

# Colorectal Cancer Screening: Outreach and Bulk FIT Kit Mailing

*Aliados Health  
Promising Practice*

## PROMISING PRACTICE OVERVIEW

Marin Community Clinics (MCC) takes a data-driven approach toward improving colorectal cancer screening rates. With mass FIT kit mailings, MCC targets patients with upcoming appointments or recent visits, ensuring kits reach those most likely to return them. In addition, two-way text messages offering free kits boost kit return rates. Medical Assistants (MAs) prioritize outreach to patients that were both mailed a kit and have an upcoming appointment. These strategies result in higher kit return rates for patients who recently engaged in care, received an outreach call from an MA, and have an upcoming appointment scheduled. Through their mass mailing efforts and text messaging-outreach campaigns, MCC saw a 30% Fit Kit return rate over three months.

## AIM

To improve Colorectal Cancer Screening measure compliance by increasing FIT kit completion and return rates.

## MEASURE DESCRIPTION

### Colorectal Cancer Screening UDS Definition:

Percentage of adults 45-75 years of age who had appropriate screening for colorectal cancer.

## RESULTS TO DATE

For the measurement period June 1, 2023, **through May 31, 2024, MCC is at 50.9% compliance**, making them a top performer within the Aliados Health network.

In the November 2023 bulk mailing, patients with an upcoming appointment that were also called by an MA completed their kits and returned them at a rate of 30%.

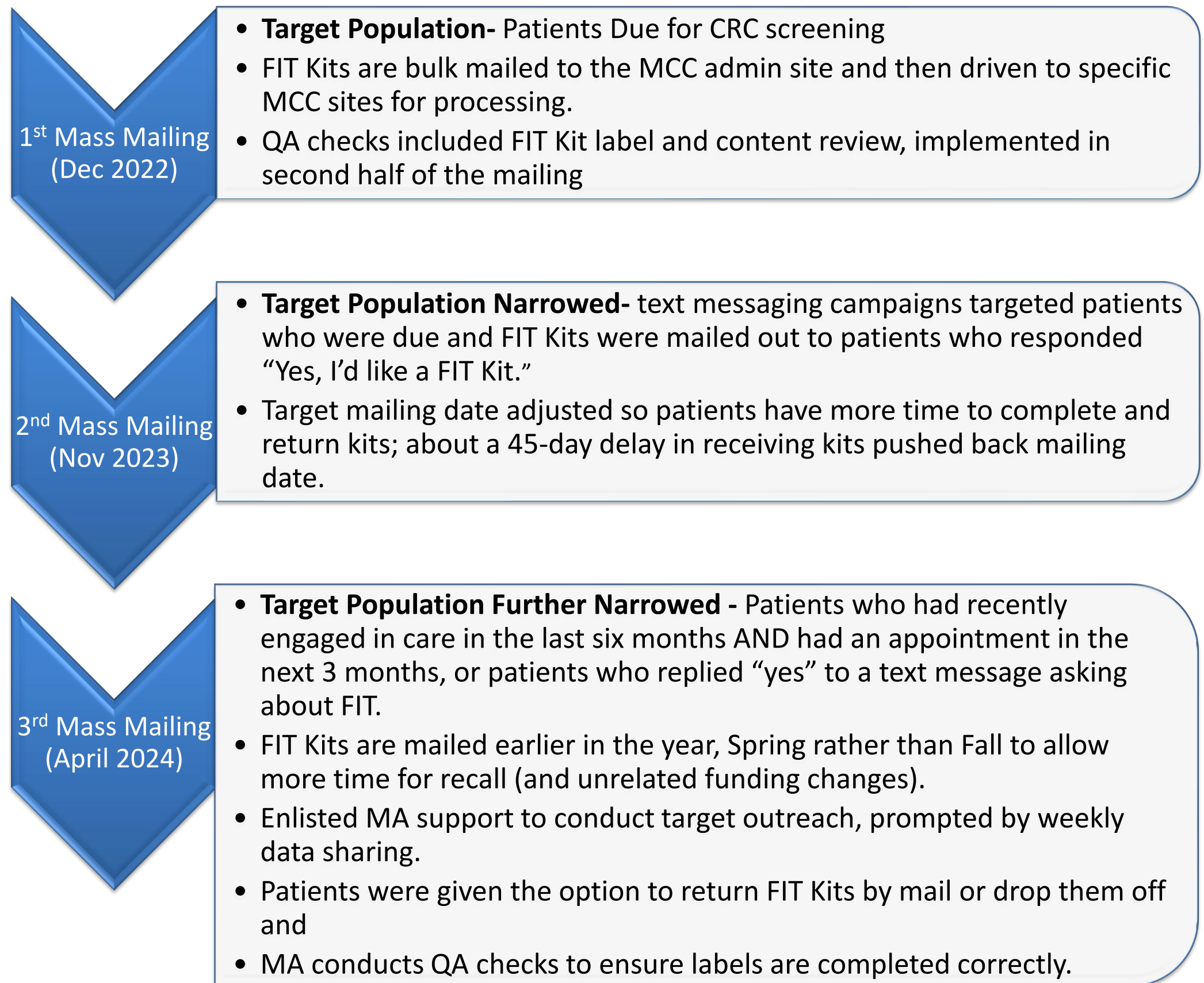
## LESSONS LEARNED

1. Patients who had an upcoming appointment and received a reminder call were more likely to return their FIT Kit.
2. To combat the number of incorrectly performed tests sent to Quest, MCC instructed patients to drop off the kits to their clinics or mail the kits back using the included return mail envelope addressed to their clinics, where an MA performed a QA check to ensure correct completion.
3. MCC found that providing the FIT Kits in the Spring rather than the Fall reduced the end of year stress around achieving the QIP colorectal cancer screening target.

## Challenges

- Large Fit kits orders require additional lead time, as not all vendors are set up to process large orders.
- Staffing shortages pose challenges to sustaining outreach and in-reach efforts.
- The transition to a new electronic health record resulted in incomplete and/or inaccurate contact information for some patients.
- Costs are substantial for a large FIT kit bulk mailing, requiring leadership buy-in on budget.

## TEXT MESSAGING & BULK FIT KIT MAILING



## ACTIONS TAKEN

1. MCC did bulk FIT kit mailings in November 2023 and April 2024, focusing on active patients with a recent and future visit.
2. Completed kits were returned directly to MCC sites, where MAs conducted quality assurance to ensure kits were performed correctly.
3. MCC used texting tool Artera to announce the bulk mailing and to send reminder texts to patients to return the kits.
4. MCC's QI department shared data each week with MA supervisors with site-specific data on progress.
4. The MCC QI department sponsored an outreach contest between sites, offering prizes to MAs and sites that met outreach goals.
5. MCC QI built an outreach tracker report in Relevant, tracking outreach by MA, topic, and by site.
6. MCC QI scrubbed outreach lists to eliminate ineligible individuals, patients who returned kits, and patients with undeliverable addresses.

