Chinese Colorectal Cancer (CRC) Research Project: Physician-Initiated Intervention Project

Angela Sun, PhD, MPH (1); Janice Tsao, PhD (2); Joyce Cheng, MS (1); Tung Nguyen, MD (2); Stephen McPhee, MD (2); Joanne Chan, BA (1); Brenda Yee, RN, MSN (3)(4); Edward A. Chow, MD (4)

(1) Chinese Community Health Resource Center, San Francisco (2) University of California, San Francisco (3) Chinese Hospital (4)Chinese Community Health Plan, San Francisco

Purpose/Goals

**Purpose:** To assess effectiveness of involving CCHCA physicians in increasing CRC screening rate from 55% to 75%.

**Additional Goals:**
- Strengthen collaboration between academia and community.
- Raise awareness of colorectal cancer screening.
- Enhance physician-patient partnership.

Methods

**Study Design**

**Experimental Group**
- Usual Care
- Bilingual FOBT Packet (Study Mailer Packet)

**Control Group**
- Usual Care
- Delivered FOBT Packet (Study Mailer Packet)

**Criteria for Participation**

**Physician:**
- Affiliation of Chinese Community Health Association
- Specialties of Family Practice, General Practice, Internal Medicine and Gastroenterology

**Patient:**
- At least one member of Chinese Community Health Plan with physician's consent for study enrollment
- Age above 50 years
- Age between 50-59 years
- Age over 60 years

**Study Population:**
- Average Household Size: 3.18 persons
- Poverty rate: 11.4%
- 49.3% are between ages 50

**Timeline**

- Year 1: October 2007
- Year 2: October 2008

Participation

- 42 physicians consented to participate
- 12 physician refused
- 1,745 patients received mailed FOBT packet

**Graph 1: Adjusted CRC Screening Rates**

- With FOBT Mailers
- No Mailer

**Graph 2: Adjusted proportions of PCPs who achieved 50% or higher in CRC Screening rates**

- With FOBT Mailers
- No Mailer

Results

**References**


Discussion/Conclusion

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**Overcoming Challenges**

- Balanced communication and coordination among all partners
- Displaced barriers that may lead to lack of participation among partners
- Selected an appropriate and agreeable decision-making strategy
- Sought and secured external funding sources

**References**