



PRIME REQUIRED PROJECT IMPLEMENTATION WEBINAR

Webinar Series 2: Successful Approaches to Disease Management and Screening

Colorectal Cancer Screening: Operational Practices and Resources

Wednesday, March 1, 2017; 12:00-1:00pm

Recording Link:

 $\frac{https://safetynetinstitute.webex.com/safetynetinstitute/lsr.php?RCID=68a3c74b72234a359f5cda4679fae}{21f}$

Agenda

Time	Topic	Lead(s)
12:00- 12:05	Opening PHS background on metric	David Lown, MD Chief Medical Officer, SNI
12:05- 12:55	Colorectal Cancer Screening: Operational Practices and Resources Q&A	 Coleen Kivlahan, MD, Executive Medical Director of Primary Care Services, UCSF Sara Coleman, PRIME Director, Office of Population Health & Accountable Care, UCSF Therese Chan Tack, MD, MPH, Primary Care Physician, China Basin, UCSF Rossana Segovia, NP-C Administrative Nurse Manager Primary Care, UCSF Mike Potter, MD, Director, San Francisco Bay Area Collaborative Research Network (SFBayCRN); Family Physician, UCSF
12:55- 1:00	Resources Closing	David Lown, MD Chief Medical Officer, SNI

Housekeeping



Please mute locally



At any time, feel free to chat your question & we will read out



Webinar will be recorded



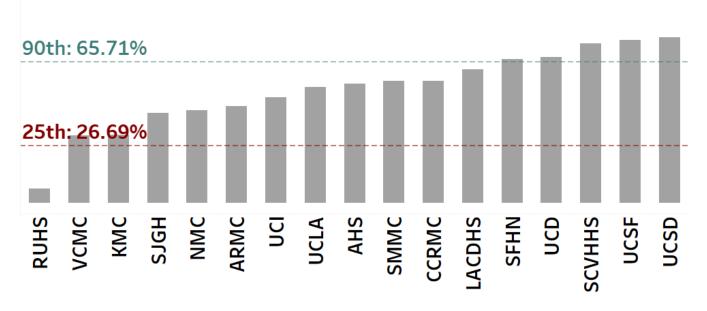
Deck & tools will be saved on **SNI Link**



DY11 PHS Performance Colorectal Cancer Screening

Metric 1.2.3

Colorectal Cancer Screening P4P







PRIME Webinar Colorectal Cancer Screening: UCSF Operational Practices and Resources

Coleen Kivlahan, MD, Executive Medical Director of UCSF Primary Care Services Sara Coleman, PRIME Director, UCSF Office of Population Health Therese Chan Tack, DO UCSF Primary Care Physician Rossana Segovia, NP-C, Administrative Nurse Manager at UCSF Primary Care Mike Potter, MD, Director, San Francisco Bay Area Collaborative Research Network (SFBayCRN); UCSF Family Physician

Today's Agenda

То	pic	Presenter	Time
1.	Overview of UCSF's management system that allows rapid dissemination and learning	Coleen Kivlahan	5 mins
2.	UCSF PRIME infrastructure	Sara Coleman	10 mins
3.	Focused interventions to grow and sustain CRC screening rates	Therese Chan-Tack and Rossana Segovia	15 mins
4.	FIT/Flu and national update on CRC screening	Michael Potter	10 mins
5.	Q&A	All	20 mins



Prevalence and Importance

- Colorectal cancer is the third most commonly diagnosed cancer and the cause of cancer death in both men and women in the US
- CRC mortality and incidence rates have declined in the United States, a large proportion of which is due to screening.
- The opportunity for all of us is to address the disparity in mortality rates of blacks and whites, while both are declining at equal rates, black men still have the highest mortality rate of all Americans (rate ratio of 1.52)
- The UCSF team will describe the management system in primary care clinics that underpins our work to effectively screen our populations.

