

South Dakota Council on Colorectal Cancer July 31, 2012 12:00 – 1:30 pm (CT)

#### Present:

Denise Kolba, Jill Ireland, Mark East, Kay Dosch, Jacque Cole, Linda Penisten and Teri Delfs (by phone)

#### I. SD Comprehensive Cancer Control Colorectal Workgroup – Jill Ireland

This workgroup support GetScreenedSD which is a colorectal cancer screening program administered by the Department of Health. The program is now in its fourth year.

- The group has been working with Media One on TV spots and have three different ideas that they are focus testing and will be ready in the fall. Other projects include using social media with Facebook ads targeted to those over 50 and hunting ads in Game, Fish & Parks inserts.
- Copies of colorectal and breast cancer awareness DVD's produced in five different languages will be available to the clinics that are in the GetScreenedSD Program. Other clinics may order as well.
- The South Dakota Colorectal Cancer Plan, first produced in 2005 was revised in 2010 and recently updated.
- The SDSU College of Nursing is beginning a research study on colorectal cancer screening capacity in South Dakota and would like to partner with the council They will be reaching out for guidance and review of the survey questions.
- The quarterly newsletter will be sent out in August. It will include articles on the Make It Your Own Project template materials. The Mitchell Hospital will be sharing some materials they made through MIYO. The group has also partnered with the SDSU College of Nursing at SDSU for crc at education at DakotaFest during the third week of August. A nurse navigator who focuses on GI cancers has written an article on the two day prep. Dr. Bachwich will review before publication.
- The workgroup also reached out to providers where individuals indicated that the prep solution was a financial burden. It is not covered in the Get Fit Program. Jill is working with a medical supplier to donate some prep solution. She will survey the clinics to determine interest in receiving the prep solution. Nicole is no longer with Falls Clinic. Rick Pudwell will help with the screening.
- The workgroup's next call is August 20<sup>th</sup> at 3:00.

## II. 2011-2012 Work Plan

We are still finishing up most of our goals and objectives so Denise will continue to finish before she gives the final update on the 2011-2012 work plan. Most of what we work on this fall will be included in next year's goals.

### Data collection and reporting:

HEDIS Data is collected yearly from Wellmark, DakotaCare, Sanford and Avera and reported as aggregate for the past three years. We are still waiting for the 2010 data from Avera. Denise will soon be requesting the 2011 data. Mark stated that once we get the data, he will have to do the normal review to ensure that the HEDIS criteria are the same as last year. Mark and Kay discussed geocoding to identify any high risk pockets in South Dakota.

In January, several members decided that we need to move beyond the HEDIS data and be more aggressive in our data collecting and reporting. Surrounding states have very specific quality collaboratives collecting and reporting outpatient measures such as colon cancer screening and breast cancer screenings. A task force consisting of Dr. Schroeder, Dr. Bachwich, Kay Dosch, Denise Kolba and Nancy Beaumont has been discussing approaches. Dr. Bachwich has an interest in looking more closely at colon cancer screenings, where we might be able to move, where we might see some gaps, and where we can make an impact and improve some of these outcomes. The Sept 26 Colorectal Cancer Roundtable has invited key decisionmakers to begin this discussion from 1:30 to 5:00 pm The American Cancer Society / University of South Dakota Sanford School of Medicine Colorectal Grand Rounds is scheduled for that same day at noon. The speaker will be Dr. Daniel (Stony) Anderson, a gastroenterologist from Kaiser Permanente and on faculty at the University of California, San Diego. Dr. Anderson has worked with the colorectal cancer coalition in California and Dr. Michael Potter in using FIT with FLU vaccine clinics with great results. Dr. Anderson will also participate in the afternoon roundtable. Dr. Ted Gansler with the American Cancer Society is the editor of the CA Journal, a member of the National Colorectal Cancer Roundtable, and a member of the Guideline Advantage which is a collaboration of the American Cancer Society, American Heart Association, and American Diabetes Association. The Guideline Advantage is a system of tools that help clinics produce meaningful reports with the data they have. The third presenter will be Jim Chase, President of Minnesota Community Measurements. Dr. Schroeder, Dr. Bachwich, Kay, Nancy and Denise have been working on the objectives, goals and ideas for the Round Table and Dr. Bachwich will share a lit review on crc screening failures.

Mark & Jacque suggested that we have Jim Chase address the following:

Where will the data go?

Who has ownership of the data?

What are you doing with it?

How will we know we are getting data only once?

Who is the primary physician, ordering physician for that screening?

What do we want to measure?

How did you decide what to measure?

#### Draft agenda is:

Dr. Bachwich - literature review on failures

Dr. Schroeder – background information

3 guest presenters – each 20 minutes

Roundtable questions – 45 minutes

Report from each group (4-5 groups)

Discussion with panelists

Jacque suggested that there would be one question per table to discuss. Denise will work with Jim Chase to develop a structured roundtable.

Forty-five invitations went out. Dr. Bachwich and Dr. Schroeder drafted a personal letter that will be mailed in August to emphasize the importance of attending the roundtable.

#### Public and health plan member/employer group strategies:

Sanford sent a mailing to their health members last September regarding colorectal cancer screenings. If you are interested in member mailings, the American Cancer Society can help. Denise is hoping to work with the State Employee Health Plan and she will visit with Dr. Jeff Luther later this Fall.

# **Reducing disparities:**

The State patient navigator funding has ended. The grant was for two- three years. Jill give an update at the next meeting.

Kay stated that the Monograph will be used at DakotaFest.

Next meeting: October 16, 2012 from noon to 1:30 in the SDSMA Board Room