



Increasing Colorectal Cancer Screenings

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Purpose

Develop and implement an educational brochure to:

- Increase colorectal cancer (CRC) screening in a primary care practice
- Promote shared decision-making between clinicians and patients

Background

- CRC is the third most common cancer & cause of cancer-related deaths in the United States
- Early detection is vital as evidence shows high curative rates if caught early



Image: Freepik.com

PLAN

Design:
Quality improvement project

Setting:
Primary care practice in Greensboro, NC

Population:
Patients ages 45-75 seen for annual wellness exam

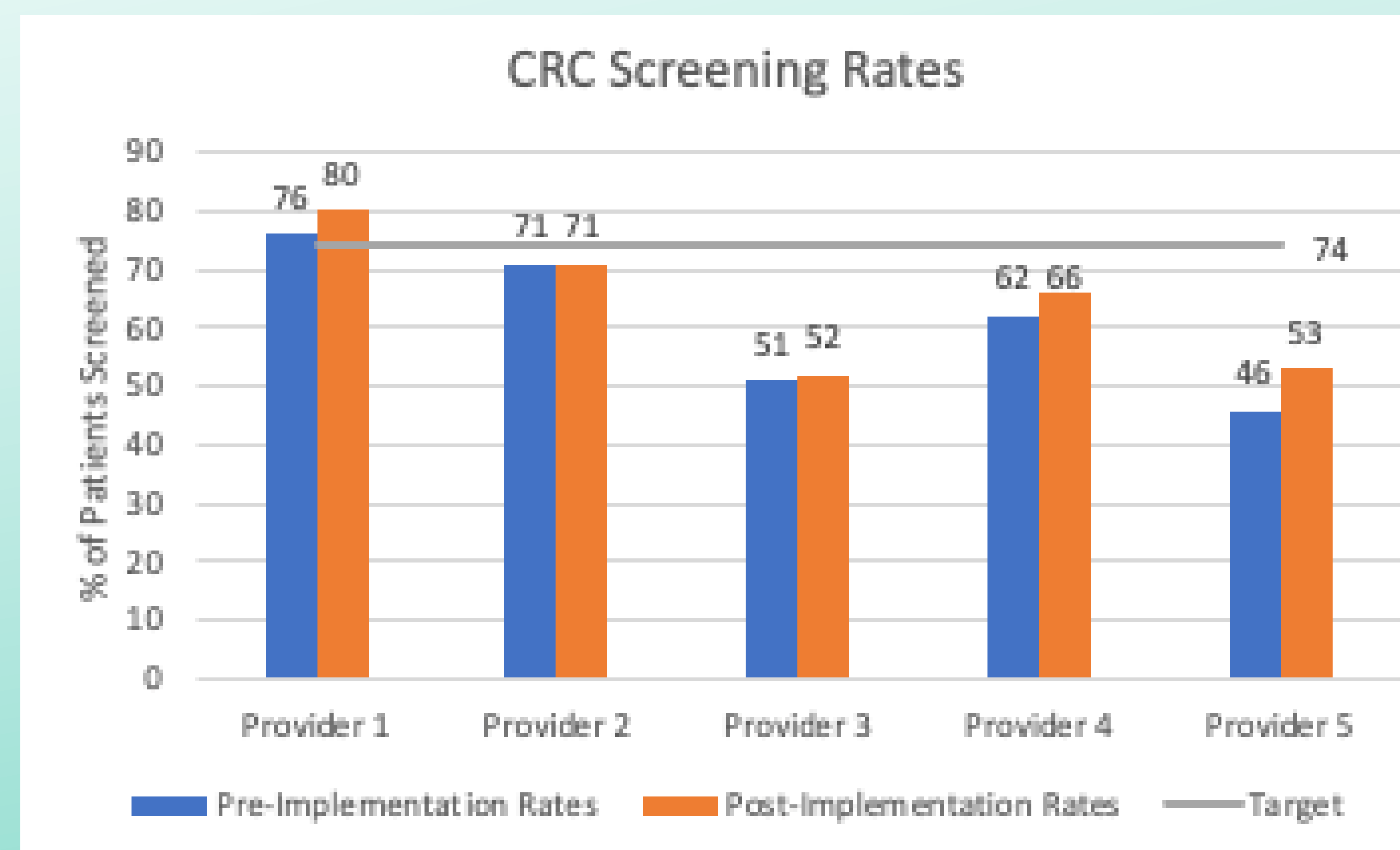
DO

Data Collection:
Aggregate quality metric data showing the percentage of eligible patients who have had CRC screening

- Intervention:**
- Educational brochure developed
 - Educational in-service on implementation process
 - Brochure distributed to patients aged 44-75 seen for annual wellness exam

STUDY

- Results:**
- Use of an educational brochure increased CRC screenings
 - Graph below shows providers' pre-intervention screening rates vs. post-intervention screening rates



Blue bar: providers' pre-intervention CRC screening rates

Orange bar: providers' post-intervention CRC screening rates

ACT

Recommendations:
Use educational brochure at annual wellness exam on patients aged 45-75 who have not had a CRC screening.

- Discussion:**
- Screening may increase detection of CRC at early stages when its easier to treat
 - When CRC is detected at a localized stage, the 5-year survival rate is about 90%

Limitations:
Pandemic, staffing shortages, changes in leadership

- Conclusions:**
- CRC screening can detect cancer in its early, treatable stages
 - Supplying patients with a CRC screening educational brochure increased CRC screenings
 - CRC screenings decreased incidence by 25.5% and mortality by 52.4%

References

