



“80% by 2018” Colorectal Cancer Screening Initiative - Summary Report, 2019

Deaconess Health System was introduced to the National Colorectal Cancer Roundtable (NCCRT) *80% by 2018* initiative through our ongoing community collaboration agreement with the American Cancer Society (ACS). The goal of the initiative is to eliminate colorectal cancer as a major public health problem by working toward a goal of 80% of adults ages 50 and older being regularly screened (following clinical guidelines) for colorectal cancer by 2018.

With a mission to advance the health and well-being of our community, along with the national effort to prioritize CRC screening, Deaconess executive and clinical leadership committed to the pledge in March, 2015. At that time, our baseline screening rate was 51%.

Deaconess Clinic, lab and IT departments were considered key partners in the effort. Upon committing to the pledge, Deaconess set a three-year plan to improve early detection rates and increase awareness of screening guidelines and colorectal cancer.

Key tactics included:

- Ongoing education and top of mind efforts: physicians, office staff, patients and community
- Displaying of system pledge throughout organization
- Promotion of screenings at community/corporate health fairs
- Ongoing community awareness through social media, local media feature stories, and sharing of patient testimonials
- Electronic health record optimization to improve data capture, reporting, best practice advisories and health maintenance topics
- Focus on care gap lists, with direct patient outreach and recruitment to complete screening
- Clinical practice guideline enhancement that included quality committee

In addition, Deaconess aligned incentives for all employees and providers in the health system to motivate ownership of the initiative goals. This was achieved through a monthly list of data released to all stakeholders, and through adding health reimbursement incentive dollars for employees who completed screenings.

Ultimately, Deaconess achieved 79% screening rates from the baseline of 51%, and attribute part of our success to the national effort created by the *80% by 2018* initiative. Additionally, the success of the pledge resulted in the inclusion of colorectal screening to the quality metrics, established clinical practice guidelines, set a precedence and workflow model for other screening projects (e.g., high blood pressure, low dose CT screenings), and led to the development of a model for incentive alignment to motivate quality performance.