

# The Quarterly

A Newsletter for Primary Care Providers



PREVENTION AND SCREENING, CENTRAL REGIONAL CANCER PROGRAM October, 2015 Issue 14

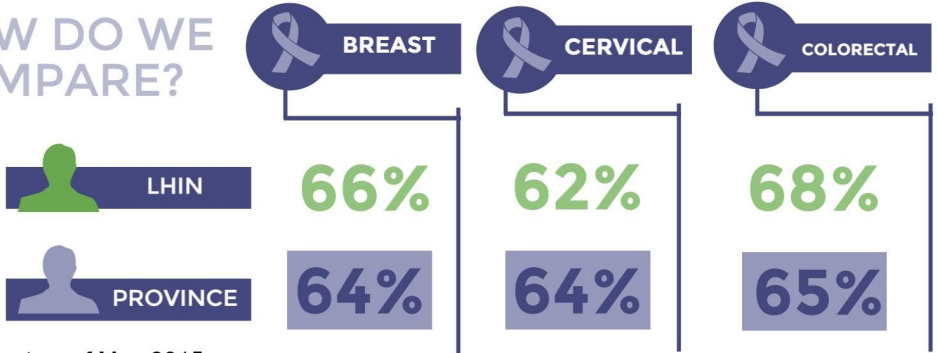
**T**he Prevention and Screening team at the Central Regional Cancer Program is working hard to improve screening rates in the Central LHIN and in Ontario as a whole. The Central Region is doing well compared to the province (see right) however there are still under/never screened patients who would benefit from cancer screening.

Your Screening Activity Report (SAR) is a great tool to use in your practice to identify patients who are due for cancer screening. Your SAR report is now available monthly.

To register for the SAR, appoint a delegate or support to manage your SAR please reach out to: [ICSregional@southlakeregional.org](mailto:ICSregional@southlakeregional.org)

## SCREENING RATES

HOW DO WE COMPARE?



\*Current as of May 2015

## WHY USE SAR?

Primary Care can use the SAR to:

- Easily identify patients due for screening
- Access follow-up recommendations based on CCO's clinical guidelines
- Increase preventative care bonus payments
- Save time and improve patient care

Do you want to increase your cancer screening rates? We can help:

- Register physicians & office staff for ONE ID accounts so they can access the Screening Activity Report (SAR)
- Train office staff on understanding the SAR and teach them to use it effectively and efficiently

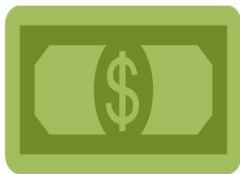
## Prevention and Screening has identified high priority areas to target public education efforts

**W**e have used GIS information to identify a group of priority areas in the region. Our goal is to reach out to primary care groups to learn about barriers to cancer screening unique to their practice populations. The Prevention and Screening team would like to provide either a morning coffee (prior to opening) or lunch and learn to share cancer screening information, discuss barriers and brainstorm ideas to support your practice to increase cancer screening rates for a challenging under/never screened patient population.

This collaborative session is recommended for all team members in the practice and is an opportune time to share ideas about what is working in your practice and discuss how the Prevention and Screening Team can help you improve cancer screening rates. Presentations on My Cancer IQ as well as breast, cervical and colorectal cancer screening programs are eligible for M1 CME credits.

Contact [ICSregional@southlakeregional.org](mailto:ICSregional@southlakeregional.org)

### Funding Opportunity



Quality improvement funding may be available to new registrants or those newly accessing their SAR report



## Oncology Day 2015

Learning Through Integration

For additional details contact  
Danielle De Castro: 905-895-4521  
ext. 6366 or via email at  
[ddecastro@southlakeregional.org](mailto:ddecastro@southlakeregional.org)

## FRIDAY, NOVEMBER 6, 2015

Hilton Suites and Conference Centre  
8500 Warden Ave, Markham



Central Regional Cancer Program  
in partnership with Cancer Care Ontario

6.5 MAINPRO-MICREDITS (CFPC)

6.5 SECTION 1 CREDITS (RCPC)

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**FOBT— Reduce your overdue for colorectal screening rate!**



You prescribed it, your patient completed it but there was no result.

