

# Cervical Screening Reminder Calls (CSRC) Pilot

## Utilizing Electronic Medical Records (EMRs) to Improve Cancer Screening

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### Background

In 2013, Cancer Care Ontario developed a Public Engagement Strategy to increase cancer screening rates.

- Research has shown **only 1 in 10 people will choose to get screened on their own<sup>1</sup>**.
- Reminders, particularly phone calls<sup>2</sup>, are effective in increasing screening participation.
- Up to 61% of patients get screened based on physician encouragement<sup>1</sup>.

The opportunity for EMRs to support cancer screening...

- Electronic Medical Records (EMRs) are a powerful tool for coordination, recording, monitoring and reporting of patient care
- In Ontario, **85%<sup>3</sup> of primary care providers (PCPs) have adopted an EMR within their practice. This represents 10 million patients.**
- CCO's EMR Optimization project supports primary care providers in leveraging EMRs to enhance cancer screening.

### Pilot Objectives



1) To determine the effectiveness of the patient telephone reminder intervention as a proof of concept

2) To test the effectiveness of the EMR tools and training to optimize the use of EMR systems for cancer screening



3) To inform the creation of an implementation toolkit based on EMR optimization and reminder calls for wider rollout to primary care practices

4) To impact cervical cancer screening at participating practices



### Overview of Pilot Results

- Of all patients eligible for cervical screening during the pilot, practices were able to contact 57% and invite them to get screened
- **Of the patients reached, 71% of scheduled a Pap test**
- Physicians in the pilot saw an average 2% increase in their total cervical screening participation rates

### The CSRC Pilot

The pilot leveraged EMR tools as well as reminder calls:

- **EMR TOOLS:** Staff were trained to use their Telus PS Suite EMR to assist them in identifying patients eligible for cervical cancer screening.
- **REMINDER CALLS:** Staff were provided with call scripts and telephoned patients to encourage them to book an appointment for cervical cancer screening.



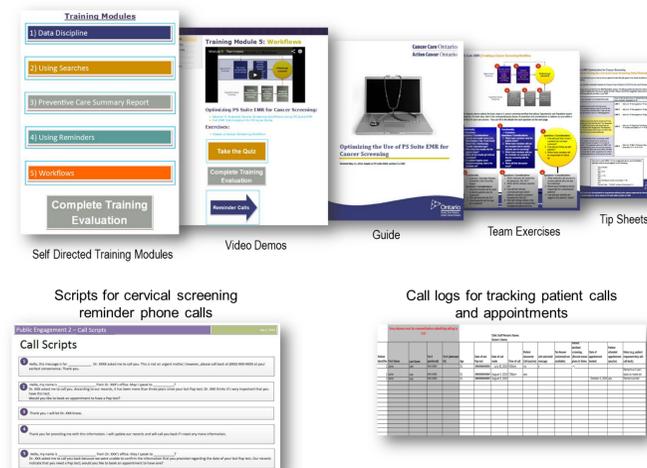
EMR Training



Reminder Calls

### Methodology & Tools

- Participants were instructed to complete five PS Suite EMR Optimization training modules, consisting of videos, written materials, and quizzes.
- Feedback on the experience of the training was acquired through an online evaluation survey completed by each participant at the end of the training.
- Patients were included in the pilot if they met the Cancer Care Ontario cervical screening guidelines.
- Practice staff made calls to the patients identified through EMR records and, using a call script, invited them to schedule a Pap test.
- A call log was used to track the number of calls made and appointments scheduled.
- The call logs were submitted to Cancer Care Ontario at the end of the pilot for analysis and evaluation.



### Case Study:

#### Aurora Newmarket Family Health Team

Aurora-Newmarket

Family Health Team

Practice team:

- 4 Physicians
- 1 Nurse Practitioner
- 1 Occupational Therapist, 1 Social Worker, 1 Registered Dietitian, 2 Nurses
- 9 Support Staff

Practice implementation:

- Lunch and learn with staff to create awareness
- Ran EMR searches and cross referenced with Cancer Care Ontario's Screening Activity Report (SAR) to create list of screening eligible patients
- Called patients to invite them to get screened for cervical screening

Outcomes:

- Called 144 eligible patients (6% of total) during the pilot
- Of the patients called:
  - 50% scheduled a Pap test
  - 29% declined
  - 19% were removed from the roster
  - 2% claimed not to be sexually active
- Of those patients tested, 2 ended up receiving abnormal test results that required further follow up
- Overall 3% increase in screening post pilot

#### References:

- <sup>1</sup> Brouwers et al (2011)<sup>3</sup> found strong evidence that reminders are effective in increasing screening for breast, cervical, and colorectal cancer (with fecal occult blood testing). For cervical screening, this includes telephone reminders, as well as printed reminders (e.g. letters).
- <sup>2</sup> A 2011 Cochrane Collaboration Systematic review of cervical screening interventions (a meta-analysis of 4 randomized control trials)<sup>1</sup> showed the effectiveness of telephone invitations on screening.
- <sup>3</sup> OntarioMD 2015