

FIT Outreach for Colorectal Cancer Screening – Kaiser Permanente Experience

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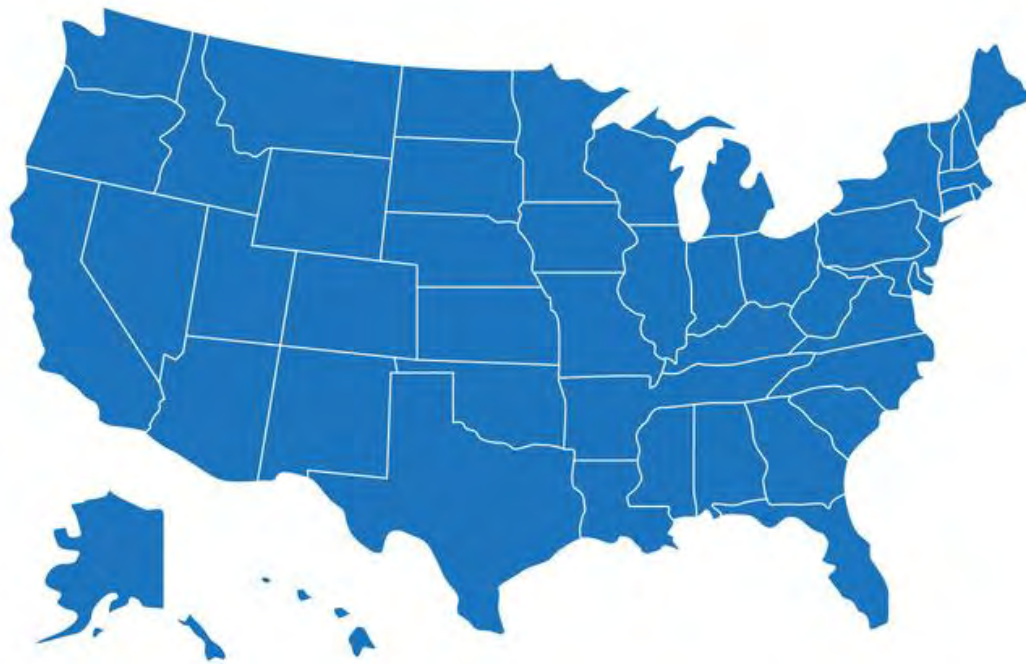
Division of Research

Kaiser Permanente Northern California

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

	CRC Incidence	CRC-related Mortality
Colonoscopy	76-90%	53%
Sigmoidoscopy	21-33%	26-43%
Fecal Occult Blood Test	20%	32%

