



KENTUCKY CANCER CONSORTIUM

JULY 2018 - JUNE 2019

Evaluation results for the “audio talking card” to support the Fecal Immunochemical Test (FIT) test for colon cancer screening.

ABOUT THE KENTUCKY CANCER CONSORTIUM

For more than 16 years, the Kentucky Cancer Consortium (KCC) has focused on implementing strategies related to increasing colon cancer screening. KCC convenes a Kentucky Colon Cancer Committee and promotes coordination and collaboration among member organizations.

BACKGROUND

A new “audio card” resource was developed to guide low literacy audiences on how to complete their Fecal Immunochemical Test (FIT) test for colon cancer screening. This innovative resource was designed, developed and recorded by the American Cancer Society who was seeking partners to pilot and share the resource. In July 2018-June 2019, the American Cancer Society teamed up with the Kentucky Cancer Consortium who coordinated partners to pilot the new audio card resource with a multi-component effort addressing both community-clinical linkages and engaging health systems to increase FIT testing for colon cancer screening. This multi-component pilot project focused on Kentuckians with low-literacy levels, who have never been screened for colon cancer.

This evaluation, conducted by the KCC, examines the impact of the audio card implementation as well as lessons learned from the collaboration of multiple partners in implementing a multi-component intervention.

Multi-components:

- Collaboration
- Community Clinical Linkages Outreach Events
- Audio Card
- Patient Navigation
- Engaging Health System Changes

OUR COLLABORATION TEAM

COORDINATING PARTNERS	ROLE
American Cancer Society	<ul style="list-style-type: none"> • Developed, recorded and designed the audio card • Provided strategic direction
Kentucky Cancer Consortium	<ul style="list-style-type: none"> • Convened the partners • Provided coordination, facilitation and funding • Lead evaluation
IMPLEMENTATION PARTNERS	ROLE
Kentucky Cancer Program at the University of Kentucky and the University of Louisville	<ul style="list-style-type: none"> • Community-clinical linkage outreach screening and awareness events
University of Kentucky Markey Cancer Center Outreach Program	<ul style="list-style-type: none"> • Community-clinical linkage screening and awareness events at hospitals and clinics • Provided FIT tests
Kentucky Cancer Link	<ul style="list-style-type: none"> • Patient navigation • Assisted with some screening and outreach events



AUDIO CARD

This resource commonly referred to as the “audio card,” is similar to an audio birthday card where a person opens the card and receives a message. In this case, the message is from a local Kentuckian who is a colon cancer survivor encouraging them and guiding them on how to complete their FIT test for colon cancer screening.

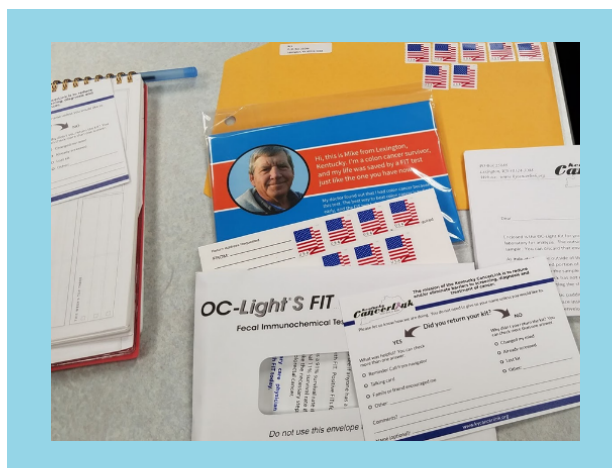
COMMUNITY CLINICAL LINKAGE OUTREACH EVENTS

Outreach partners invited potential participants to local community-clinical linkage events. The events were health-focused, sometimes included a large inflatable colon that participants could “walk through” and were usually part of a larger outreach and awareness event. These events occurred at local hospitals or clinics as well as through community-wide events. Those at risk for colon cancer who participated in the event and met eligibility requirements were referred to patient navigation services.

PATIENT NAVIGATION

Patient navigation partners received the referral from the outreach partner and were responsible for the following tasks:

- Managing patient information and patient navigation information in a database.
- Contacting the patient to let them know the FIT test, audio card and self-addressed stamped postcard with an opportunity to provide feedback will be mailed to them.
- Mailing the FIT Test, audio card and self-addressed stamped postcard.
- Contacting the patient three times to remind them to complete the FIT and mail it back (leaves messages if patient is not directly contacted and allows 3-5 business days between call attempts).
 - After third attempt, sends a “last attempt letter”
 - This letter often prompts the patient to call the patient navigator.
- Contacting the patient once they receive the FIT test results and ask for permission to send the results to the patient’s primary care physician.
 - If results are positive and the patient does not have a primary care physician, they assist in securing a primary care physician
 - Encourage the patient with a positive FIT to have a shared decision with their physician regarding colonoscopy or next steps.
 - Patient navigator calls patient to discuss results of the shared decision with the physician and encourages them to follow-through with next steps.
- Letters are mailed annually encouraging the patient to contact the patient navigator to repeat the FIT test each year.



