three stool samples, has medication and dietary restrictions and requires patients to return the test in person, (d) no pop-up prompt in the electronic health record that reminds providers or other care team members that a patient is due for a CRC screening, and (e) lack of a consistently applied, comprehensive patient education plan that includes all USPSTF recommendations for primary care practices.

In response, VCC's Quality Assurance staff has created a plan that aims to address these restricting factors. With California Colorectal Cancer Coalition funding, VCC proposes to introduce a new patient collection kit, and promote its use via a comprehensive set of patient- and provider-oriented interventions known to increase screening rates. The new interventions will be pilot-tested at one clinic site before the program is introduced system-wide to all five sites. Full implementation will benefit the roughly 10,000 patients ages 50-75 seen annually by VCC providers; approximately 6,500 patients will receive the proposed intervention during the grant term. By the end of the 12-month grant term, our goal is to increase our CRC screening rate to at least 33%. Grant funding will be used to offset expenses related to developing and printing new patient education materials.

Any VCC patient that receives a positive CRC screening result will receive support in navigating the diagnosis and treatment process from our Referral Coordination staff. Patients in need of follow up services will be referred to outside providers that accept Medi-Cal. Uninsured patients will be referred to Project Access San Diego, a San Diego County Medical Society Foundation program that provides access to specialty medical care for low-income, uninsured individuals. Project Access patient care managers assist patients with their treatment plan, transportation and translation services, and will serve as the liaison between the patient and their primary care provider at VCC.