



# A team-based care approach for improving colorectal cancer screening rates

Carmen Vergara, RN-BSN, MPH

Chief Operations Officer

# Esperanza Health Centers

Pediatrics

Adult Medicine

Women's Health

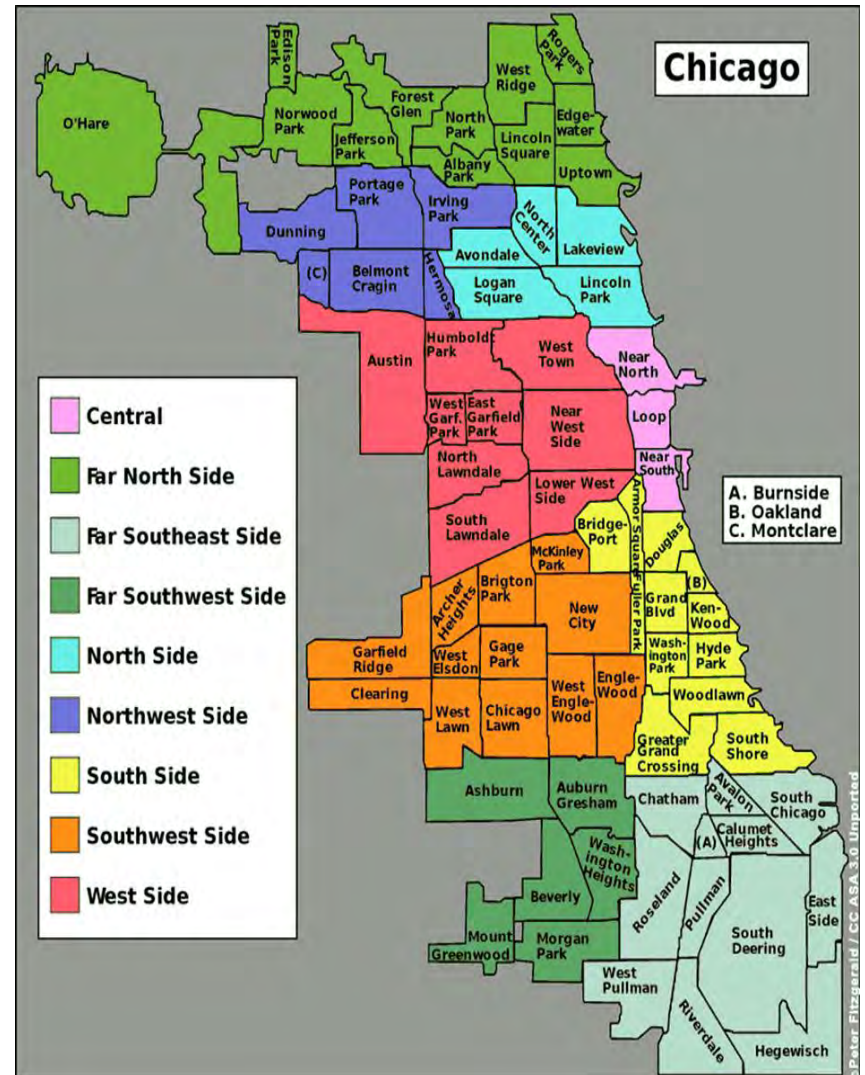
Behavioral Health & Psych

Care Coordination

Wellness Programs

Annually:

- Patients: 22K
- Encounters: 85K
- 60% Medicaid
- 25% uninsured
- 70% prefer Spanish language