Did you know that the root cause of most of the rejected FOBT cards is labeling? The Prevention and Screening team has created a toolbox full of helpful resources to ensure your patients' FOBTs don't get rejected!

**Get your free Make It Stick toolbox today!**

The toolbox is in high demand and will be offered on a first come, first served basis.

**Email: ICSregional@southlakeregional.org or call 905.895.4521 ext. 6065**

**Toolbox Contains:**

**Make it Stick**  
Don't let your FOBTs waste away at the lab

60% of rejected FOBTs are due to improper labelling

**Here's How Your Office Can Help**

1. Make sure the primary care provider's name is on the requisition
2. Make sure the label containing two patient demographics is on the requisition and the FOBT kit
3. Attach the requisition to the FOBT envelope to ensure that requisitions do not get mixed up within the same family
4. Educate your patients so they do not have to repeat the test! Try showing patients this video: [https://www.youtube.com/watch?v=5zJc\\_DD-J38](https://www.youtube.com/watch?v=5zJc_DD-J38)

Questions? Contact Us!  
ICSregional@southlakeregional.org

FOBT and Pap test rejections are a significant issue in Ontario

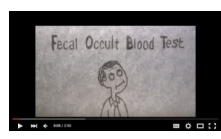
**Main Reasons for FOBT Rejections**

- No label at all on the specimen
- Lack of two patient demographics on the label
- No requisition in the FOBT envelope
- Requisition and label on the FOBT card don't match (patients mix them up with their spouse)
- The name of the Primary Care Provider is not on the requisition
- Expired FOBT cards!

**Main Reasons for Pap Rejections**

- Lack of two patient demographics on the label
- Primary Care Provider name not on the requisition

If any of the above conditions have occurred the lab must reject the specimen!



Tools, links to videos and resources for patients

Reference/ office reminder postcards

**Make it Stick**  
Complete the entire checklist below to ensure your FOBT doesn't go to waste

- The FOBT kit my doctor gave me is not expiring within the next 30 days (bottom right corner of kit)
- My doctor's name is on the requisition
- My name and at least 1 other identifier (date of birth, healthcard number) is on the requisition
- My name and at least 1 other identifier (date of birth, healthcard number) is on the FOBT kit
- I have included samples from 3 different days within a 10 day period
- I have dated all 3 samples
- I have placed only the FOBT test card inside the foil-lined envelope and sealed it tightly
- Place the foil-lined envelope and the completed requisition in the outer envelope
- Mail or drop off envelope at a community lab collection centre

**Make it Stick**  
Don't let your FOBTs waste away at the lab

Be sure to include a label with two patient demographics

Tear-off reminders to give patients and helpful tips and resources

Sticky notes and promo items

**FRIENDLY REMINDER**

Please use the **CCC FOBT** tick box on the form and a separate LAB requisition for FOBT tests. Remember to "Make It Stick" and add the identification label.

**Last Chance!**

**Want to decrease your number of patients overdue for colorectal screening rates?**

Last year, two PCP teams in our region participated in the **FluFOBT initiative** supported by the Prevention and Screening team at the Central Regional Cancer Program. The purpose of the campaign was to test the uptake and efficacy of combining annual influenza vaccination programs with FOBT kit distribution. The Prevention and Screening team provided support, resources and guidance to the clinics throughout the project.



