

In the beginning (1999)...

we did *not* have

- **state funding**
- **A State Cancer Plan**
- **Federal funding**

CRC screening rates were <50%



We did have....

- **National and international CRC leaders in in MN**
- **Well-developed, statewide breast and cervical cancer screening program**
- **Longstanding solid partnership with ACS**

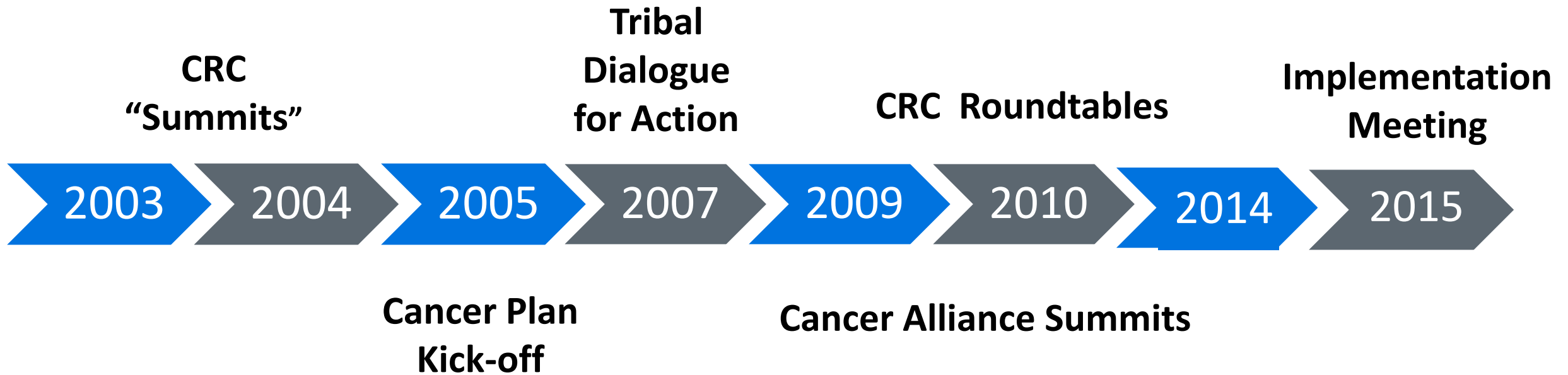


Common sense of purpose

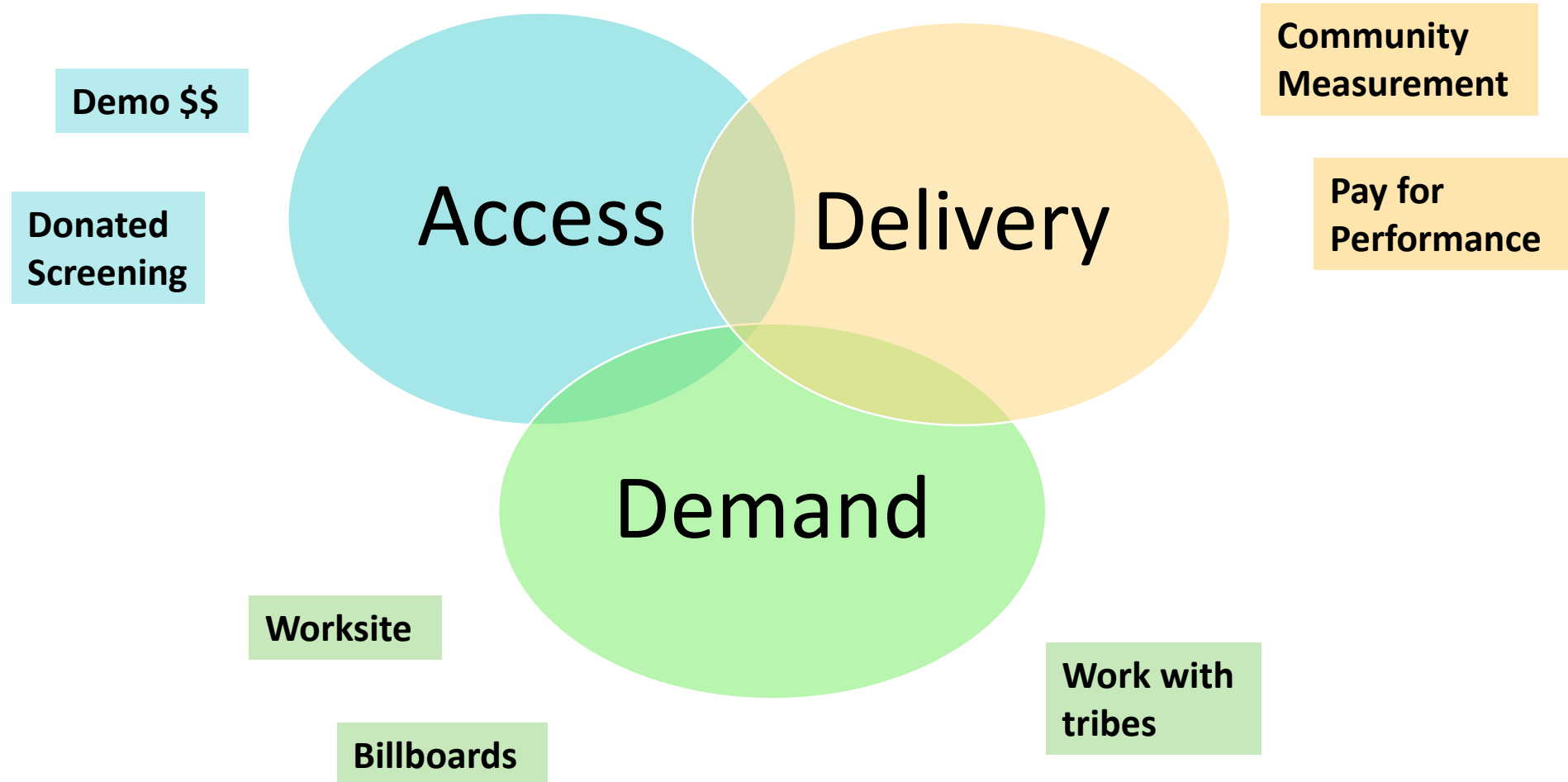
- **Colorectal cancer is common**
- **Colorectal cancer is largely preventable**
- **We can do better working together rather than working alone**
- **“If not now, when?”**