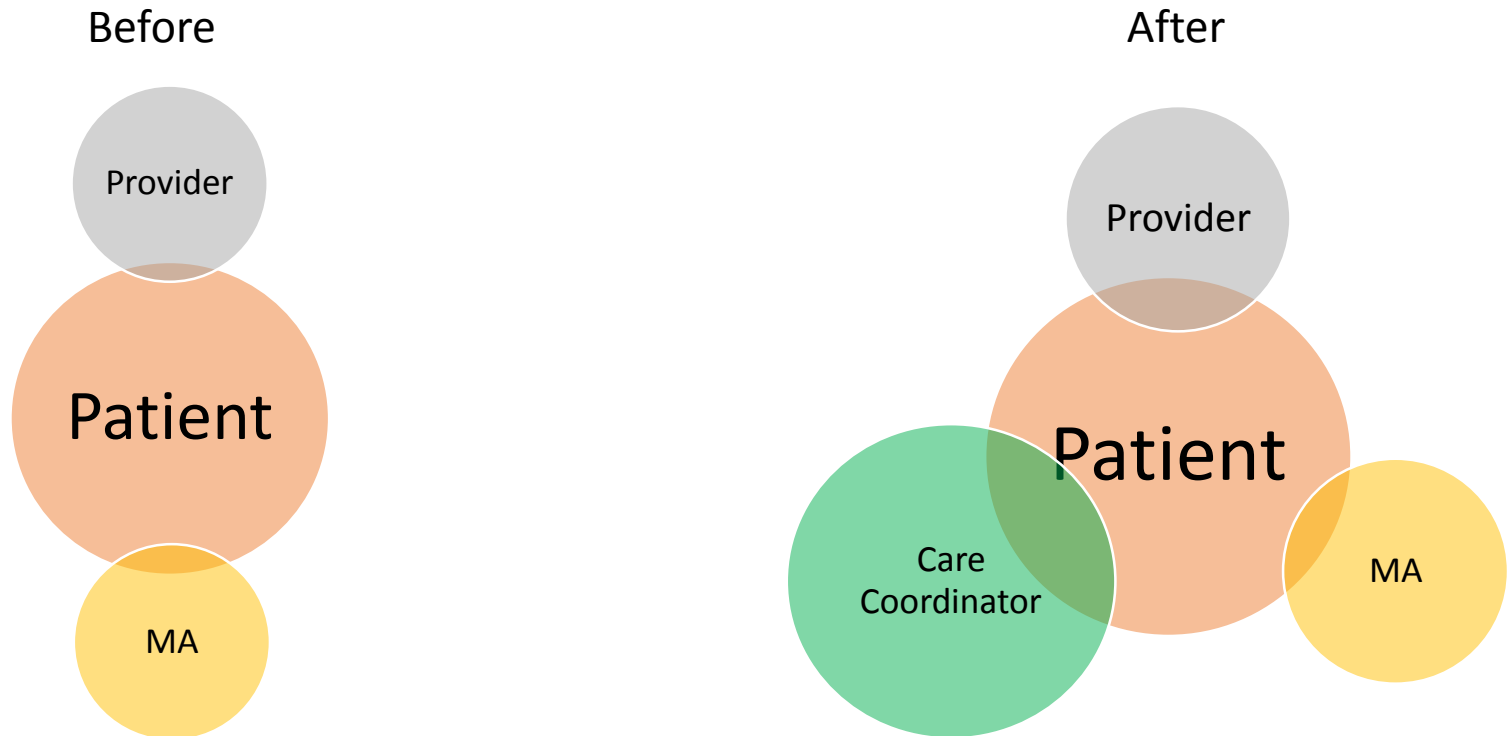
# Colorectal Cancer Screening:

- Colorectal cancer (CRC) in US:
  - 3rd most common cause of cancer
  - 2nd leading cause of cancer-related deaths
- CRC screening rates in 2015:
  - non-Hispanic whites: 62%
  - Latinos: 47%
  - Uninsured Latinos: 19.5%
- 2015 FQHCs nationwide: 38%
- Esperanza Health Centers:
  - 2015 screening rate= 43%
  - Uninsured (ages 50-75): 34%
  - Latino 91%
  - Difficult to obtain colonoscopy for uninsured >> primarily FIT testing

# 2016 & 2017 Strategies and Initiatives

- 1) Added care coordinators to clinical teams
- 2) Performance dashboards
  - Monthly data dashboards
- 3) Set ambitious but achievable goal of 60%
- 4) Changed EHRs to Athena w reporting and population health tool
- 5) Performance Coaching/ Sharing Best Practices

