FIT Outreach for Colorectal Cancer Screening – Kaiser Permanente Experience

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Disclosures

- Research Funding
  - National Cancer Institute / National Institute of Health
  - American Gastroenterological Association
Colorectal Cancer – Why Do We Care?

2nd Most Common Cause of Cancer Deaths

3rd Most Common Cause of Cancer

Colorectal Cancer Screening Works

<table>
<thead>
<tr>
<th>Method</th>
<th>CRC Incidence</th>
<th>CRC-related Mortality</th>
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<tbody>
<tr>
<td>Colonoscopy</td>
<td>76-90%</td>
<td>53%</td>
</tr>
<tr>
<td>Sigmoidoscopy</td>
<td>21-33%</td>
<td>26-43%</td>
</tr>
<tr>
<td>Fecal Occult Blood Test</td>
<td>20%</td>
<td>32%</td>
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</tbody>
</table>

Winawer et al. NEJM 1993
Zauber et al. NEJM 2012
Schoen et al. NEJM 2012
Atkin et al. Lancet 2010
Scholefield et al. Gut 2011
Mandel et al. NEJM 1993; Shaukat A NEJM 2013
Kronborg et al. Lancet 1996
Hardcastle et al. Lancet 1996
The Problem – CRC Screening Rates Are Suboptimal

1 in 3 adults have not been screened

23 million people

Wendler R et al. Am J Gastroenterology 2018
COVID-19 Will Worsen CRC Screening Rates
Potential Solution – Mailed FIT Outreach
Mailed FIT is Effective for Increasing CRC Screening Rates

Jager M et al. DDS 2019
Kaiser Permanente Organized CRC Screening Program

>500,000 FITs per year
Impact of Organized CRC Screening on Screening Rates

Levin TR et al. Gastroenterology 2019
Impact of Organized CRC Screening on Incidence & Mortality

Levin TR et al. Gastroenterology 2019
Summary

- Mailed FIT is an effective approach to increase CRC screening rates
- Mailed FIT can be successfully implemented in the community
- Mailed FIT can help increase CRC screening rates and reduce CRC incidence and deaths in the community
Thank You