



Increase in cancer screening Through Health Behavior Management



know
why.
know
how.

Background

The goal of persuading an individual to take a specific course of action to improve his or her health is a common challenge. For health systems that have universal coverage, the government has a strong interest, both financial and clinical, in ensuring their populations engage in preventive medicine and appropriate screenings.

In France, a country with a socialized health system, the French CDC knew the importance of Colorectal Cancer (CRC) and understood that earlier detection lead to saved money and saved lives. The French government partners with leading integrated delivery networks to engage specific populations and promote CRC screening.

The French screening guidelines include an initial fecal immunochemical test (FIT) screening test, for people aged 50 and above, followed by a colonoscopy for people with a positive FIT test. While the adherence rates for colonoscopy for people with a positive FIT result is very high, over 90%, the engagement with the FIT screening test remains low, especially in underserved populations.

AP-HP, the second largest provider network in France partnered with MedOrion to increase adherence to CRC screening guidelines within the underserved population north of the Seine river in Paris, France.

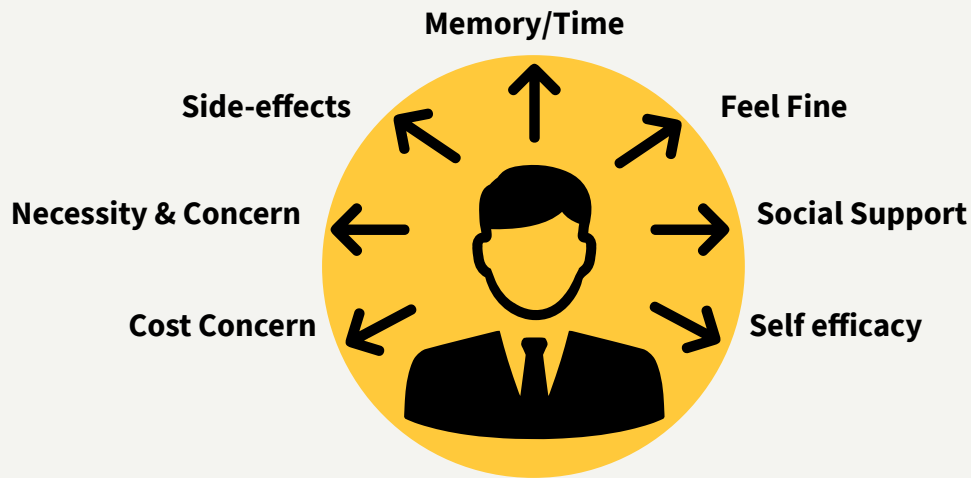
Challenge

The population in the underserved communities north of the Seine river in Paris are much less engaged with their overall health and, specifically, with CRC screening. The average screening rate for these communities is 50%, compared to the overall eligible population in France where CRC engagement rates are above 75%. It should be noted the cost of the screening is presumed to be a minor barrier to screening, as this is covered by France's national insurance.

As such, the business challenge MedOrion was asked to solve was to identify each person's individual barriers to screening, using the data provided by AP-HP and the French CDC. Once these barriers were identified, MedOrion's Health Behavior Management platform was utilized to address and remove barriers at the individual level.

Considering CRC Screening

How do you know what are the **Key concerns** a member has when considering CRC screening?



Solution

MedOrion aggregated data provided by the AP-HP, the French CDC and social networks to create an Electronic Behavior Record (EBR) for each individual in the target population. From the data within the EBR, MedOrion was in a position to predict each person's specific barriers to screening.

Once these barriers and predictions were established, AP-HP, leveraging MedOrion's platform, created a CRC screening campaign that focused on the risks of colorectal cancer, the guidelines associated with preventive screening, and the benefits of a FIT test. This campaign, which included digital instructions, reminders and reinforced messaging through emails and texts was deployed through social media appropriate for the population in question.

Results

The French CDC and AP-HP had identified a target population (that is, non-compliant) of thirty three thousand individuals that had been non-responsive to previous outreach programs.

In a two month period, MedOrion's platform produced such an overwhelming (and unexpected) participation rate (13%, defined as asking for a FIT Kit) and completion rate (40%, defined as returning the kit) that AP-HP had to pause the program so the supply of FIT tests could be replenished.