Implementation of Standardized Patient Education to Improve Adherence with Colonoscopy for Colorectal Cancer Screening

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BACKGROUND
- Colorectal cancer is the 3rd leading cause of cancer deaths among men and women in the U.S.
- An average individual has a 4% risk of suffering from CRC in their lifetime, but CRC is preventable and manageable when detected early.
- Colonoscopy screenings can reduce colorectal cancer-related deaths by 67%, but 30% of average-risk Americans are overdue for colonoscopy screening.

LOCAL PROBLEM
- Project setting was a private colorectal surgery practice serving the Hispanic/Latino and Caucasian population in South Texas.
- There was a high rate (16.8%) of screening colonoscopy cancellations at the practice site.
- The purpose of the project was to standardize screening colonoscopy education for English and Spanish speakers.
- The project aim was to decrease screening colonoscopy cancellation rates by 25% within 2 months of standardized educational implementation.

METHODS
- The Evidence-based Practice Improvement (EBPI) model provided a framework for project implementation.
- Current literature shows there is strong and compelling evidence to support the implementation of an educational intervention for screening consultation patients.
- A brief educational video was created in English and Spanish to be administered on a tablet.
- The practice change process was developed using PDSA cycles (Plan-Do-Study-Act).
- The outcome measure of cancellation rates was measured for 8 weeks pre- and post-implementation.
- Adherence to video administration was measured for 8 weeks post-implementation.

RESULTS
- Educational video was administered to patients via tablet prior to consultation utilizing the clinical workflow below:
- A snapshot of the video can be seen below:

CONCLUSIONS
- Standardized screening colonoscopy video education was a successful, low-resource practice change.
- The new clinical workflow has become the standard process in the practice site.
- Future sustainability plans include providing a QR code for patients viewing on personal devices.
- Decreasing screening colonoscopy cancellation rates can reduce lost revenue and, more importantly, improve population health outcomes.

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