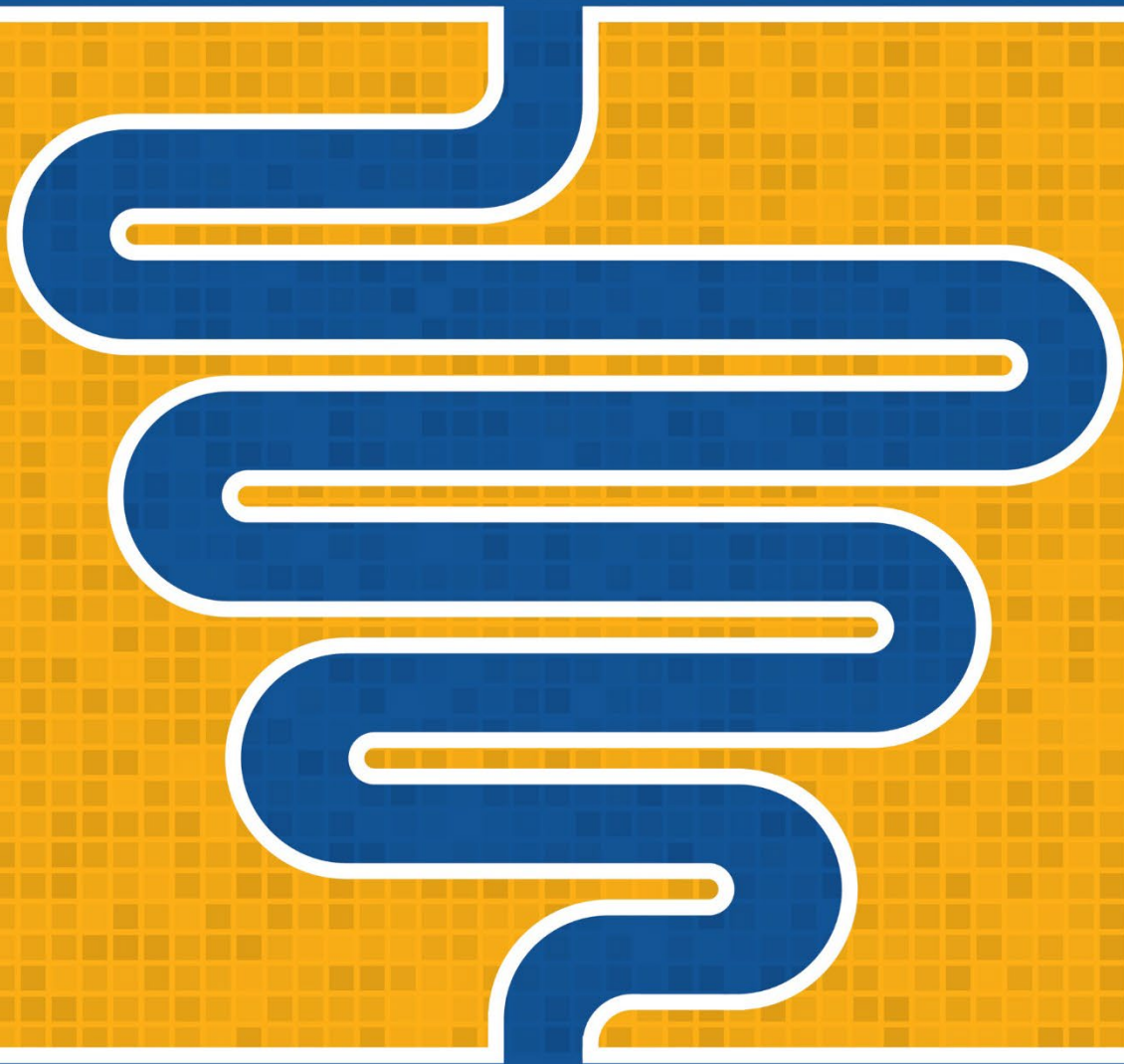


Video 4 Transcript

Population Selection



NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS
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VIDEO 4: POPULATION SELECTION

Narration

Hello and welcome to this video series on how to implement a mailed FIT outreach program!

My name is Amanda Petrik, and I am an Affiliate Investigator at the Center for Health Research at Kaiser Permanente Northwest in Portland, Oregon. For the past 10 years, I have been working with community clinics and health systems to increase colorectal cancer screening rates through mailed fecal testing programs and tailored outreach to unique populations.

The previous three videos discussed the **preparation phase** of your mailed FIT program. They discussed technical resources and capacities, getting ready, and selecting a FIT kit for your program.