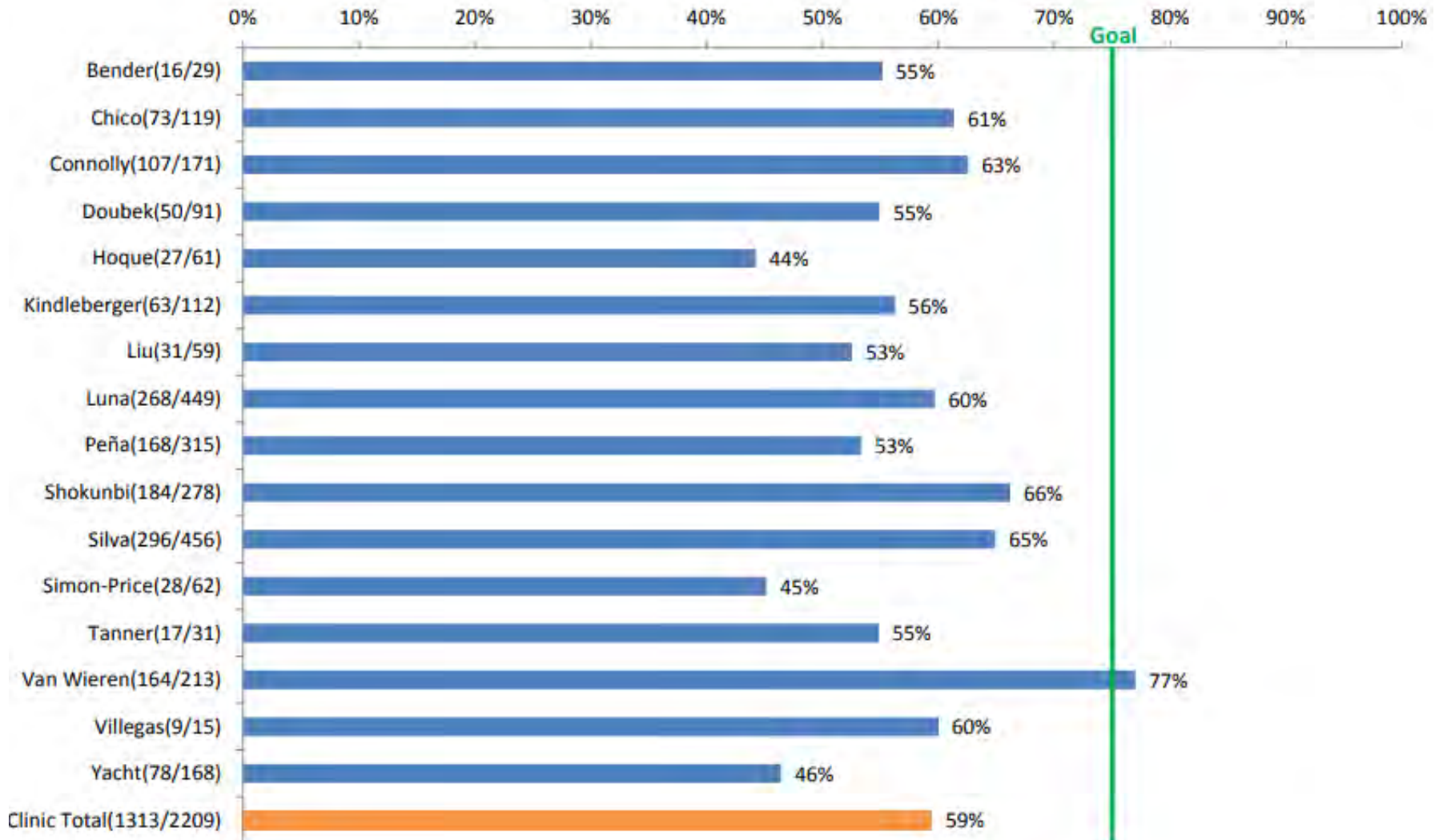
# Strategy #1 Care Coordinators



Care Coordinator- taught patients how to perform FIT tests, reminder calls to bring in FIT tests, mailed FIT tests to some patients.

# Strategy # 2 Sample Dashboard

## Colorectal Cancer Screening (Jan - May 2017)



# Strategy #3: Set ambitious but achievable goal of 60%

- Team-based bonus if met goal
  - 1/10 measures
    - Worth \$333 for providers
    - Worth \$100 for MA
    - Worth \$100 for Care Coordinator
- Care team competitions (small incentives)
  - \$100 gift card per team member
  - Lunch for department

# Strategy #4 Switched EMR- Quality Priority

- Available monthly dashboards
- Point of Care reminders
- Accurate & Live population health tool for care coordinators



