

SCREE ND

Improving Colorectal Cancer Screening Rates in North Dakota

FACT SHEET

Quality Health Associates of North Dakota (QHA) is partnering with North Dakota's primary care clinics to increase colorectal cancer (CRC) screening rates for rural, frontier and Native American populations.

Colorectal cancer is the...

2ND MOST DIAGNOSED CANCER
AND
LEADING CAUSE OF
CANCER-RELATED DEATHS
(among cancers that affect both men and women)

in North Dakota.

Early detection saves lives...

BUT 28% of eligible adults
in North Dakota
are not up to date with CRC screening.

This delay in screening contributes
to a late-stage diagnosis rate of

35%



DISPARITIES | RURAL vs. URBAN

In North Dakota there are significant disparities in CRC screening rates between urban residents and rural/frontier county residents.

ND's statewide Behavioral Risk Factor Surveillance System (BRFSS) CRC screening rate is 66.9%.

Medicare data from 2018 confirms the average CRC screening rate for people aged 50-75 who reside in rural, frontier and reservation areas of ND is 44%.



QHA will assist participating clinics using the following strategies:



✓ Facilitate completion of a comprehensive readiness assessment



- ✓ Provide individual technical assistance
- ✓ Lead a rapid-action collaborative structure with small groups to target specific needs
- ✓ Conduct site visits and coaching calls to assess progress, identify barriers, and develop mitigation strategies



✓ Guide the development of clinic-specific action plans for implementing at least two evidence-based interventions (EBIs) to address CRC screening



✓ Advise clinic staff in leveraging their electronic health records (EHRs) to collect and report CRC screening program measures



✓ Share resources, tools and materials

ScreeND At A Glance

18

Participating Clinics

3

Cohorts

Over **16.56%**
CRC Screening Rate
Improvement

Over **3,476** additional
patients with up-to-date
CRC screening

QHA is pleased to offer an exciting new program to recognize your facility's improvement efforts in colorectal cancer screening. As a member of SCREEND, **YOU** get to decide how your facility makes improvement while gaining recognition for your progress. We will provide education, technical assistance and networking opportunities to support these efforts.

<p>COPPER</p>		<ul style="list-style-type: none"> <input type="checkbox"/> Signed commitment letter <input type="checkbox"/> Formed multidisciplinary innovation team <input type="checkbox"/> Completed Clinic Readiness Assessment <input type="checkbox"/> Completed introductory meeting <input type="checkbox"/> Submitted Action Plan and set goal for year 1 <input type="checkbox"/> Submitted baseline data
<p>BRONZE</p>		<ul style="list-style-type: none"> <input type="checkbox"/> Data submission is current <input type="checkbox"/> Initiated two (2) evidence-based interventions as defined in Action Plan <input type="checkbox"/> Submitted current clinic policy for CRC Screening
<p>SILVER</p>		<ul style="list-style-type: none"> <input type="checkbox"/> Team members participated in scheduled coaching calls and rapid action collaborative <input type="checkbox"/> Implemented at least two (2) evidence-based interventions specific to improving CRC screening rates <input type="checkbox"/> Achieved 1st year goal for improving CRC screening rate <input type="checkbox"/> Shared SCREEND performance with Clinic Board or Leadership
<p>GOLD</p>		<ul style="list-style-type: none"> <input type="checkbox"/> Reviewed and updated Action Plan annually <input type="checkbox"/> Submitted at least one success story or lesson learned related to the interventions selected <input type="checkbox"/> Achieved 2nd year goal for improving CRC Screening rate <input type="checkbox"/> Distributed clinician level data to medical staff
<p>PLATINUM</p>		<ul style="list-style-type: none"> <input type="checkbox"/> Achieved 3rd year goal for improving CRC Screening rate <input type="checkbox"/> Used EHR to fullest potential to sustain EBIs such as flagging for follow-up, tracking screening results, pulling reports, generating and sending reminders to both providers and patients

Helpful Tips...

- Small change may yield significant results. In fact, beginning with small steps is the best way to make lasting improvements.
- Evidence-based interventions, such as using informatics within your EHR, developing a tracking system, and pre-visit prep have proven to have maximum impact.
- Don't wait to share your final success with us. We want to acknowledge the small cycles of change your team is working on to achieve the ultimate goal.