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

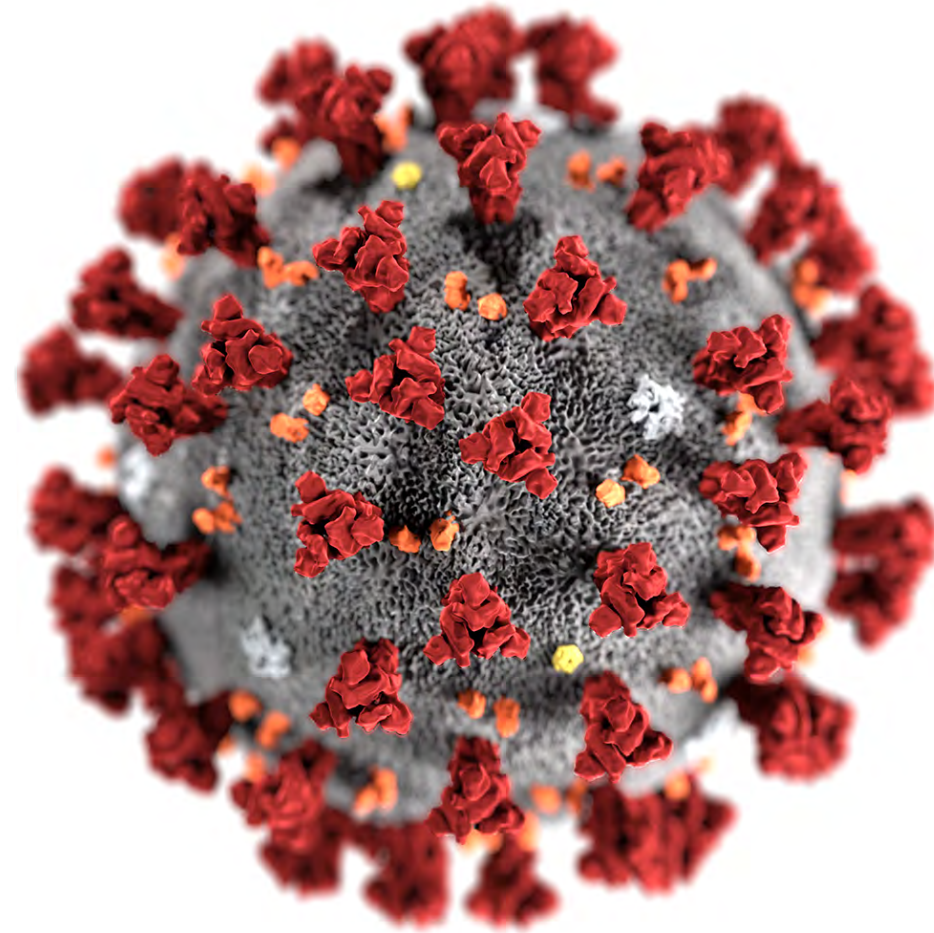
Hardcastle et al. Lancet 1996

The Problem – CRC Screening