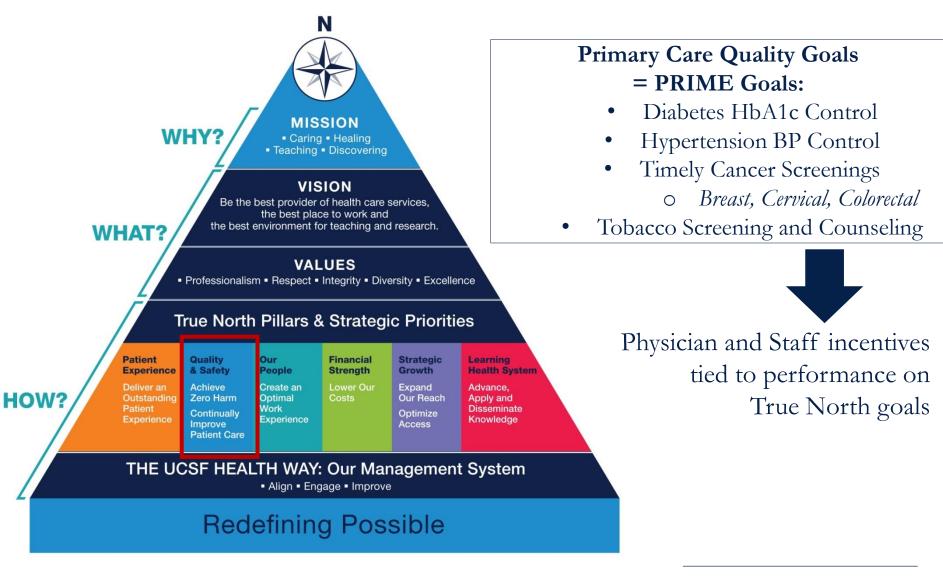


Our Management System

- Primary Care strategies and operations meetings monthly for rapid decisions and execution
- Active partnership between clinicians, researchers and population health analysts
- Lean Management System, True North Board rounds with analysts
- In-reach and out-reach efforts
- Use of HM banner updates and redesign
- The central role of data



UCSF's True North Pillars





Creating a Management Structure for Improvement Across UCSF Primary Care



Impact:

- Active and positive engagement of frontline staff and clinical teams
- Rapid-cycle improvement, problem solving, escalation, dissemination of learning across clinics
- Population Health/PRIME team supports 1) project management of improvement activities,
 2) Analytic needs, and 3) EMR enhancements



Office of Population Health Analytic Tools

Data to Drive Improvement

High Level Performance Reports

PRIME roll-up summaries reviewed by executive leadership

Performance by Clinic and Provider

Reviewed by clinic Medical Directors and Administrative/RN Managers, and data displayed on clinic True North Boards

Patient Level

Gaps

Patient-level lists used for outreach by medical assistants / panel managers



Population Health Analytic Support

Data to Drive Improvement

Weekly
 Performance
 Summaries

METRIC DESCRIPTION	FY17 YTD RATE %	PRIME TARGET	ACTUAL vs. TARGET
Comprehensive Diabetes Care: HbA1c Poor Control (>9.0%)	20.05%	29.68%	9.63%
Controlling Blood Pressure	69.16%	70.32%	-1.16%
Tobacco Assessment and Counseling	92.43%	88.33%	4.10%
Breast Cancer Screening	77.67%	71.41%	6.26%
Cervical Cancer Screening	72.21%	72.99%	-0.78%
Colorectal Cancer Screening	73.66%	65.71%	7.95%

Clinic Level Summaries

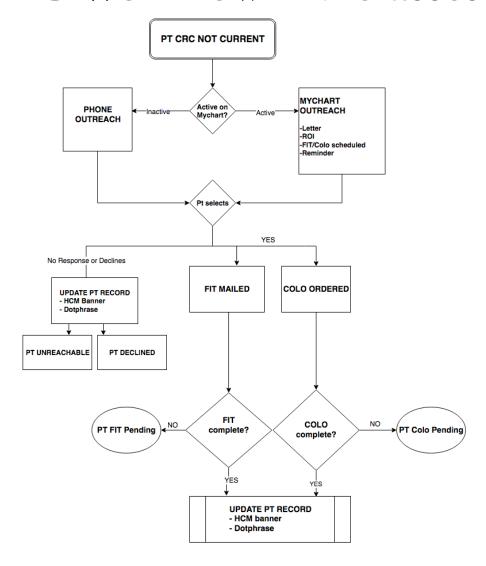
	BCS SCRE	ENING	CCS SCREENING		CRC SCREENING	
	CURRENT RATE	TARGET VARIANCE	CURRENT RATE	TARGET VARIANCE	CURRENT RATE	TARGET VARIANCE
CLINIC 1	81.42%	0.0%	70.89%	<u>-2.2%</u>	77.81%	<u> </u>
CLINIC 2	78.90%	7.5%	79.76%	6.7%	78.81%	<u> </u>
CLINIC 3	69.99%	<u> </u>	66.74%	<u> </u>	63.17%	-16.0%
CLINIC 4	77.79%	6.4%	71.58%	-1.5%	67.16%	<u>-12.0%</u>
CLINIC 5	64.29%	<u> </u>	81.25%	8.2%	48.19%	-31.0%