ENGAGING THE HEALTH CARE SYSTEM

As part of this project, the patient navigators also engaged primary care physicians and attempted to engage insurance companies to ensure the connection between this project and a patient’s “medical home.” The patient navigators sent to a fax to the primary care provider with the completed FIT test. If the providers’ fax was not functioning, letters were sent instead. Additionally, the patient navigators attempted to contact the patient’s insurance company to provide FIT test results as well so that the patient’s information to assure consistency across all medical records.

Intervention implementation	What could have been improved during the intervention?	Recommendation
Collaboration	<p>Consistent training is needed across all partner organizations</p> <p>Clear roles need to be defined for each partner organization</p>	<ul style="list-style-type: none"> • Provide consistent training on event planning, eligibility and referral process and program evaluation to assure consistent project implementation in every region. • Improve communication around who is doing what. • Define clear roles for each organization. • Start with common definitions.
Event planning	<p>Consistent guidelines are needed for planning the community clinical linkage outreach is needed.</p>	<ul style="list-style-type: none"> • Identify how you decide where to do the event. Determine what makes the event successful. • Identify what type of advertising or promotion is needed for the event. • Estimate the number of events needed to meet the goal of eligible participants. • Include regular program evaluation and clear information about what should be collected/when/by whom.
Engaging the participant with consistent information	<p>Consistent and clear screening guidelines, eligibility and referral process is needed.</p> <ul style="list-style-type: none"> • Audio card and FIT test were not introduced consistently. • Patient navigators received referrals that were not eligible. • Potential client is disappointed and confused to why they are not going to receive the FIT test and audio card. • Resources expended for the navigator to explain why they are not eligible. • It was difficult to follow up with participant if they didn't understand patient navigator would be contacting them. 	<p>Develop an eligibility tool utilizing the American Cancer Society screening guidelines that includes:</p> <ul style="list-style-type: none"> • Target audience • Insurance eligibility • Age requirements • Have you ever had a colonoscopy? <p>Develop a referral card to give participant a simple half-page to explain the next steps to the potential participant during the community-clinical linkage event.</p> <p>Clearly train on eligibility and referral process:</p> <ul style="list-style-type: none"> • screen participant's eligibility • show eligible participant a FIT test • demonstrate audio card • review the referral card
Engaging Health Systems	<p>Patient navigators had difficulty making initial contact with the insurance providers as well as finding information to contact those insurance providers that were not included on the contact list developed by the team.</p>	<p>KY Department of Insurance contact suggested that communication with physicians was sufficient as insurance companies refer to physician notes for information.</p> <p>Continue to work with local primary care providers in providing FIT test results and encouraging shared decision making for positive FIT results.</p>

What worked well during the intervention?	Summary
<p>Collaboration</p>	<p>Partners found benefits to increased networking and communication around lessons learned. In addition, they appreciated the opportunity to build upon different skill sets to expand reach.</p> <p>Increased flexibility during the second half of the project made the project go smoother.</p> <p>Overall, the project did improve the partnership between the partner organizations and they are looking forward to continued communication between organizations.</p>
<p>Audio Card</p>	<p>The evaluation showed the card was most helpful with navigation.</p> <p>There is a demand for more audio cards:</p> <ul style="list-style-type: none"> • Other organizations and states are very eager to use the audio card, some have secured grant funds to purchase more. • There is a demand for more events, audio cards, FIT tests and funding. • Partners report a desperate need for a Spanish-language audio card. <p>More research is needed to understand:</p> <ul style="list-style-type: none"> • If navigation is needed or is the card by itself useful • What voice works male/female/generic • If participants listen to the card all the way through? Etc.

NEXT STEPS

- The team is implementing the same intervention during July 2019-June 2020 utilizing lessons learned from the 2018-2019 efforts.
- The team is partnering with colleagues at the University of Kentucky College of Public Health and College of Nursing in order to research the audio card more in-depth, along with how it is being used, what resonates the most about it and what changes need to be made in future versions.