The next six videos discuss the **execution phase** of your program.

This video is about step one of six in the execution phase of your program workflow. It describes how to use demographics to select a specific population for your program and how to reach out to unestablished patients to get them involved in annual FIT testing.



VIDEO 4: POPULATION SELECTION

Narration

The first step in the execution phase is to identify a specific population for FIT testing. You can do this by making a list of all screening-eligible patients and then reducing it to a manageable size for your program by using additional selection criteria.

HEDIS or UDS criteria can be used to select the initial list of eligible patients. These criteria include:

- Patients who are aged 45-75.
- Patients with no FIT sample lab results within the last year.
- Patients with no colonoscopy in the last nine years.
- Patients with no prior diagnosis of colorectal cancer, colectomy, or inflammatory bowel disease.
- And a viable mailing address on file.

Additional selection criteria for specific mailed FIT groups might include:

- Patients who had at least one clinic visit in the previous year.
- Patients who had at least one clinic visit in the previous six months instead of 12 months.
- Patients who have had prior FIT kit experience.
- Patients who attended a recent telehealth visit.
- Patients who have a particular primary care provider or birthday month.

Scrubbing your charts can help to ensure that you use up-to-date data in your selection process.



VIDEO 4: POPULATION SELECTION

Narration

Scrubbing and updating your medical records can reduce your program costs because staff will not call and send FIT kits to patients who have already been screened.

Scrubbing includes checking **addresses**, **eligibility**, and **other medical conditions**.

Clean records will help you to focus your efforts on only eligible patients who need screening.



VIDEO 4: POPULATION SELECTION

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Scrub your records by checking for missing addresses, missing cities, and missing zip codes. If you use a mailing vendor, they might be able to check your addresses prior to sending out the FIT kits.

To check for patient eligibility, try creating a report from your EHR. One easy way is to create an EHR report of patients that shows the dates of their most recent FIT test or colonoscopy. You might also try a colonoscopy report based on the records that have “colo” or “colonoscopy” in the Comments field.

Typically, clinics create mailing lists for FIT kit mailouts using initial selection criteria such as:

- Patients are 45-75 years old.
- Patients have no recent screenings. This means they do not have a FIT lab result in the last 11 months, a colonoscopy in the previous 9 years, or a stool DNA test in the past 3 years.
- Patients have no medical conditions such as a diagnosis of colorectal cancer, colectomy, colitis, or Crohn’s disease. They should also have no family history of colorectal cancer, adenomatous polyps, inflammatory bowel disease, or genetic disorders.

If appropriate to manage the size of your mailing list, other patients who can be excluded from your list include patients in hospice, patients on dialysis, patients who have stage 4 cancer of any type, and patients who do not meet your clinic criteria for being healthy enough for FIT testing.



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If mailing FIT kits to the entire list of eligible patients is too costly for your budget or too much work for your staff, you can reduce the size of your mailing list by using additional selection criteria.

For example, additional criteria could include a clinic visit in the last 6 months or prior FIT experience.

Controlling the size of your mailing list is a dynamic process that will vary over time with your budget, available staff time, and patient population characteristics.

Accordingly, you can expect to adjust your selection criteria from time to time.



VIDEO 4: POPULATION SELECTION

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Reaching out to unestablished patients is part of managing the size and composition of your patient population. For example, unestablished patients can include patients that Medicaid assign to your clinic but who have not visited your clinic within the past year.

Here are some ideas for managing the size of your patient population.

- One option is to reach out only to patients who have visited your clinic within the past year. This increases the likelihood of having up-to-date insurance information and consent-to-treat forms.
- Another option is to ask patients to drop off their FIT kits and ask frontline staff to collect insurance information at that time. They can also book future appointments at the same time.
- Or you can have a specialist reach out to patients to schedule appointments and ask patients to bring a completed FIT kit to their appointment.
- Or you can mail FIT kits to all eligible patients and collect insurance information only from those who return completed FIT samples.

Clinics and health plans can also work together on patient outreach efforts so that patients receive reminders through multiple communication channels.



VIDEO 4: POPULATION SELECTION

Narration

Thank you for watching this video on population selection for your program!

This video talked about how to use patient demographics to generate a manageable mailing list for FIT kits and how to reach out to unestablished patients to include them in annual FIT testing.

The next video is about how you can use primer letters to prepare your patients for FIT testing and increase your FIT sample return rates.

Resource Links Shown on the Slides in the Video

Mailed FIT Implementation Guide

<https://chronicdisease.org/wp-content/uploads/2022/06/Mailed-FIT-Guide-Revised-2022.pdf>