



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

NACDD Peer-to-Peer Learning Third COVID-19 Call Series August 18 - 26, 2020 “Managing Screening Programs in the COVID-19 Era”

SUMMARY OF OPPORTUNITIES and PEER APPROACHES

OPPORTUNITIES TO ADAPT TO CHANGING COVID-19 RULES and RESTRICTIONS IN THE COMMUNITY

Peer Approaches:

- Re-organizing clinic space to accommodate patient flow and social distancing
- Ongoing communication and problem solving with health clinics regarding safety protocols
- Assessing partner capacity and workflow via surveys and to identify gaps and needs in clinics
- Creating a telehealth guide for providers that includes how to implement verbal consents
- Increasing the use of mobile mammography screening

Continuing the following:

- Screening, but limit the number of patients being screened
- Expanding use of telehealth – recognizing this still can be an access issue for some populations and geographic areas
- Expanding use of mailed FIT

OPPORTUNITIES TO COMMUNICATE TO THE PUBLIC REGARDING SCREENING and SAFETY

Peer Approaches:

- Expanding telephone calls, emails, and texts to clients to remind patients about screening and talk about safety precautions in clinics
- Using social media targeted advertising – specifically Facebook ads – and radio spots in rural areas to increase screening rates
- Collaborating with partners (e.g., state hospital association, elected officials) on large media (television/cable) regarding safety measures and need to get care, be screened
- Changing clinic hours to be responsive to client needs and ensure safety measures
- Getting worksite champions to encourage co-workers to get screened
- Encouraging individual clinic systems to send patients messages through online portals
- Calling women on their birthday to offer and remind them of screening or other personal touchpoints through providers
- Setting up electronic signs at corner stores for messaging to unemployed women
- Collaborating with Comprehensive Cancer Control programs and coalitions to develop common messages regarding getting screened or rescheduling screening
- Focusing on the timely opportunity to expand and promote FLU/FIT
- Taking advantage of sites like Miyoworks.org to develop effective, tailored messaging

- Developing standard safety of screening language that is used across programs. Created a “swiss cheese” press release for providers to use, to communicate about screening and safety.

OPPORTUNITIES RELATED TO CHANGING PROGRAM ROLES and RESPONSIBILITIES

Peer Approaches:

- Continuing to work on quality improvements to program components (data collection, EMR reports, evaluations, referral “pipeline,” etc.) so when screening picks up, they will be more effective and efficient
- Utilizing extra time for deep dives into patient navigation records to stimulate more screening
- Taking time to re-enroll clients by sending out letters and calling non-respondents
- Recognizing and planning for an increase in eligible clients because of unemployment
- Leveraging to a greater extent the use of patient navigators to increase screening rates; specifically, contacting enrolled patients who have not completed a risk assessment and offering to do so via telehealth
- Working to integrate genomics testing into the program
- Creating virtual conferences and leveraging the opportunity to recruit national speakers who in the past might not have traveled to present at conferences
- Providing CMEs for health professionals through virtual conferences and workshops
- Renewing focus on addressing racism and social determinants of health, including:
 - Sharing aggregated data by race with city health department programs to improve outreach and screening efforts including, locations for mobile mammography based on greatest need
 - Training for program staff (e.g., bias training, affinity group discussions)
 - Focusing on screening at-risk populations and providing support for screening (e.g., childcare)
 - Collaborating with Office of Health Equity within the health department and getting recommendations from them about how to expand data on race, ethnicity

OPPORTUNITIES TO FORM NEW OR STRENGTHEND PARTNERSHIPS

Peer Approaches:

- Asking clinic partners what they need and working with them on what they can do now if screening isn’t something they can promote or offer, due to COVID-19
- Using community health workers to connect clients with COVID-19 testing, healthy living resources such as food distribution, safe housing, and mental health
- Working with non-traditional partners in the community and defining their role in assisting to increase screening in specific communities
- Providing TA visits to health system partners via Zoom, Microsoft Teams and Google Meet
- Creating YouTube trainings for health system partners on topics such as data collection and submission and invoicing and reimbursement
- Providing pre-recorded videos for partner virtual events that showcase program services
- Collaborating between B&C, CRC, and CCC screening programs around reigniting screening and offering alternative screening, such as on-site mammography

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