3. Patient and Provider Level Action Reports

Current: Population Health Excel Reports and Epic MyReports Future: Healthy Planet (embedded within Epic EMR)

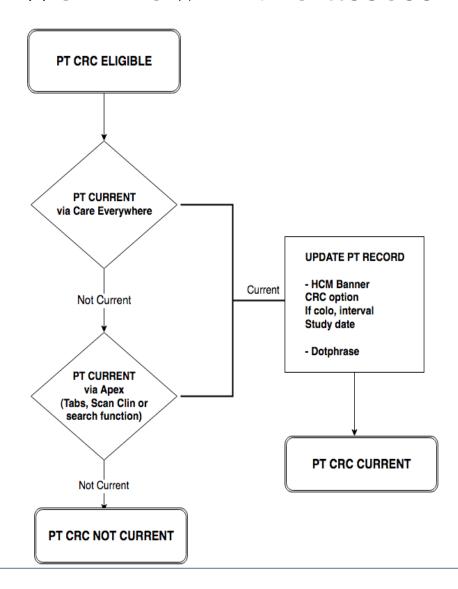


CRC Workflow – Pre-assessment





CRC Workflow – Pre-assessment





CRC Workflow

Defining Tasks and Owners

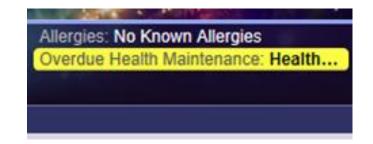
FROM	ТО	SUGGESTED OWNERS
CRC ELIGIBLE	PT CURRENT PT NOT CURRENT	NP, PCP
PT CRC NOT CURRENT	MYCHART DONE PHONE DONE	PM, NP, PCP RN, PM, MA
PT MYCHART DONE OR PT PHONE DONE	FIT SENT COLO ORDERED PT DECLINED PT UNREACHABLE	PM, MA NP, PCP RN, PM > MA RN, PM > MA
PT FIT SENT	PT FIT COMPLETE PT FIT PENDING	NP, PCP PM, MA
PT COLO ORDERED	PT COLO COMPLETE PT COLO PENDING	NP, PCP PM, MA



CRC Interventions: Inreach

Key Role of Medical Assistants

- Patient Care Gaps reviewed at Daily Huddles with PCP
- Health Maintenance banner prompts
 MA action during rooming process
 - Pend orders for pending screenings
 - Updates info on screenings received elsewhere
 - Specific ROI requests
- FIT kits given to patient upon check-out as appropriate

