

# CDC's Colorectal Cancer Program: A Framework for Population-Based CRC Screening

## CDC Activities

- Collaborate With Federal Partners and participate in National Partnerships
- Grantee Funding
- Technical Assistance and Training for Grantees
- Monitoring, Evaluation, and Research, Including Economic Analyses
- Data Management
- Surveillance
- Policy Development

## Grantee Activities\*

### CRC Screening Promotion: Communication and Systems/Policy Change

- **Program Management**
  - ✓ Conduct public health assessment of health care systems, health insurance plans, professional organizations, employers/worksites, and legislation
  - ✓ Develop work plans to guide implementation of CRC screening promotion activities
  - ✓ Establish and maintain memoranda of understanding
  - ✓ Support program integration
- **Partnerships for Systems Change and Policy Development**
  - ✓ Comprehensive Cancer Control Coalitions
  - ✓ Support policy changes to promote CRC screening
  - ✓ Health Care Systems
  - Promote use of provider reminder and recall systems and electronic medical records that support provider recommendation and delivery of CRC screening services
  - Promote USPSTF guidelines and quality standards for CRC screening
  - Promote practice-based system changes designed to increase primary care referrals for CRC screening
  - Promote the use of provider assessment and feedback to support provider recommendation and delivery of CRC screening services
  - Promote the use of client reminders to support individual demand for CRC screening services
  - ✓ Health Insurance Plans
    - Encourage coverage and/or expanded benefits for CRC screening
    - Encourage adequate reimbursement rates for CRC screening, diagnostics, and patient support services
    - Promote reimbursement strategies that reward fidelity with USPSTF CRC screening guidelines
    - Encourage use of HEDIS measures
    - Promote sentinel reporting of colonoscopy by hospitals or health insurance plans
  - ✓ Professional Organizations
    - Provide education and awareness for USPSTF CRC screening guidelines
    - Promote the use of quality standards for CRC screening
    - ✓ Employers and Worksites
      - Encourage adoption of policies that support preventive care (e.g., time off for CRC screening)
      - Support adoption/expansion of wellness programs
      - Increase awareness of the need and benefits of CRC screening
    - ✓ Policy Development
      - Support legislative changes for mandatory insurance coverage and reduced copays for CRC screening
- **Data Collection and Tracking**
  - ✓ Establish data systems for nonscreening program activities, including those that promote population-based CRC screening
  - ✓ Encourage use of clinical and cost data measures by health care systems, health plans, and providers
- **Patient Support Services**
  - ✓ Develop and implement a plan, including identifying funding or insurance sources, to refer persons to available CRC screening resources
  - ✓ Encourage the use of patient navigation and other support services within existing health systems designed to reduce structural barriers
- **Program Monitoring and Evaluation**
  - ✓ Conduct process evaluation of program activities

### CRC Screening Provision: Low-Income, Uninsured, and Underinsured Individuals

- **Program Management**
  - ✓ Contract with providers
  - ✓ Convene medical advisory board and develop policy
  - ✓ Develop data management and billing systems
- **Public Education and Patient Recruitment**
  - ✓ Develop and implement small media (e.g., brochures) for education and outreach
  - ✓ In-reach to patients in existing health care systems
- **Provision of CRC Screening and Diagnostic Services**
  - ✓ Integrate screening with other clinical services
  - ✓ Provide quality, appropriate CRC screening and surveillance to average risk populations
  - ✓ Provide timely follow-up of abnormal screens
- **Quality Assurance and Professional Development**
  - ✓ Implement standards, systems, and policies to support quality CRC screening
- **Patient Support Services**
  - ✓ Implement patient navigation
  - ✓ Facilitate access to diagnosis and treatment
- **Partnerships for Systems Change and Policy Development**
  - ✓ Partner with CCC coalition, providers, CBOs, cancer registries, local health department, and AI/AN groups
  - ✓ Support program integration
- **Clinical and Cost Data Collection and Tracking**

## Outcomes

### Population

- ✓ Increased CRC screening rates
- ✓ Decreased disparities in CRC screening rates

### Policy

- ✓ Increase Federal, State, and local legislative policy that supports CRC screening, diagnostics, and treatment

### Community

- ✓ Improved public awareness of the need for, and benefits and availability of, CRC screening, diagnostics, and treatment
- ✓ Increased resources for CRC prevention and control activities
- ✓ Increased access to CRC screening, diagnostics, and treatment

### Organizational

- Health Care Systems
  - ✓ Increased adoption of policies, programs, and practices that support availability, access, and use of quality CRC screening, diagnostics, and treatment
  - ✓ Improved quality of CRC screening
  - ✓ Increased endoscopic capacity/colonoscopy volume
- Health Insurance Plans
  - ✓ Increased access to CRC screening via improved or expanded coverage
- ✓ Improved quality of CRC screening, diagnostics, and treatment
- Professional Organizations
  - ✓ Increased promotion of policies, programs, and practices supporting the provision of quality CRC screening, diagnostics, and treatment
- Employers and Worksites
  - ✓ Increased adoption of policies and programs that support CRC screening

### Individual/Interpersonal

- Increased Individual
  - ✓ Knowledge of need and benefit of CRC screening
  - ✓ Intention and self-efficacy to be screened
  - ✓ Adherence to CRC screening recommendation and test preparation
  - ✓ Completion of diagnostic services
  - ✓ Timely initiation of cancer treatment services
- Increased or Improved Provider
  - ✓ Knowledge of and adherence to USPSTF CRC screening guidelines
  - ✓ Recommendation to patients for CRC screening

## Health Goals

- Decreased Incidence of CRC
- Decreased Late-Stage CRC
- Decreased CRC Mortality
- Reduced Disparities in CRC Incidence and Mortality

\*Intended as examples of possible grantee activities. ★ Strategy recommended by Guide to Community Preventive Services (<http://www.thecommunityguide.org/cancer/index.html>)

#### Acronyms:

AI/AN: American Indian/Alaska Native      CBO: Community-Based Organization  
 CCC: Comprehensive Cancer Control      USPSTF: United States Preventive Services Task Force