Rates Are Suboptimal

1 in 3 adults have
not been screened



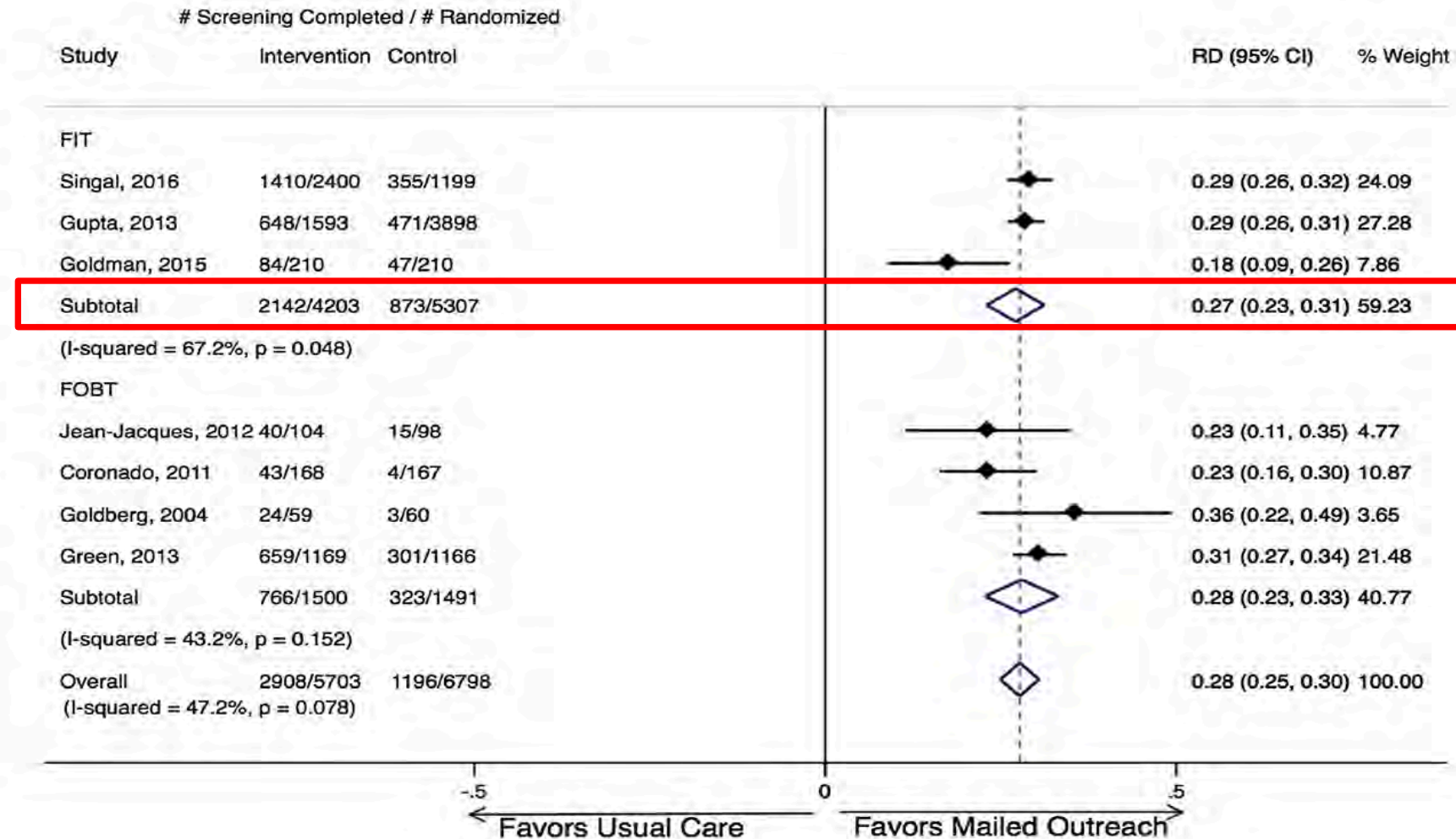
COVID-19 Will Worsen CRC Screening Rates



