

Improving Colorectal Cancer Screening Rates

In 2014 about 136,830 people were predicted to be diagnosed with colorectal cancer in the US, and about 50,310 people were predicted to die of the disease. In both men and women, colorectal cancer is the third most commonly diagnosed cancer and the second leading cause of cancer death. The American Cancer Society, Maine Primary Care Association, Massachusetts Department of Public Health and the Massachusetts League of Community Health Centers invite you to join in the conversation about what nurses, medical assistants and patient navigators need to know and what they can do to improve colorectal cancer screening rates.

The highest percentage of adults by state who were up-to-date with colorectal cancer screening was in Massachusetts (76 percent), however in Massachusetts community health centers, the average was much less. In 2013 48.6% of patients were up-to-date with their colorectal cancer screening with ranges varying significantly from 23%-60%. Maine community health centers averaged screening slightly higher at 54.6% of eligible patients also with wide ranges from 12.9% to 87.1%

Screening rates are significantly lower for a number of groups, including individuals of lower socioeconomic status, the uninsured and racial/ethnic minorities, many of whom are served in Maine and Massachusetts community health centers, yet there are things community health center staff can do!

The purpose of this webinar is to discuss the importance of:

- Health care providers making the colorectal cancer screening recommendation to their patients;
- Engaging health center care team members in utilizing motivating visuals, reminder letters and documentation;
- Offering and providing patient education about Fecal Immunochemical Test (FIT)/ Guaiac-based fecal occult blood test (FOBT) as equally valid screening options for average risk populations
- Recommendations to ensure compliance with the agreed upon colorectal cancer screening method
- Utilizing resources available in both Massachusetts and Maine to support community health centers in improving cancer screening rates (MA & Maine PCA, MA Department of Public Health, American Cancer Society)

When: Friday, May 29, 2015 1 – 2 PM

Who Should Attend? This webinar is designed for community health center staff including:

- Primary care physicians and physician's assistants
- Nurses (RN & LPN)
- Nurse practitioners
- Medical Assistants
- Quality improvement leaders and staff

Keynote Speaker:

Dr. Kathryn Hollett, MD

Director of Quality Improvement, North Shore Community Health, Gloucester, MA, and Community Health Center (CHC) Speaker's Bureau Member 2014-2015, a joint project of the American Cancer Society (ACS), the National Colorectal Cancer Roundtable (NCCRT) and the National Association of Community Health Centers (NACHC)

Additionally, Massachusetts and Maine will present resources and opportunities for future collaboration and technical assistance.



How do I register for the webinar?

Click on [this link](#) or copy and paste the following link into your web browser:

<https://www.eventbrite.com/e/improving-colorectal-cancer-screening-rates-in-chcs-may-2015-registration-16469859794>

How do I join the webinar?

1. On Friday, May 29th a little before 1pm, please join the webinar here:

<https://communityhealth.adobeconnect.com/r3kde47hk0w/>

2. Enter Adobe Connect as a "Guest", then type MA (if from Massachusetts) or ME (if from Maine) to correspond with your state then the name of your health center (i.e. MA-Boston Health Care for the Homeless Program)

3. If you do not have speakers on your computer, you may dial in to the Audio Conference Line: Conference Number: 1-800-531-3250
Conference Code: 4190573221#

4. Type your questions into the chat box of the webinar or forward them in advance of the webinar to ablinn@massleague.org to have answered during the live webinar. We will also be recording the webinar.

If you have never attended an Adobe Connect meeting before:

Test your connection:

https://communityhealth.adobeconnect.com/common/help/en/support/meeting_test.htm

Get a quick overview: <http://www.adobe.com/products/adobeconnect.html>

Sponsored by the American Cancer Society, Maine Primary Care Association, Massachusetts Department of Public Health and the Massachusetts League of Community Health Centers

Notes: *May 15 we'll review registration to determine if we need to purchase more phone lines; MEPCA will manage the evaluation. Please send the link to the evaluation to be inserted into the presentation and participants can click on it at the end of the webinar.*