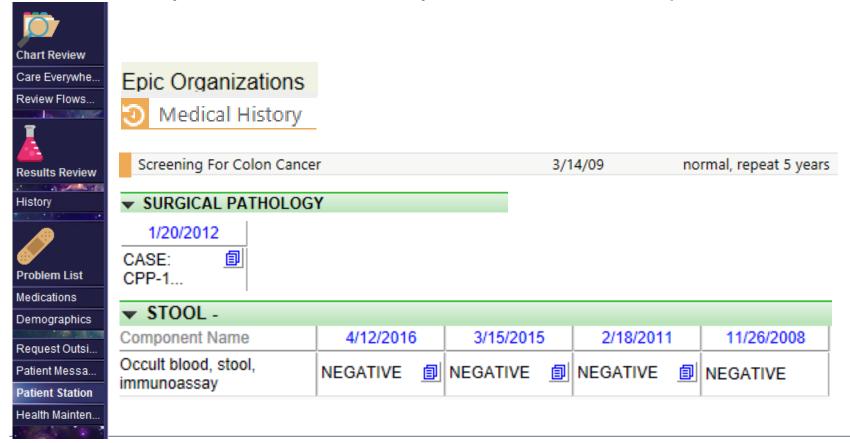




CRC Interventions: Outside Records

Streamlining a process for obtaining outside screening results

Systematic Care everywhere and within Apex review





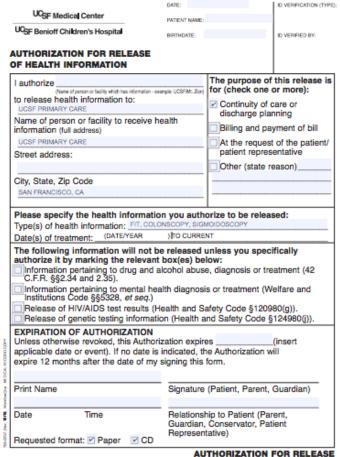
CRC Interventions: Outside Records

Streamlining a process for obtaining outside screening results

 Specific ROI – pre-filled for FIT, Colonoscopy, Sigmoidoscopy only

Inreach – the form is completed at the next clinic visit

Mychart – a tailored message with url to UCSF ROI included



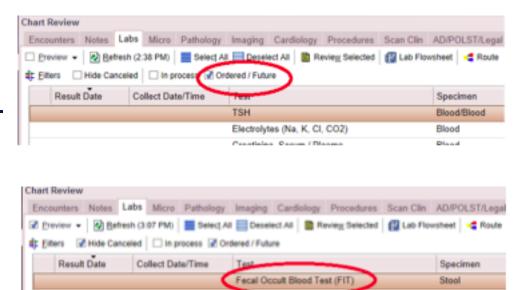
OF HEALTH INFORMATION



CRC Interventions: Outreach

Panel Manager

- Check under labs for existing order
- Existing order print requisition, provide FIT kit.
 Ensure existing order does not expire within 3 months.



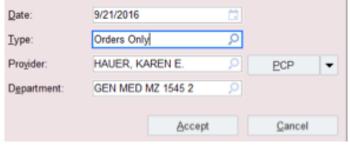


Blood/Blood

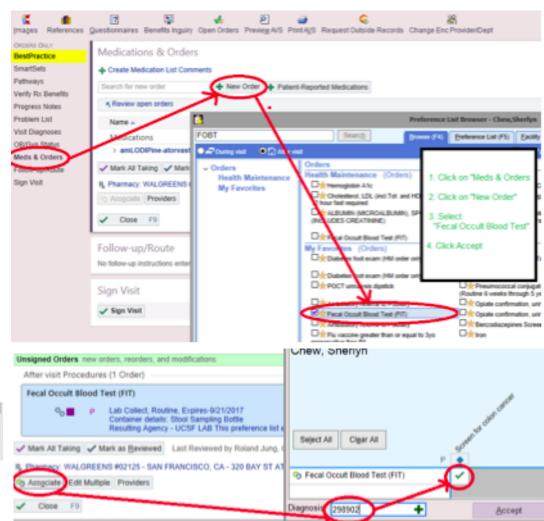
CRC Interventions: Outreach

Panel Manager

 No order – "orders only" encounter, pend, associated diagnosis code, per protocol cosign









CRC Outreach

Tracking outreach – Panel Manager

Week	Total Pts	MyChart	Letter	Phone call 1	Phone call 2	Complete d	Refused	Not a candidate
1	112	21	68	15	1	4	2	1
2								
3								
4								

- Weekly progress report
- Displayed on True North board



CRC Interventions: Future

Tracking – Provider/Clinic level and to completion

Current: Office of Population Health

Self-directed review via PopDash

Future: Embedded dashboard on providers' EMR

homepage.

Timely intervals to track time to schedule

colonoscopy, complete FIT

Task owners and Training

Current: More clinical team member skew

Future: Provide all team members with capability to pend/

sign orders



CRC Interventions: Future

Inreach

- Current: At clinic visit discussion/orders with MA during intake
- Future: Addition of kiosk, videos, ipad at which patients can learn about USPSTF preventive care measures.

