

**Title of Intervention:** A Provider Intervention using Education and SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis

**Intervention Strategies:** Provider Education

**Purpose of the Intervention:** To increase provider recommendation for colorectal cancer screening and patient adherence to screening recommendations

**Population:** Health care providers and patients aged 50 years and older

**Setting:** Community health centers that were part of the Suffolk County Department of Health Services and located in designated underserved communities throughout Suffolk County, Long Island, New York; health care facility-based

**Partners:** University, Department of Health Services

**Intervention Description:**

- **Provider Education:** An evidence-based intervention was developed and delivered at each health center to a small group of health care providers. An interactive question and answer format was used for presenting PowerPoint material. The content included a colorectal cancer epidemiology and risk assessment, screening methods and guidelines, behavioral approaches to improving patient screening, barriers to screening, risk communication and informed and shared decision-making. The provider education intervention was followed by a non-educational facilitated strategic planning session with the entire health center staff using a SWOT (Strength, Weaknesses, Opportunities and Threats) analysis. The SWOT analysis was intended to encourage the participation and "buy-in" of health center staff as members of the team. It began with reaching a group consensus on a goal statement for colorectal cancer screening. Staff were given a grid and allowed time for individual reflection and notetaking. The facilitator then led a discussion and filled in a matrix on a flip chart with items identified by the staff.

**Theory:** Health Belief Model, Social Cognitive Theory, Transtheoretical Model, Precaution Adoption Model

**Resources Required:**

- **Staff/Volunteers:** Facilitator for educational session and SWOT session
- **Training:** Not mentioned
- **Technology:** Audiovisual equipment
- **Space:** Meeting space
- **Budget:** Not mentioned
- **Intervention:** Curriculum, SWOT analysis diagrams, flip chart, educational materials
- **Evaluation:** Access to patient charts, patient survey, telephone, computer-assisted interviewing system

**Evaluation:**

- **Design:** Randomized controlled trial
- **Methods and Measures:**
  - An audit of patient records was conducted to determine colorectal cancer screening rates.
  - Patient telephone surveys were used to assess provider recommendations and the need for further screening information.

**Outcomes:**

- **Short Term Impact:** Provider recommendations for colorectal cancer screening increased.
- **Long Term Impact:** Colorectal cancer screening rates significantly increased.

**Maintenance:** Follow-up sessions with health center leaders focused on how to use the results of the SWOT analysis to develop an individual health center action plan that specified and assigned responsibilities and a timeline for accomplishing goals. Health center leaders shared the plan with their providers for review and comment.

**Lessons Learned:** Publicly funded health centers play a critical role in the delivery of primary care services for lower income populations.

**Citation(s):**

Lane DS, Messina CR, Cavanagh MF, Chen JJ. A provider intervention to improve colorectal cancer screening in county health centers. *Med Care.* Sep 2008;46(9 Suppl 1):S109-116.