

Quality Focus:

Colorectal Cancer Awareness

The month of March is Colorectal Cancer Awareness Month, and the South Dakota Council on Colorectal Cancer is providing you with opportunities to learn more about how you can help with this effort to increase colorectal cancer screening rates in your practice.

Why Screen for Colorectal Cancer?

- Screening not only can prevent colorectal cancer, but it also reduces mortality.
- Patients are more aware of and motivated toward colorectal cancer screening than ever before.
- Providers are increasingly asked to raise colorectal cancer screening rates as health plans, the Centers for Medicare & Medicaid Services (CMS), and other third-party payers are looking at colorectal cancer screening rates as a quality measure.

Dale Bachwich, MD, gastroenterologist with Rapid City Regional Medical Center, will be presenting two webinars:

March 11, 2010, noon-1 pm (CT)
Colorectal Cancer Screening Update

March 30, 2010, noon-1 pm (CT)
Colorectal Cancer Screening Toolkit for Office-Based Practices

Webinars will be recorded for later access.

Accreditation Statement: This activity has been planned and implemented in accordance with the Essentials and Standards of the Accreditation Council for Continuing Medical Education. Rapid City Regional Hospital is accredited by the South Dakota State Medical Association to provide continuing medical education for physicians.

Credit Designation: Rapid City Regional Hospital designates this education activity for a maximum of 1 *AMA PRA Category I Credit*[™]. Physicians should claim credit commensurate with the extent of their participation in the activity

How to Increase Colorectal Cancer Screening Rates in Practice: A Primary Care Clinician's Evidence-Based Toolbox and Guide

In addition to other helpful items, the toolbox and guide include the following:

- Checklist for increased screening, office policies, reminder systems, and communication aids
- Template telephone scripts for patient follow-up
- Sample reminder letters to patients at average and increased risk
- Descriptions of electronic reminder systems

The guide can be found online at the following sites: www.nccrt.org and www.cancer.org/colonmd.

The Toolbox is sponsored by the American Cancer Society, the National Colorectal Cancer Roundtable, and Thomas Jefferson University.

To register for these webinars, please contact Denise Kolba: denise.kolba@cancer.org or 605-323-3548, or visit www.cancer.org/mwcoloncancerwebinars



American Cancer Society / Avera Health Plans / Avera McKennan / Community HealthCare Association of the Dakotas / DAKOTACARE / Rapid City Regional Medical Center / Sanford USD Medical Center / South Dakota Foundation for Medical Care / South Dakota State Medical Association / South Dakota Department of Health / Wellmark Blue Cross Blue Shield of South Dakota

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