Outreach

- Current: Mychart, Telephone; Other sites/institutions include flyers, automated calls.
- Future: Online order/scheduling capabilities*, coordinated visits/presentations with community events/health fairs; FIT drop off (monthly), FIT-Flu clinic (seasonal)

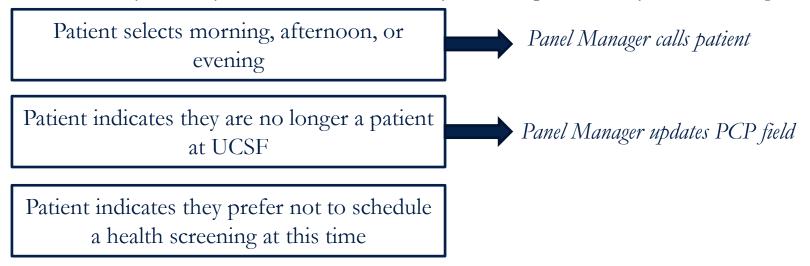


PRIME Innovation in Progress

Leveraging Automated Voice Technology to Engage Patients

"We've noticed that you are overdue for one or more cancer screenings. Routine screenings are essential for early detection of cancer which can save lives. A UCSF staff member would like to call you to help you schedule your screening.

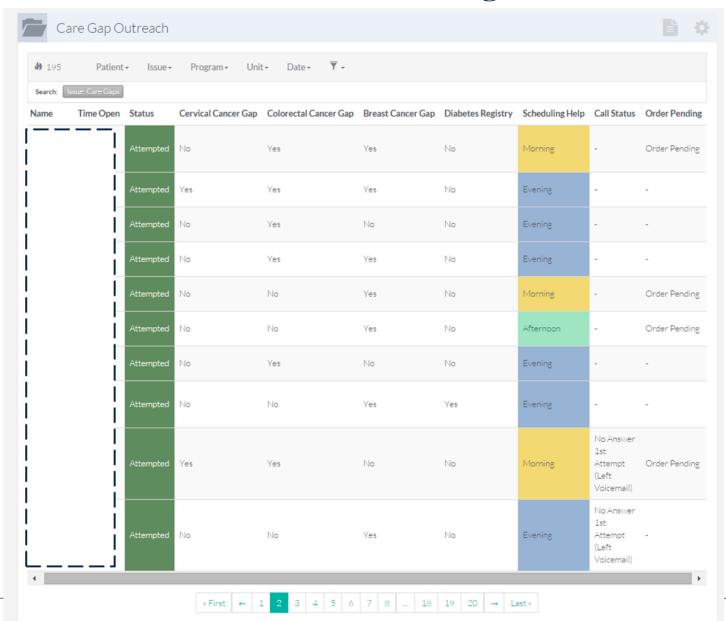
What time of day would you like our staff to call you to help schedule your screening?"



Allows Panel Managers to efficiently schedule screening appointments for patients who are *ready to engage*



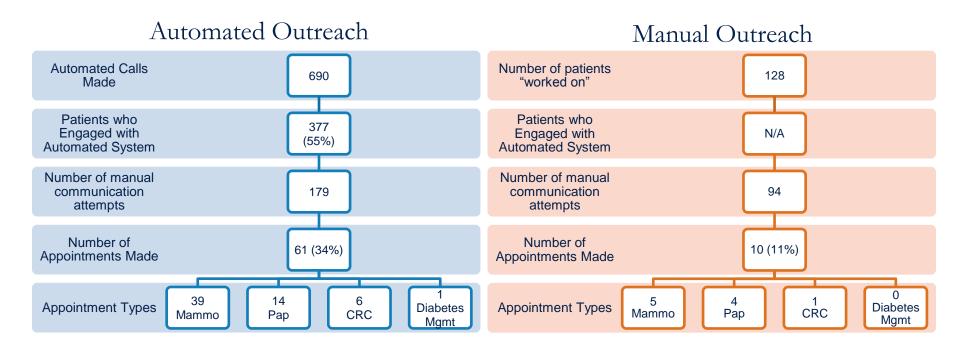
Voice Calls Pilot: Panel Management Dashboard





Manual Outreach vs. Automated Voice Calls

The tables below shows the data tracked by traditional manual outreach to patients, and the data from Cipher's Voice calls Pilot from Feb 1st – Feb 17th (13 business days)



Next Steps:

- Assess pilot effectiveness: are patients following through with screening after outreach?
- Plan scale-up of pilot platform to other UCSF clinics



What is 80 by 18?

