Title of Intervention: Enhanced office and patient management on compliance with colorectal cancer screening

Intervention Strategies: Provider Education, Individual Education, Environments and Policies, Supportive Relationships

Purpose of the Intervention: To determine the method of reaching patients using a combination of methods

Population: Health care providers and patients aged 50 to 79

Setting: Health care facilities participating in the Physician Research in Office Network (PRONET); health care facility-based

Partners: The University of Pittsburgh School of Medicine

Intervention Description: The following combinations of intervention components were used: enhanced management with tailored letter, enhanced management with non-tailored letter, non-enhanced management with tailored letter and non-enhanced management with a non-tailored letter.

- Provider Education: In the non-enhanced management intervention, health care providers and office staff members were educated about colorectal cancer screening guidelines and common barriers and misperceptions related to colorectal cancer screening.
- Individual Education: Non-tailored screening reminder letters were given to some participants. The letter used patient-appropriate letterhead and the signatures of the head health care provider. Tailored screening reminder letters were given to some participants. The letter included a personalized salutation and patient-specific content. The letter used patient-appropriate letterhead and the signatures of the head health care provider.
- Environments and Policies: The enhanced management intervention used research staff to help office staff adapt office-based protocols for colorectal cancer screening referral, patient outcome tracking and screening barrier resolution.
- Supportive Relationships: A motivational interview with patients concluded with a discussion of possible ways to overcome barriers and, where appropriate, an offer of assistance to overcome personal barriers to colorectal cancer screening.

Theory: Transtheoretical model

Resources Required:
- Staff/Volunteers: Provider educator, staff to coordinate project
- Training: Training to conduct motivational interviews
- Technology: Computers, printers, telephones
- Space: Office space
- Budget: Not mentioned
- Intervention: Office protocols, letterhead, envelopes, stamps, motivational interview protocol
- Evaluation: Computers, statistical software

Evaluation:
- Design: Randomized controlled trial
- Methods and Measures: Medical records were reviewed to determine screening status.

Outcomes:
- Short Term Impact: Not measured
- Long Term Impact: The enhanced office and patient management intervention significantly improved colorectal cancer screening adherence.

Maintenance: Not mentioned
Lessons Learned: Tailored print communications are better remembered, read and received than those with a generic message.

Citation(s):