



# Screen Surge: Small Town Clinic Strategies

JACOBSON MEMORIAL HOSPITAL CARE  
CENTER AND CLINICS

# Who We Are...

- Jacobson Memorial Hospital Care Center and three clinics:
  - Elgin Community Clinic
  - Glen Ullin Family Medical Center
  - Richardton Clinic
- See approximately 400 patients per month, 170-200 of those are age 45-75
- The clinics have a total of 7 providers

# Baseline Data

- July 1, 2020-June 30, 2021
- Baseline data average was 13%
- Estimated it be closer to 25-30%
- EHR transition to Epic in Feb 2022

# Identified Barriers

- Previous EHR system
  - Providers were not able to see CRC screening status unless it was manually entered
  - Patient letters were one generic letter that listed health maintenance items that could not be edited
- Provider buy in
- Minimal provider education
- No policies/procedures/standing orders in place

# Interventions

- Implementation of new EHR (Epic)
  - Accessibility to screening status and historical data
  - Automatic update of screening status
  - Customizable patient letters
  - Reporting data
- Provider Education
  - Cologuard Rep visits every 6-12 weeks
    - Saw increase in use of Cologuard and completion of screenings

# Interventions

- Provider Assessment/Feedback
  - Provide reporting data to providers at monthly Medical Staff meeting
  - Report with Cologuard and colonoscopy ordered/completed rates
  - Coach on conversations with patients
- CRC Policy and Standing Order
  - RN or LPN may order an iFOBT test or Cologuard to screen for CRC for patients who meet the criteria for average risk patients
  - For patients found to be high risk, the provider will provide additional assessment and referral for colonoscopy

# Interventions

- Patient Education
  - Patient letters (include Exact Sciences tear off CRC screening sheet)
  - Posters and brochures in exam room
  - Mail CRC screening with Cologuard brochure and contact number to call me directly to place an order
- Community Engagement
  - “Get Your Rear in Gear” CRC Screening theme 5K
  - Doc-talk posted on Facebook
  - Social media posts and flyers in local paper

# Interventions

- Workflow Changes
  - Labs completed before scheduled visit
  - After Visit Summaries
  - Check out after visit
  - Electronically sent referrals to Sanford facilities



# Maximizing Reporting Data

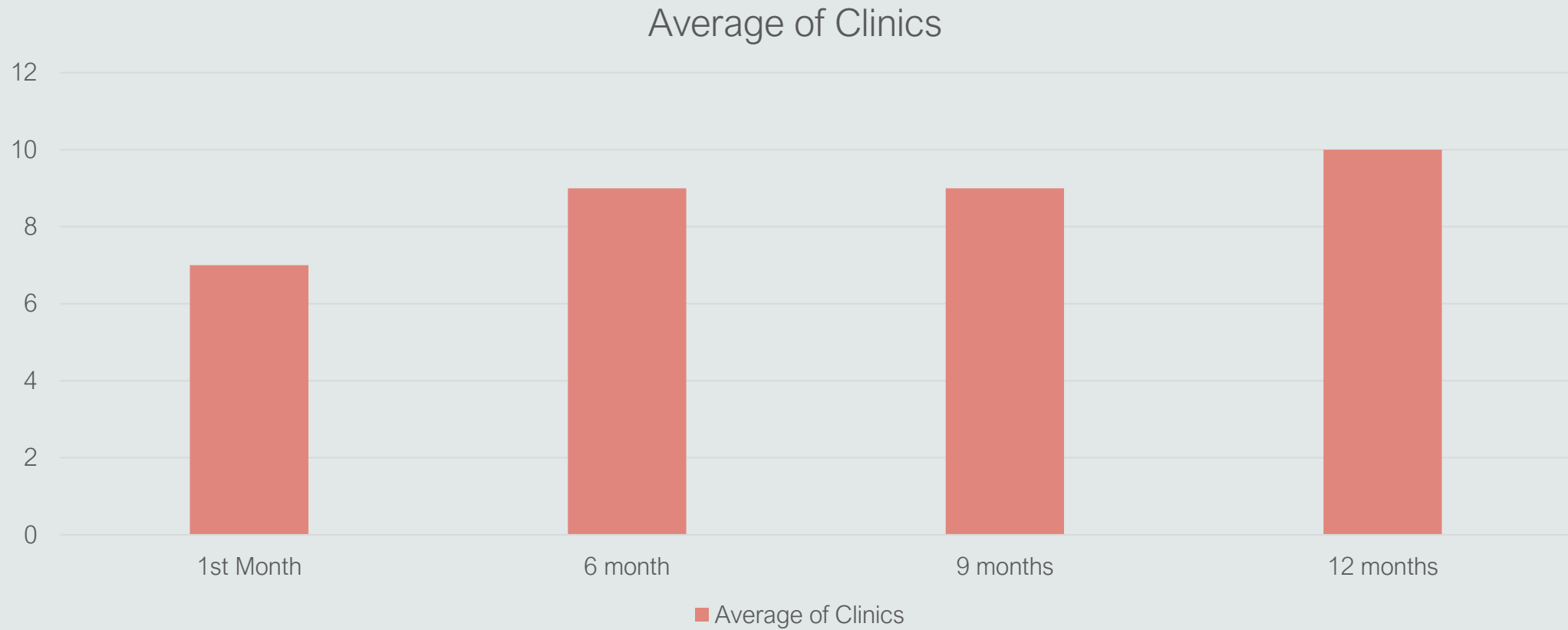
- Review monthly reporting data
  - Mail CRC screening info to patients who are not UTD
- Keep a spreadsheet of all colonoscopy referrals and Cologuard kits that have been ordered
  - Communicate reminder every 1-2 months

# Screening Rates Progress

Monthly Reporting Data



# Colonoscopy/Cologuard Ordering



Facility	Baseline	Denominator	3-Month Rolling Rate	6-Month Rolling Rate	12-Month Rolling Rate	Latest Available Rate
Elgin	14.6%	529	55.1%	55.0%	50.3%	57.3%
Glen Ullin	7.1%	324	55.8%	50.7%	44.0%	57.6%
Richardton	17.7%	187	40.2%	43.0%	43.4%	36.8%

Facility	3-Month Rolling Relative Improvement	12-Month Rolling Relative Improvement	Sept 2022 Goal	Percent of Goal Reached
Elgin	278.6%	245.7%	30%	227%
Glen Ullin	684.7%	518.4%	30%	155%
Richardton	127.5%	145.8%	30%	207%

# Key to Success

- Provider buy in through frequent exposure to the topic
- Maximizing reporting data and EHR functionality
- Utilizing standing orders to allow easy access to screening

# Contact Information

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