

Title: Improving Colorectal Cancer Screening Using Blast Messaging in a COVID-19 Environment

Lead Author: Nishtha Raval (MS2, Georgetown University School of Medicine/Potomac Physician Associates)

Abstract: Colorectal cancer is the second most common cause of cancer-related death in the United States, with 38.2 new cases per 100,000 men and women per year, and a death rate was 13.9 per 100,000 men and women per year. Prior research has indicated that organized FIT outreach is an evidence-based, cost effective strategy to improve CRC screening rates, although sustainability remains to be determined. The purpose of this study is to evaluate whether portal messaging increases uptake of FIT or other CRC screening methods in a COVID-19 environment. We propose a prospective cohort study. To determine which patients were due for a colon cancer screening, authors queried patient charts at the three Potomac Physician Associates locations, and generated a list of patients who meet the following criteria: patient had encounter within the last three years and has had no colonoscopy within the last ten years, has had no FOBT in the past year, or no FIT DNA in the past three years. The population consists of 200 patients from three practice locations over the age of 50 (600 total). Authors sent either a blast message and Cologuard screening kit, or a blast message asking for screening preference. Rates of CRC screening for 2019 for patients who received the preference blast, patients who received the Cologuard screening blast and kit, and for patients who received no intervention will be measured and compared. The authors hypothesize that patients who received the intervention are more likely to complete a form of CRC screening this year.