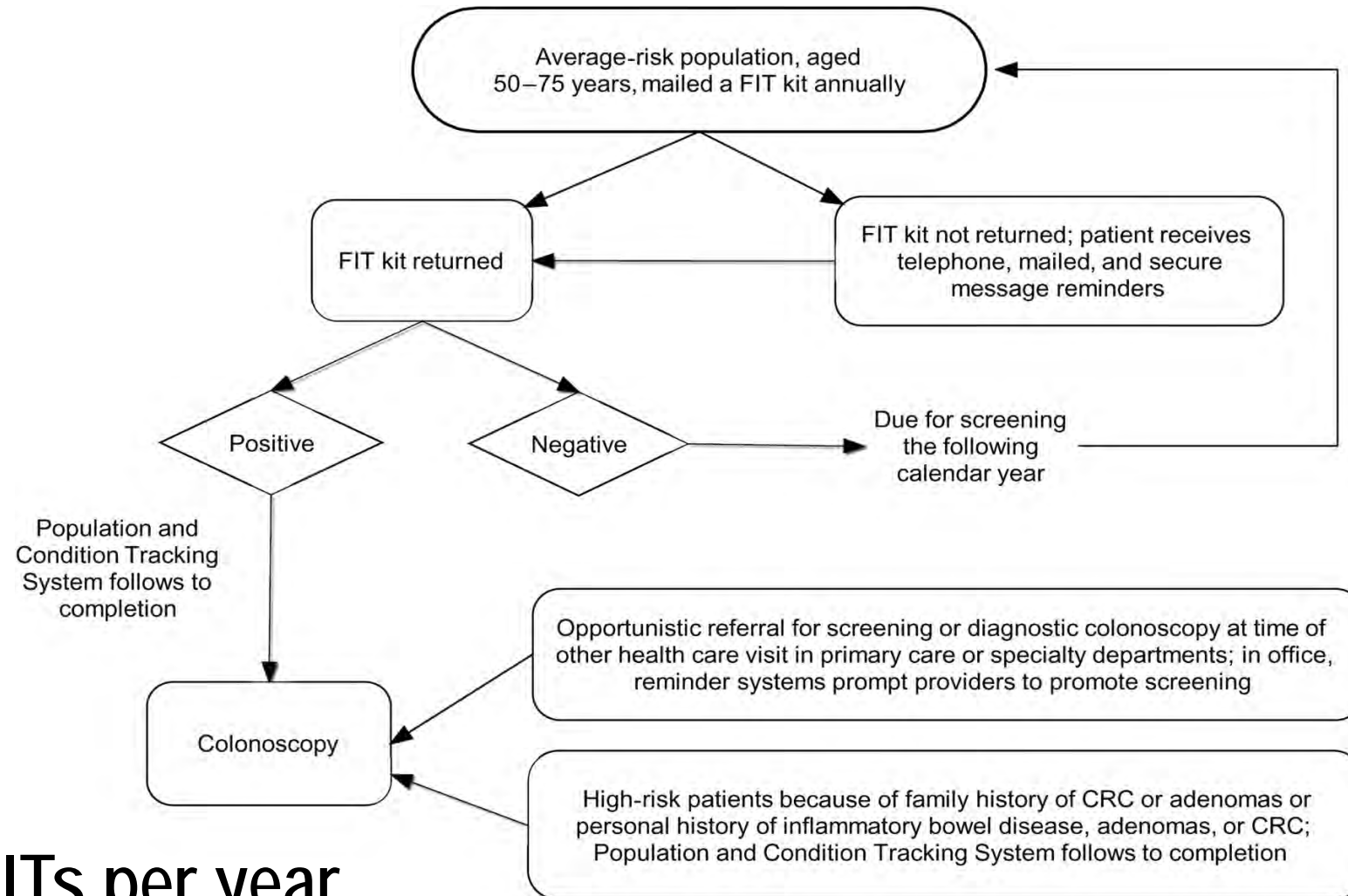
Potential Solution – Mailed FIT Outreach



