

Organized Approaches to Increase Colorectal Cancer Screening Overview CDC RFA DP15-1502

The Centers for Disease Control and Prevention CDC released the “Organized Approaches to Increase Colorectal Cancer Screening” RFA, due April 14, 2015 (to be submitted 4.10.15).

RFA Type: Cooperative agreement, Five-Year funding opportunity
Average Award: \$500,000 (range \$350,000 - \$800,000) for 30 Component 1 awards
(Note: The RFA anticipates an additional five awards for Component 2, direct screening services)
Funding period: June 30, 2015 – June 29, 2020

The purpose of the grant is to:

1. increase colorectal cancer (CRC) screening rates among a target population of persons 50-75 years of age within at least one partner health system, defined geographical areas, or disparate populations;
2. implement evidence-based interventions (EBIs) and other strategies in partnership with health systems to institute organized screening programs; and
3. develop systematic approaches to increase screening.

The required project activities are:

- Partner with at least one health system to increase systematic screening; and
- Implement evidence-based interventions, as recommended by The Guide to Community Preventive Services:
 - client reminder interventions
 - provider reminder interventions
 - removing structural barriers

Key deliverables are to:

- Demonstrate increased screening among target population(s) through use of the fecal blood tests; and
- Develop sustainable organizational systems to provide quality colorectal cancer screening services;
- Provide aggregate screening data and performance measures for colorectal cancer FIT screening, results, follow-up and treatment, as needed, as well as rescreening.

OHA-PHD proposal

The Oregon Health Authority-Public Health Division (OHA-PHD) is applying for Component 1 only, described above. If awarded, the grant would be administered by the Health Promotion and Chronic Disease Prevention (HPCDP) section.

Primary target audience: Medicaid population, ages 50-75

Colorectal cancer screening prevalence among the Oregon Medicaid population is 48% (Oregon Medicaid Behavioral Risk Factor Surveillance System 2013);

Secondary target audience: Hispanic population ages 50-75

Colorectal cancer screening among the Hispanic population is the lowest among all racial and ethnic populations at 21% (Oregon BRFSS Race Oversample 2010-2011)

Health system partner:

Oregon's Medicaid service delivery system, Coordinated Care Organizations (CCOs)

Year 1 Pilot: The InterCommunity Health Network (IHN), a three county Coordinated Care Organization (CCO), has been selected using these criteria:

- IHN serves three diverse counties and health systems, including rural and coastal communities in Benton, Linn and Lincoln counties;
- IHN reached out to the three county health departments and OHA-PHD in late 2014 for assistance with a colorectal cancer prevention and screening project; and
- IHN Medicaid population includes almost 10,000 clients ages 50-75, of which about 650 are Hispanic.

Year 2 - 5 expansion: OHA-PHD will coordinate with the OHA Medical Assistance Program, Transformation Center and the CCO Medical Directors to identify opportunities for engage additional CCOs and Federally Qualified Health Centers in training and technical assistance to increase quality colorectal cancer screening services.

Screening promotion

- Use of US Preventive Services Task Force (USPSTF) Grade A screening recommendation: FIT fecal blood test;
- Use of US Multi-Service Task Force (USMSTF) recommendations for increased and high risk individuals for "surveillance screening;"
- The Cancer You Can Prevent social media, messages and materials, which engage local provider and community spokespersons; and
- Engage patient navigators and community health workers.

Supportive conditions

The CRC project will build upon: state and local public health collaborative projects with health systems; Oregon's Medicaid technical assistance and training system for Coordinated Care Organizations; CCO incentive measure; and Oregon legislation to remove cost barriers to colorectal cancer screening,

Key partners include:

- OHA Medical Assistance Programs (MAP), Transformation Center the existing training and technical assistance system for Oregon's 16 CCOs;
- Medicaid's quality improvement and performance management contractor;
- Oregon Primary Care Organization (OPCA) for federally qualified health center clinic/provider training;
- Benton, Linn and Lincoln County Health Departments for small media community-clinic initiatives; and
- The Great Western Region American Cancer Society commitment to forming an Oregon Colorectal Cancer Roundtable.

The project will develop effective client reminders and provider reminder systems, using the electronic health record, to identify and track clients eligible to ensure appropriate, timely, complete colorectal cancer screening, follow-up, and rescreening.