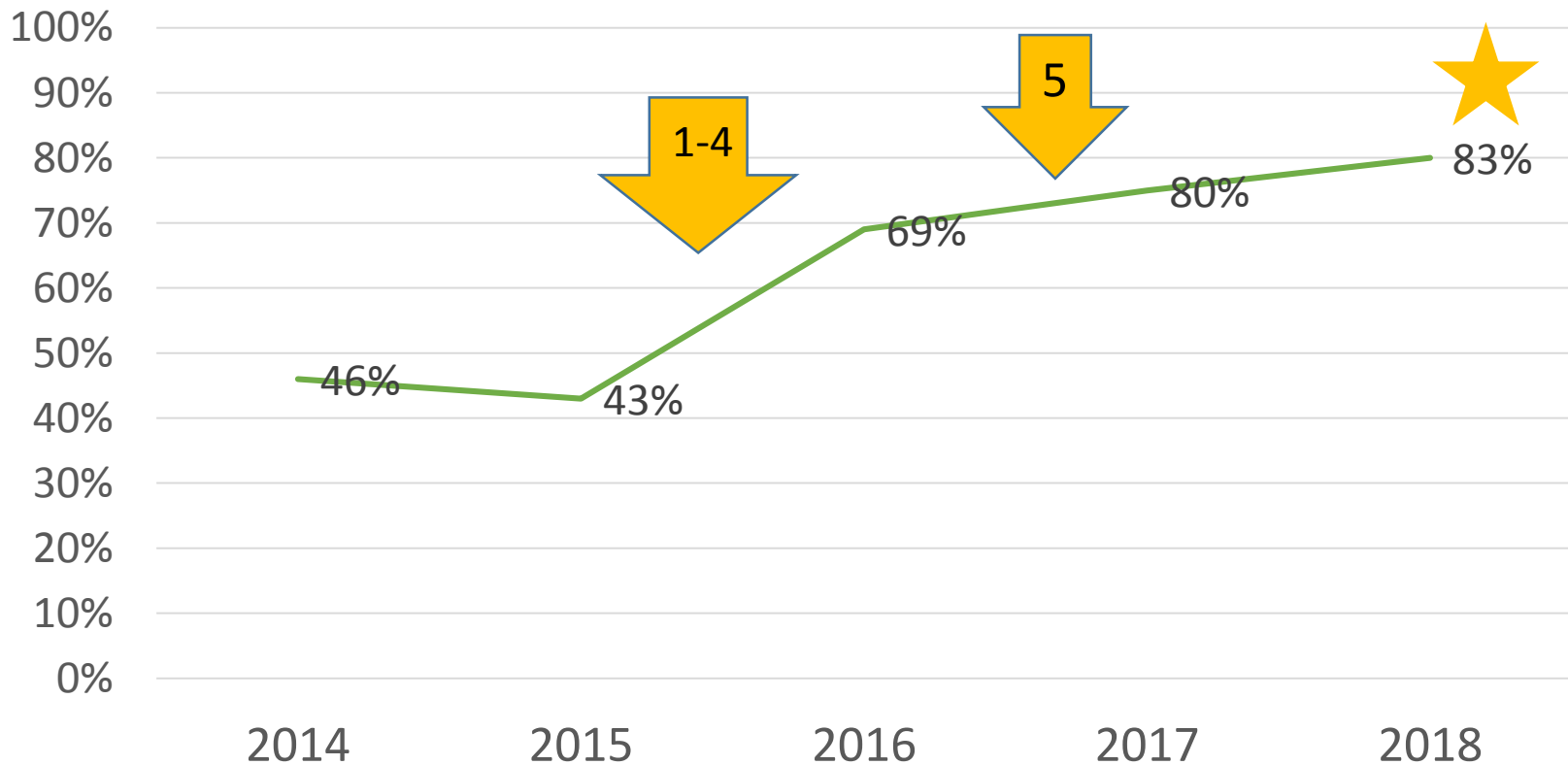


# Strategy # 5 Performance Coaching

- Investing in department and team meetings to set culture and share best practices



# Clinic Trend- Strategy Points & New Goal



# Tips for replicating at other FQHCs

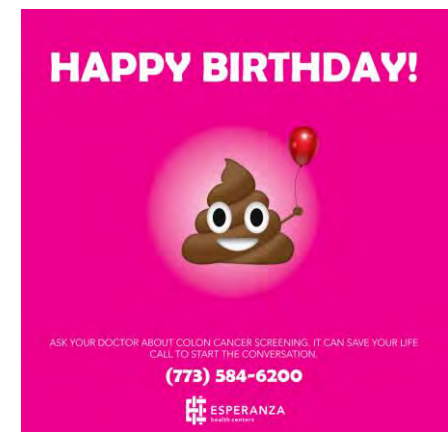
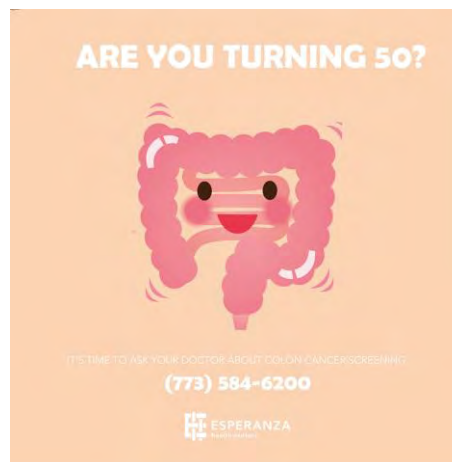
- Get buy-in and resources from leadership
- Set culture
- Set ambitious but realistic goals- consider incentives
- Invest in dashboards and teams
- Make sure EHR has population health tool
- If high % uninsured, focus on FIT tests vs colonoscopy
- No magic bullet- multipronged approach

2018 Celebrating  
CRC awareness  
month!



# The future of quality at Esperanza:

- Continue aggressive goals: 83% by 2018
- Formalized team performance coaching
- Predictive Analytics for performance
- Monitor all diagnostic follow up
- Social Media Buzz



Questions?  
Thank you!

Carmen Vergara  
[cvergara@esperanzachicago.org](mailto:cvergara@esperanzachicago.org)

