



2019-2020 Collaborative Action Plan



AIM STATEMENT: By the end of quarter 4 2020, Charleston Area Medical Center (CAMC) and partners will increase CRC screening by 5% (23 to 28%) in the Kanawha Valley Region (Kanawha, Putnam, Boone and Logan counties) for ages 50-75 to increase early detection of at risk polyps and colon cancer.



VISION STATEMENT: West Virginia will raise awareness of colorectal cancer (CRC) screening to decrease unnecessary deaths, provide ease of access to individuals, remove fear of financial burden and increase more moments with loved ones for the Kanawha Valley.



Evidence Based Intervention 1: Patient Education

- Community shared messaging
- Promote CRC screening to the community
- CAMC employees promotion of colon screening
- Recruit providers and survivor champions



Evidence Based Intervention 2: Client Reminders

- Patient reminders



Evidence Based Intervention 3: Reduce Barriers

- Electronic health record (EHR) maximization and bridge
- FluFIT: Increase colorectal cancer screening rates by offering stool-based testing kits to eligible patients during annual flu shot activities.
- Leadership roundtable and updates
- Develop communication plan



Evidence Based Intervention 4: Professional Education

- Comprehensive list of endoscopists
- EHR documentation
- Educate providers/clinic staff on value/benefit of focusing on CRC screening
- Provider reminders

Impact of COVID-19 on Collaborative Action Plan

Charleston Area Medical Center's Collaborative Action Plan was impacted by COVID-19 in the following ways:

- Capacity shifts in 2020 remained until October. Therefore, the activity to promote of colon screening to CAMC employees will be implemented in 2021.

- The communication plan in collaboration with the health department was removed due to COVID-19 responsibilities and reduced capacity
- Provider education activities for endoscopists will occur in 2021