Convened regularly



Approach and action groups framed by the Community Guide

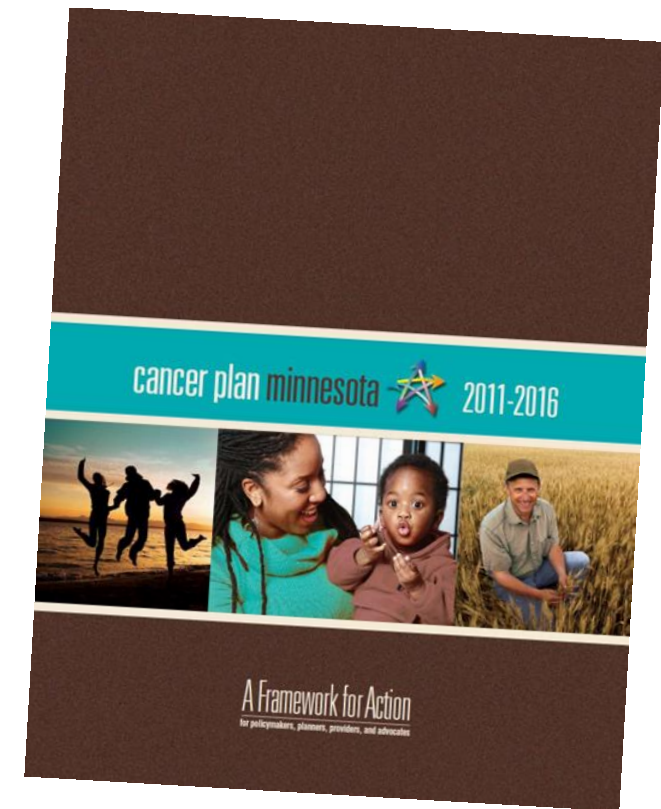


2009 Roundtable: A systems approach

- **Engaged leadership-level decision-makers to help create alignment**
- **How can we *systematically*...**
 1. identify and screen people under 50 who are at elevated risk?
 2. address geographic and other disparities in cancer screening/incidence/mortality?
 3. reduce the overuse of colonoscopy and ensure consistent quality?
 4. motivate patients age 50 and older and at average risk to opt in for screening?

Cancer Plan Minnesota 2011-2016 Strategies

- Implement health system changes
- Increase consumer demand
- Conduct targeted outreach using client reminders, small media
- Reduce financial barriers to screening



CRC Roundtable 2014 strategies

- **Access**
- **Education - HCPs and Clinics**
- **Education - Consumers**
- **Admin/Billing/Coding**
- **Health Equity/Disparities**



2015: Focus on providers

- **Provider Work Group launched**
- **Conducted 6 webinars over 12 months highlighting model practices**
- **Emphasized offering more than one test**
- **Recognized high performers**

The webinars attracted a wide audience

Between 53 and 88 people attended each of the six webinars.



unique organizations

64 were Minnesota organizations



attendees



**attended
more than
one webinar**

Attendees rated the six webinars very positively

The percent of respondents who agreed or strongly agreed with each of four satisfaction indicators ranged from 72% to 100% across the six webinars.



2016 Model Clinic Recognition



Improvement

- Essentia
- West Side
- North Memorial

Addressing disparities

- West Side
- North Memorial

Attaining 80%

Will we reach 80% by 2018?

- We will need to do more in more places
- What additional strategies that we can take to scale?
- What support is needed?
- How can we provide that support?

Questions for today

1. What does my job have to do with colon cancer screening?
2. What could I do to increase colon cancer screening through my work?
3. What would I need from inside of my organization to be successful?
4. What would I need from outside my organization to be successful?