**The results:**

A total of **217 FOBT kits** were distributed to patients during annual flu clinics. Of these, a total of **135 (62.2%)** people completed and returned the FOBT kit for testing

**We can help. Work to decrease your overdue for colorectal screening rate:**

To become involved in this year's FluFOBT Project, contact:  
[icsregional@southlakeregional.org](mailto:icsregional@southlakeregional.org)

**Space is limited, so please express your interest in participating immediately.**

# NEW: CCO E-Learning Platform for Primary Care Launches Mainpro-M1 Credits Available

Cancer Care Ontario's E-Learning courses are accredited by the College of Family Physicians of Canada and the Ontario Provincial Chapter for Mainpro-M1 credits. The number of credits available varies by course.

After completing the course, you will be able to download a Certificate of Completion. This certificate is customized and includes the date you completed the course. To claim your credits, please submit them online at the College of Family Physicians of Canada website. Please retain the Certificate of Completion for your records.

Visit the registration page and complete the quick and easy registration form. As a registered user, you will have access to Cancer Care Ontario's E-Learning courses at no cost.

<https://elearning.cancercare.on.ca/>

## Breast Cancer Awareness Month

In 2015, an estimated 9,800 Ontario women will be diagnosed with breast cancer and approximately 1,900 women will die of the disease. It's important for women aged 50 to 74 years to get screened every two years – even for those who feel well. Finding breast cancer early means it's less likely to spread and there's a better chance of treating it successfully.

CCO is supporting Breast Cancer Awareness Month with a campaign called, '**Just Book It!**'. The campaign's goal is to increase screening participation among the 50 to 54 age group in particular. The 50 to 54 age group has the largest number of screen-eligible women who have not booked their mammogram appointments. For more information, questions, or concerns, please contact [ICSregional@southlakeregional.org](mailto:ICSregional@southlakeregional.org). Below is more information and messages directed to your patients.:

*Breast cancer occurs most often in women 50 to 74 years of age, but many eligible women within this age group still do not participate in breast screening.*

*October is Breast Cancer Awareness month and the Prevention and Screening team at the Central Regional Cancer Program in partnership with Cancer Care Ontario, has launched **Just Book It: Five Minutes Could Save Your Life**, a campaign that invites women to take the time to make a mammogram appointment by simply calling 1-800-668-9304.*

*Eligible women can schedule their mammogram appointments at any OBSP site. For more information about mammograms, the OBSP or to book an appointment, women in North York, York Region or South Simcoe can call 1-800-668-9304 or visit [www.cancercare.on.ca/justbookit](http://www.cancercare.on.ca/justbookit).*

**Just book it.**

**5 minutes could save your life**

A mammogram is a safe, quick and effective way to spot early signs of cancer. Breast cancer occurs most often in women 50 to 74 years of age. That's why it's so important to get screened with a mammogram – even if you feel well.

To book your mammogram call 1-800-668-9304 or visit [CancerCare.on.ca/JustBookIt](http://CancerCare.on.ca/JustBookIt) for more information. No referral from a doctor is required.

## Cervical Cancer Awareness Week

**October 19-23 is Cervical Cancer Awareness Week**

The Prevention and Screening Team is working hard to increase cervical screening across our region with campaigns like #PapNinja.



**#PAPNINJA**

### 2014 Campaign

#### What we did:

- Worked with BScN/RPN students
- Faculty/health centre buy-in meetings
- 13 In-class student presentations and recruitment of student ambassadors
- Information booth to encourage Pap test screening and HPV prevention for young adults, ages 17-35
- Established stakeholder relationships (e.g., York Region Public Health, Toronto Public Health)

#### What we achieved:

- 1674 students educated
- 49 women completed a Pap test
- 9 stakeholder relationships established

### 2015 Campaign

**October 19<sup>th</sup> – 23<sup>rd</sup>**

#### What's next:

- Test the efficacy of a #PapNinja website visit [www.papninja.com](http://www.papninja.com)
- Partnerships with new key stakeholders
- Pilot campaign with other Seneca academic programs (e.g., PR, Health Promotion, etc)
- Photo booth and enhanced social media tactics at information booth