Mailed FIT is Effective for Increasing CRC Screening Rates

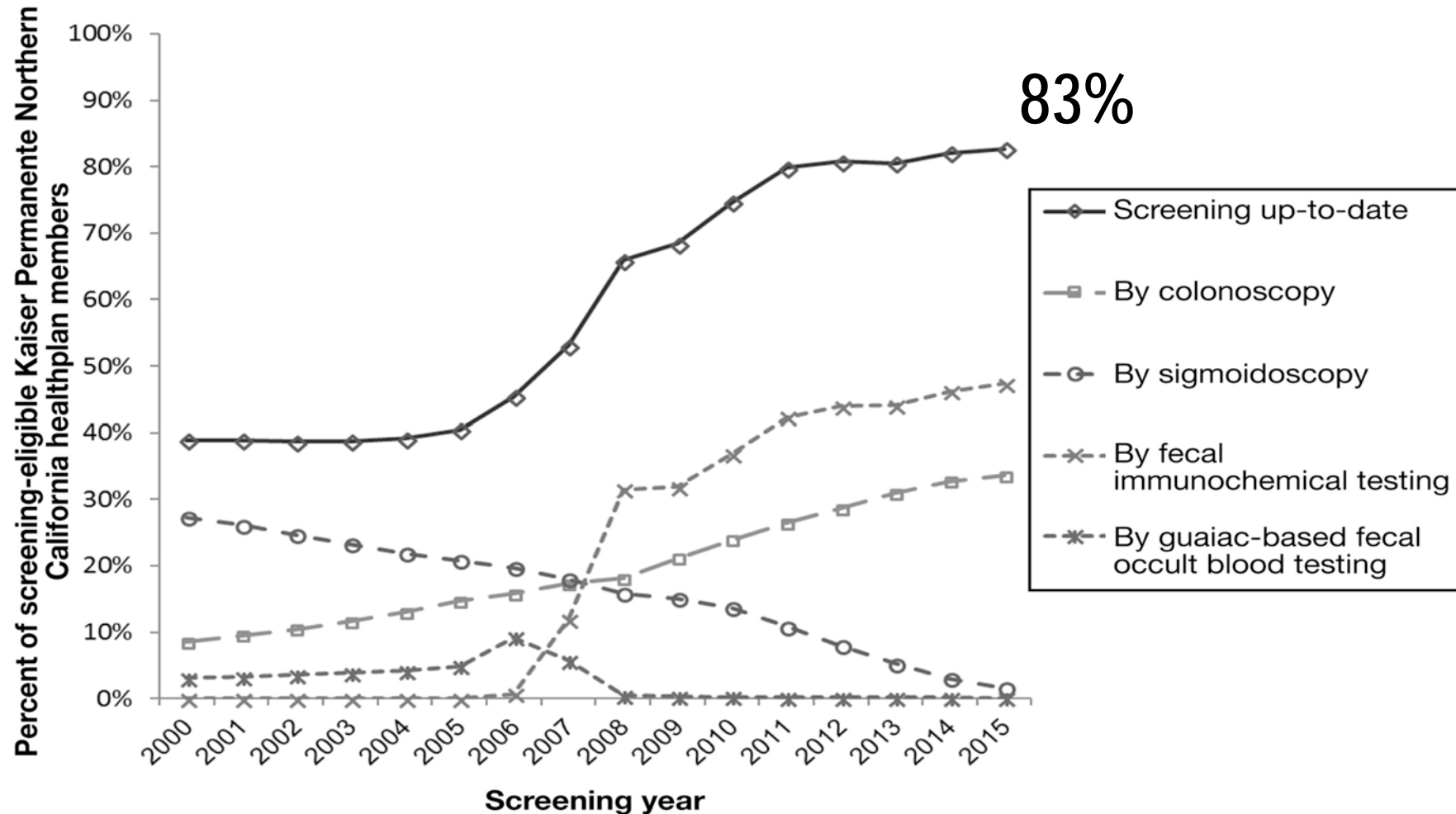


Kaiser Permanente Organized CRC Screening Program

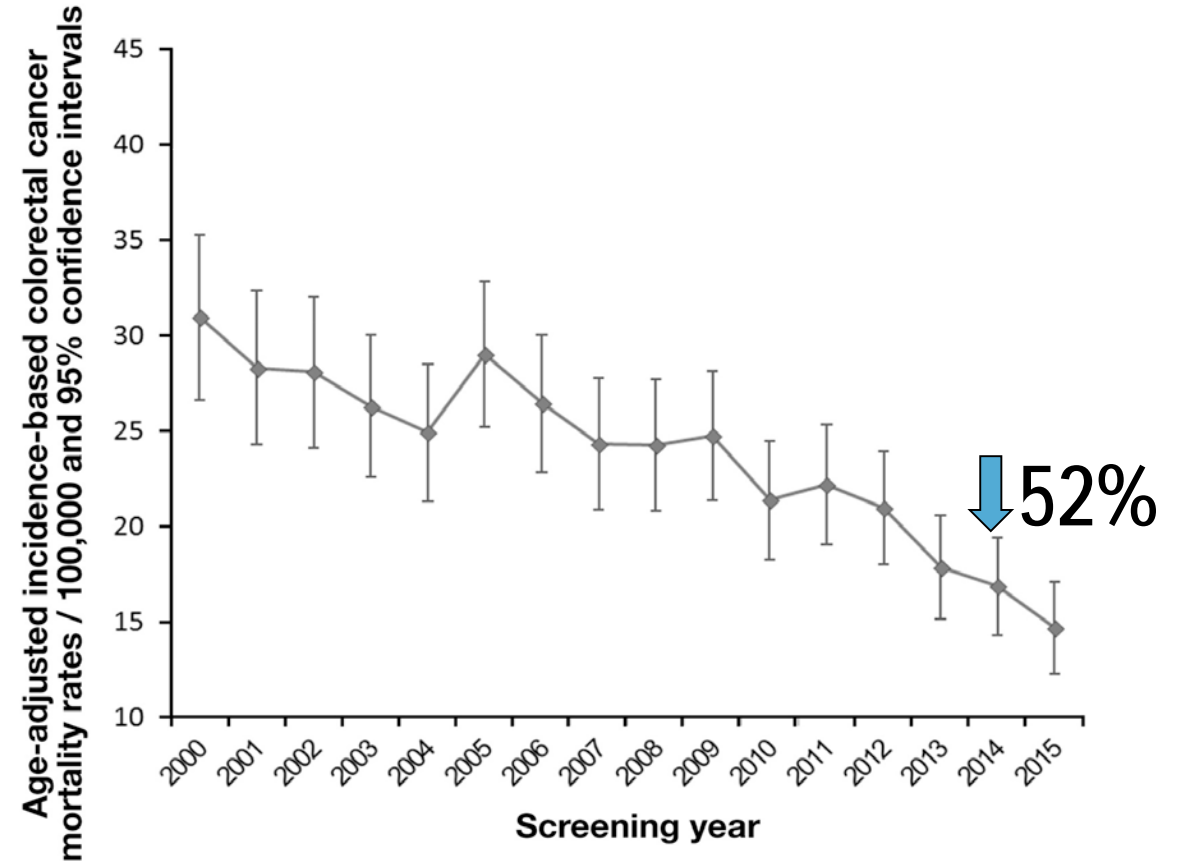