- ■80 by 18 is a public health goal, launched by the National Colorectal Cancer Roundtable (NCCRT)
- Hundreds of organizations are committed to reducing colorectal cancer as a major public health problem
- Working toward the shared goal of reaching 80% screened for colorectal cancer by 2018.



Other SNI-Relevant NCCRT Activities

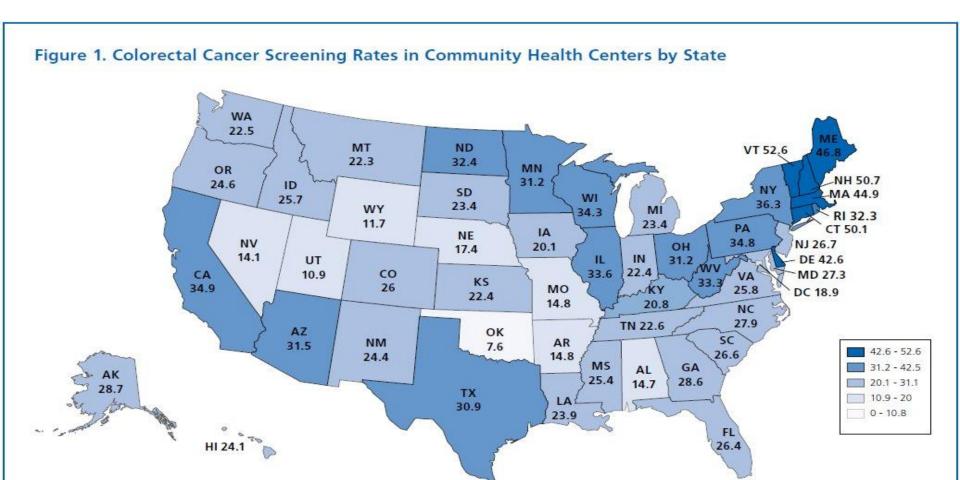
Hospital Systems Project – *Identifying* opportunities for hospitals to play a stronger role in supporting higher CRC screening rates (colonoscopy or FIT). Your input is welcome.

Health Plan Handbook – To be launched shortly at a webinar later in March – you are welcome to attend.

http://nccrt.org or email me if you want more info.



Doing more FIT is especially important in public health settings (2014 NCCRT analysis of UDS data)



Data Source: UDS data 2012.

Adults 50-75 years of age who have received any of the following: colonoscopy during reporting year or previous 9 years, flexible sigmoidoscopy conducted during reporting year or previous 4 years, or FOBT or FIT during reporting year. 29

FIT Programs Require That You:

- Select an effective test
- Identify eligible patients
- Train staff to communicate with patients
- Provide appropriate test instructions
- Assure test completion when provided
- Assure high quality test processing
- Follow up abnormal results with colonoscopy
- Follow up normal results with repeat annual testing



The Flu-FIT "Assembly Line"-How it works at Kaiser Permanente.



Diagram of Program Components

GOAL: Increase CRCS rates by offering home FIT to eligible patients during annual flu shot activities.

CORE FUNCTIONAL COMPONENT: Standing orders for clinic staff to offer flu shots and FIT together for patients aged 50-75 seen during flu shot season

TARGET CLINICAL SETTINGS AND POPULATIONS: CHCs where flu shots are provided and where FIT is the primary test for average risk CRCS

Training/Advertising Daily Operations Test Completion Results Follow-up Tracking **Normal Results** Daily supervision FIT not Designate& train a · Notify patient and by program leader. program leader Completed primary care · Program offered · Postcards and Program leader Completion provider assigns clinic staff to by staff daily Phone calls of FIT kits Reminder to during flu shot participate dispensed repeat FIT in one Clinic staff completes season. are tracked vear formal training EHR used to closely. Clinic team approves assess CRCS FIT Completed program plans eligibility Competed **Abnormal** FIT provided Advertise with tests mailed to Results immediately posters, and lab for Notify patient postcards before flu shots. processing and primary care · Advertise through the · FIT kits pre- Clinic checks provider packaged with EHR if possible for results Arrange program materials colonoscopy

Program Materials

Patient flow algorithm
Patient eligibility algorithm
Script to explain FIT to patients during flu shot visits
Visual aids to explain FIT
Multilingual clinic video to explain FIT
Multilingual patient instructions on FIT completion

