

**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):**

Ling BS, Schoen RE, Trauth JM, et al. Physicians encouraging colorectal screening: a randomized controlled trial of enhanced office and patient management on compliance with colorectal cancer screening. Arch Intern Med. Jan 12 2009;169(1):47-55.