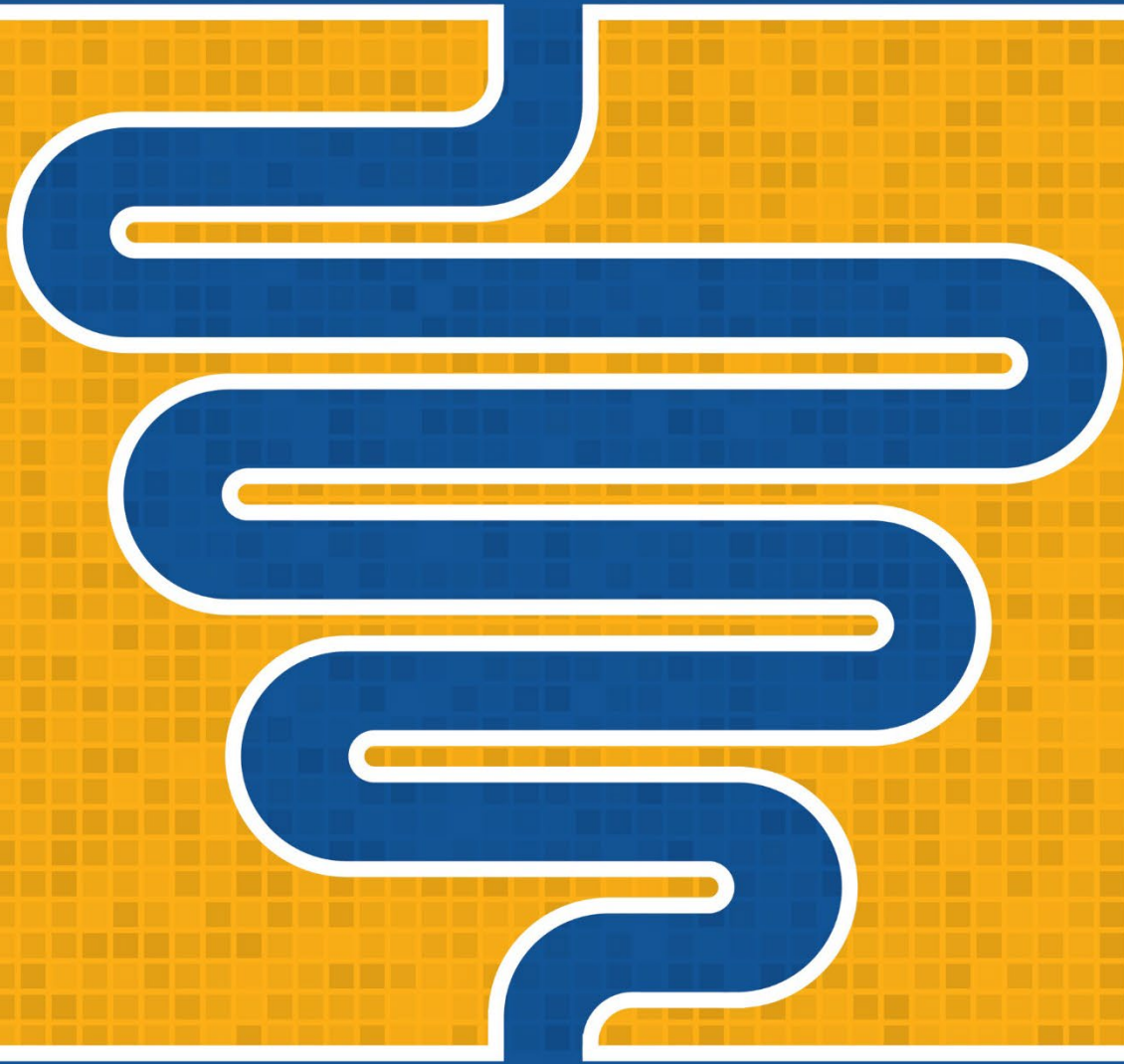


# Video 7 Transcript

## Deliver Reminders



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**CHRONIC DISEASE DIRECTORS**  
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## VIDEO 7: DELIVER REMINDERS

### Narration

Welcome to this video series on how to implement a mailed FIT outreach program!

My name is Navkiran Shokar. I am a Professor of Population Health and a Family Physician by training. I am also a Clinical Investigator. I am Chair of Population Health at Dell Medical School at UT Austin. I have spent over 20 years researching how to optimize colorectal cancer screening, particularly among populations that suffer disparities. I have worked in community settings and also within clinic systems, particularly using mailed FIT kits.

The previous video was about how to send out FIT kits with good instructions that showed patients how to collect their stool samples and return them to the lab for processing.

This video is about Step 4 of 6 in the **execution phase** of your program workflow. It gives you tips on how to remind your patients in a friendly way to collect and return their samples to finish their part of the screening process.



## VIDEO 7: DELIVER REMINDERS

### Narration

Two or three weeks after mailing your FIT kits, you can identify and remind patients who have not returned their samples.

Reminder letters can increase return rates by 3 percent, while live telephone calls can increase return rates by 6 percent.

The process of sending reminders is similar to the process for sending primer letters. You can use your EHR system to generate a list of patients who should receive reminders, and be sure to exclude patients with invalid addresses, who have opted out of the screening, or who have already completed screening.

See the Mailed FIT Implementation Guide for examples of reminder templates.

Try to personalize reminder phone calls. For example, you can reference the patient's home clinic name or their provider's name, use a familiar voice for automated recordings, or show a local area code on the patient's caller ID display.



### Narration

Reminders can be sent using letters, postcards, emails, phone calls, and text messages. Phone calls require more time and money, whereas text messages require more data infrastructure. Reminders can be completed either by your team or outside vendors.

Here are a few tips to increase the success of your reminder program:

- Define a schedule for when to send out reminder calls and text messages.
- If using a vendor, set up a call or text script for the vendor to follow.
- Develop tracking protocols for vendors to record the number of patients contacted, whether patients were reached, and how each call or text was handled.

The effectiveness of reminders can vary among patient groups. For example, after receiving reminders, sample return rates were 34% among Spanish-preferring adults and 22% among English- preferring adults.

The Spanish-preferring adults were more responsive to *both* automated and live phone calls, whereas English-preferring adults were more responsive to live phone calls alone.

Further research can identify successful communication modes, including videos and fotonovelas, to reach underserved populations more effectively.



## VIDEO 7: DELIVER REMINDERS

### Narration

Reminders lead to small-to-moderate increases in the uptake of FIT tests. Reminders can be sent using postcards, text messages, mailed letters, or automated or live telephone calls, with or without patient navigation.

Here are a few considerations for reminders.

- Use at least one form of reminder for patients who have not returned their samples within two or three weeks after receiving the FIT kit.
- Ensure that your reminder call team members are knowledgeable about FIT screening, patient histories, and how to communicate with patients' physicians.



## VIDEO 7: DELIVER REMINDERS

### Narration

Thank you for watching this video on how to create a successful FIT reminder process!

This video showed you how to increase your return rates by reminding patients in a friendly way to collect and return their samples.

You learned how you could use letters, postcards, and automated or live phone calls and text messages to contact your patients in ways that worked for them.

The next video is about how to send returned samples to the lab for analysis.

### 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>