Pre-addressed mailing pouches
Pre-stamped mailing pouches
FIT tracking and follow-up logsheets
Mailed FLU-FIT Program announcements
FluFIT Program clinic posters
Multilingual materials explaining the importance of FIT



Results – Kaiser Permanente RCT

(Am J Pub Health, 2012)

Nurse-Run Intervention for Unscreened Patients in the Flu Shot Clinic

Test(s) completed within 90 days	Flu Only Arm N= 2884 All Patients initially Due for screening	Flu-FIT Arm N=3351 All Patients Initially Due for screening	P value
FIT	336 (11.7%)	900 (26.9%)	<0.001
Flex Sig	68 (2.4%)	62 (1.9%)	0.16
Colonoscopy	61 (2.1%)	86 (2.6%)	0.24
Any Test	438 (15.2%)	996 (29.7%)	<0.001

Odds Ratio: 2.77 (2.41-3.18); Outcomes similar for all demographic subgroups.

In the Intervention Arm:

53% of those due for screening were given a FIT kit





It's Now Standard of Care at Many Kaiser Permanente Sites



Endorsed but not required by KPNC Regional Leadership

Disseminated through Regional Flu Shot Clinic Coordinators

Hands-on training offered before flu season starts

Webinar trainings have also been used

Internal KPNC website with KPNC-specific procedures and downloadable materials



Websites developed with research funds



See how it works in community clinics



What are FLU-FIT & FLU-FOBT Programs?

FLU-FIT and FLU-FOBT Programs allow healthcare providers to increase access to colorectal cancer screening by offering home tests to patients at the time of their annual flu shots. Successful FLU-FIT and FLU-FOBT Programs have been implemented in community health centers, in a public hospital, and in a large health maintenance organization. They have also been pilot tested in commercial pharmacies.

On this website, you will find information to develop your own successful FLU-FIT or FLU-FOBT Program.

LEARN MORE

http://flufobt.org -- updated website to go live this spring.



Collaborators in Flu-FIT Program Development, Evaluation, and Dissemination



























THANK YOU!

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University of California San Francisco

Colorectal Cancer Screening

Resources on SNI Link Posted on Project 1.2 page

- <u>fluFIT.org</u> training, materials, and publications on providing colorectal cancer screening during annual influenza vaccination campaigns (UCSF)
- <u>Final Recommendation Statement on Colorectal Cancer Screening</u> (US Preventive Services Task Force (USPSTF))
- <u>Guidelines for CRC Screening and Surveillance</u> (American Gastroenterological Association)
- Screening for Colorectal Cancer: Optimizing Quality CME (CDC)
- <u>National Colorectal Cancer Roundtable</u> includes "<u>80 x 18</u>", <u>Tools and Resources</u> for quality, providers, public and others. to advance colorectal cancer control efforts (National Colorectal Cancer Roundtable)
- Strategies and Resources to Address Colorectal Cancer Screening Rates and Disparities in the United States and Globally Potter, MB. (Annu Rev Public Health. 2013;34:413-29)
- Strategies for expanding colorectal cancer screening at community health centers. Sarfaty M, Potter MB, et al. (CA Cancer J Clin. 2013 Jul-Aug;63(4):221-31. doi: 10.3322/caac.21191)
- Materials from the FIT Flu Clinic (Contra Costa Regional Medical Center)
 - Flow diagram
 - Patient Questionnaire (English/Spanish)
 - Standard work for greeter; LVN; registration clerk





Project Leads on SNI Link

1.2 Contact list posted on PRIME Member Information						
Alameda	Los Angeles	San Joaquin	UC Irvine			
Physician Lead: Mark Maus mamaus@alamedahealthsystem.org Ops Lead: Holly Garcia hgarcia@alamedahealthsystem.org	Tyler Seto	Farhan Fadoo, M.D. ffadoo@sjgh.org	Erwin Altamira ealtamir@uci.edu Ivan Coziahr icoziahr@uci.edu Molly Nunez mollyn@uci.edu			
Arrowhead	Natividad	San Mateo	UCLA			
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June.Chung@Ventura.org

CLOSING

Take 2-3 minutes to let us know how we did in the post-event pop-up!



Thank you for joining us, and to our speaker!