## UPDATE: NEW High Risk Requisition

The OBSP High Risk Requisition Form and Genetic Assessment Results Form have been updated to better meet the needs of users and to improve program referral rates

- Please replace your existing forms with the new forms
- Plans are in place to explore including the requisition form in electronic medical records (EMR)

**Get the new OBSP High Risk Referral here:**

<http://bit.ly/1LTzL7C>

A process map has been developed to more clearly outline the roles and responsibilities of physicians and the OBSP; this map will be disseminated to primary care providers in the fall. **Women who are eligible for the high-risk program receive a genetic consultation; there is no requirement for the PCP to complete a risk– assessment tool prior to referring.**

## Has it been three years already?

In 2012, the OCSP released updated cervical screening cytology guidelines. Check your SAR report to see which patients are due for their Pap tests. If you need to sign up for OneID or have questions about how to use your SAR to improve your screening rates, contact us! We're here to help and can offer great support for primary care offices across the LHIN.

[ICSregional@southlakeregional.com](mailto:ICSregional@southlakeregional.com)



Call: 905.895.4521  
ext. 6065

## Updated Resources— ORDER FOR YOUR OFFICE TODAY!

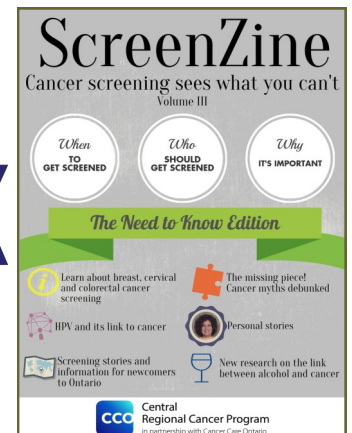
The new and improved ScreenZine has been printed and is ready to order for your office. Volume III features patient stories, valuable insights and information on breast, cervical and colorectal cancer screening for your patients. Other topics covered in the magazine include:

- Smoking Cessation Information and resources from Smokers' Helpline
- My CancerIQ and reducing your cancer risk
- Alcohol consumption and the link to cancer
- Information on HPV and Prevention
- Cancer Screening Resources for Newcomers to Ontario
- Sun Safety
- Cancer Myths debunked— with up to date research from the Canadian Cancer Society

Great for waiting rooms

Order yours today:

Contact Melanie Metherall  
[ICSregional@southlakeregional.org](mailto:ICSregional@southlakeregional.org)  
905.895.4521 ext. 6065



## Profile: Sarah Blyth Coordination Advisor, Prevention



### What do you think the most rewarding aspects of your job will be?

I think the most rewarding aspects of my job will be facilitating the knowledge of many screening programs with data analysis and assessment, as well as supporting the smoking cessation efforts for the Central LHIN. As I have begun to build a network within the community, I have come to appreciate how many support initiatives are available for holistic patient care. I look forward to making sure that these efforts are supported by health care professionals and thereby made more accessible for clients.

### What inspired you to work in healthcare?

I grew up in a family where nearly everyone became involved in health services. My mother began her career as an x-ray technologist, my nana and her sister were both nurses, and my aunts and uncles have careers in dietary consultation, occupational therapy and chiropractic. My experiences as a child were always framed by having relatives who cared for the needs and wellbeing of others in a professional capacity.

### What have you learned about cancer prevention and screening that others may need to know?

While public awareness about cancer and the importance of screening has increased in the past few years, I think the issue still remains that some individuals are not always conscious of the specific screening recommendations based on their age, family history, or gender. It is my belief that cancer prevention and screening initiatives which try to emphasize this information will better inform the people in their communities.

Receive this newsletter electronically by emailing us! Your stories and feedback are welcomed. Please forward ideas or submissions to:  
[icsregional@southlakeregional.org](mailto:icsregional@southlakeregional.org)

### Prevention and Screening

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Your voice is important to us! Email or call us and let us know what you'd like to see more of in *The Quarterly*. Are there specific topics you'd like to know about? What can we do better? Please let us know!