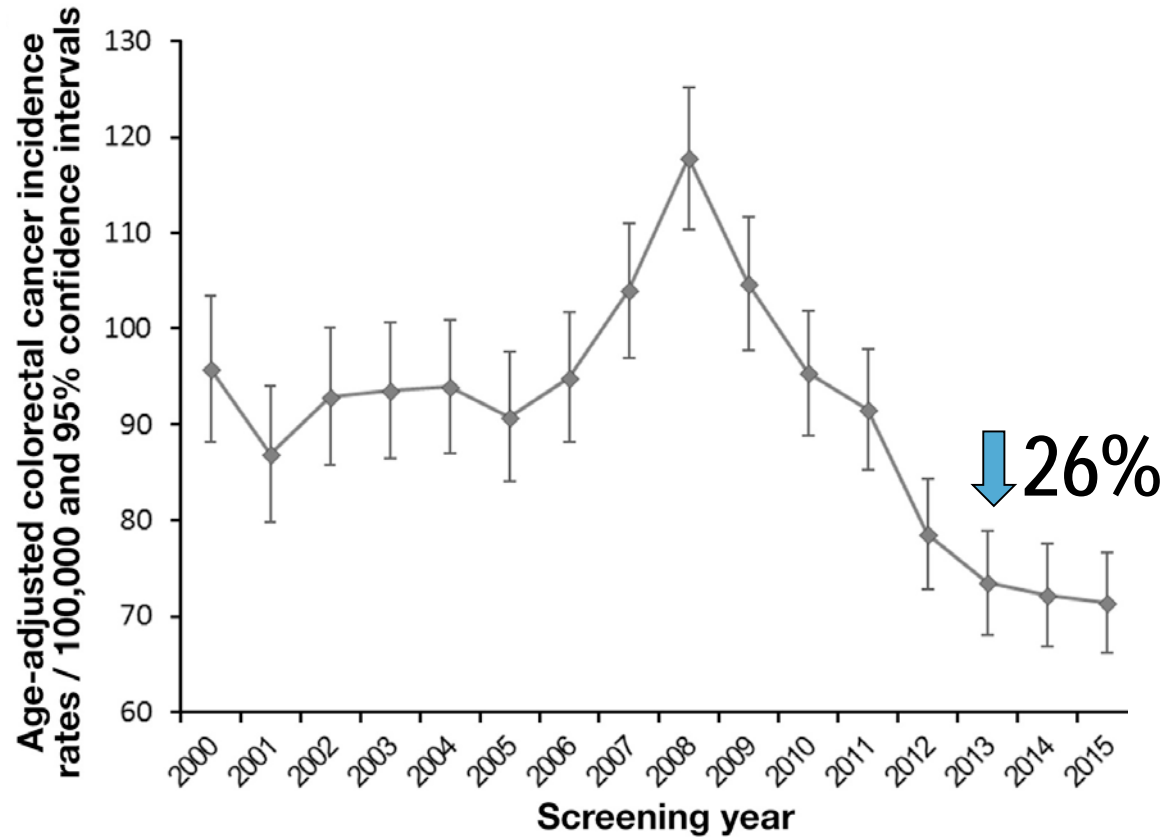


>500,000 FITs per year

Impact of Organized CRC Screening on Screening Rates



Impact of Organized CRC Screening on Incidence & Mortality



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