

IMPLEMENTATION PROTOCOL

Effect of a Mailed Brochure on Appointment-Keeping for Screening Colonoscopy

Using a research-tested intervention program to develop a process model for program delivery in the practice setting

Note: Refer to “Using What Works: Adapting Evidence-based Programs to Fit Your Needs”. Review the appropriate Modules and the handouts provided in each, in order to modify and evaluate this program to meet the needs of your organization and audience.

“Using What Works” is available online at:
http://cancercontrol.cancer.gov/use_what_works/start.htm.

I. Program

Effect of a Mailed Brochure on Appointment-Keeping for Screening Colonoscopy. Principal Investigator: Thomas Denberg, MD, PhD

II. Program Administration: Type of Staffing and Functions Needed

Primary Care Physician

- Refers appropriate patients for screening colonoscopy

Clinical or Administrative Assistant

- Identifies intervention participants
- Personalizes and prints brochure for mailings
- Sends brochure to participants

III. Program Delivery

For additional information on modifying program materials, refer to the appropriate Module(s) for program adaptation from “Using What Works”.

A. Program Materials

Preventing Colon Cancer: a one-page, two-sided patient education brochure addressing reasons for non-adherence to screening colonoscopy among patients aged 50 years and older.

B. Program Implementation

The steps used to implement this program are as follows:

Step 1: Identify potential program participants: men and women aged 50 years and older who receive referrals for screening colonoscopy from their primary care physician.

Step 2: Personalize “Preventing Colon Cancer” brochure to include primary care physician’s name and contact information for the endoscopy lab scheduling unit.

Step 3: Mail “Preventing Colon Cancer” brochure to program participants within 10 days of referral.

IV. Program Evaluation

For additional information on planning and adapting an evaluation, review the appropriate Modules for program implementation and evaluation from “Using What Works”.

http://cancercontrol.cancer.gov/use_what_works/start.htm

For further assistance in designing and conducting an evaluation, consider communicating with members from NCI’s Research to Reality (R2R) community of practice who may be able to help you with your research efforts. Following is a link to start an online discussion with the R2R community of practice, after completing registration on the R2R site:

<https://researchtoReality.cancer.gov/discussions>.