



# WVU Family Medicine Quality Improvement Project: Completion of Colorectal Cancer Screening with Cologuard



Jacob Tretinik DO, Amir Elsehmawy MD; Tyler Groves MD, Sylwia Brooks MD PhD, Sheema Khan MD, Terezia Lilly MD, Sidney Sisson MD, Levi Snedegar MD, Kylie Rose-Newlon MD, Eric Bonar MD, Dorian Williams MD, Garrett Stoner MD, Shayla Koerner MD, Ryan Hayes MD, Shaylee Peckens, MD, Amie M. Ashcraft PhD MPH, and Courtney S. Pilkerton MD PhD

Department of Family Medicine

## Background

Cologuard is a noninvasive DNA and blood test of the stool used to assess colorectal cancer risk. The test can be completed at home and sent in the mail providing an easy and convenient option for screening.

### Benefits:

- Provides a simple, noninvasive option for colorectal cancer (CRC) screening
- Most insurance companies will cover first screening test
- Test can be completed privately at home

### Barriers:

- Does not directly diagnose colon cancer
- No direct visualization of colon or rectum
- No ability to identify or remove precancerous polyps
- Testing is more frequent (every 3 years)

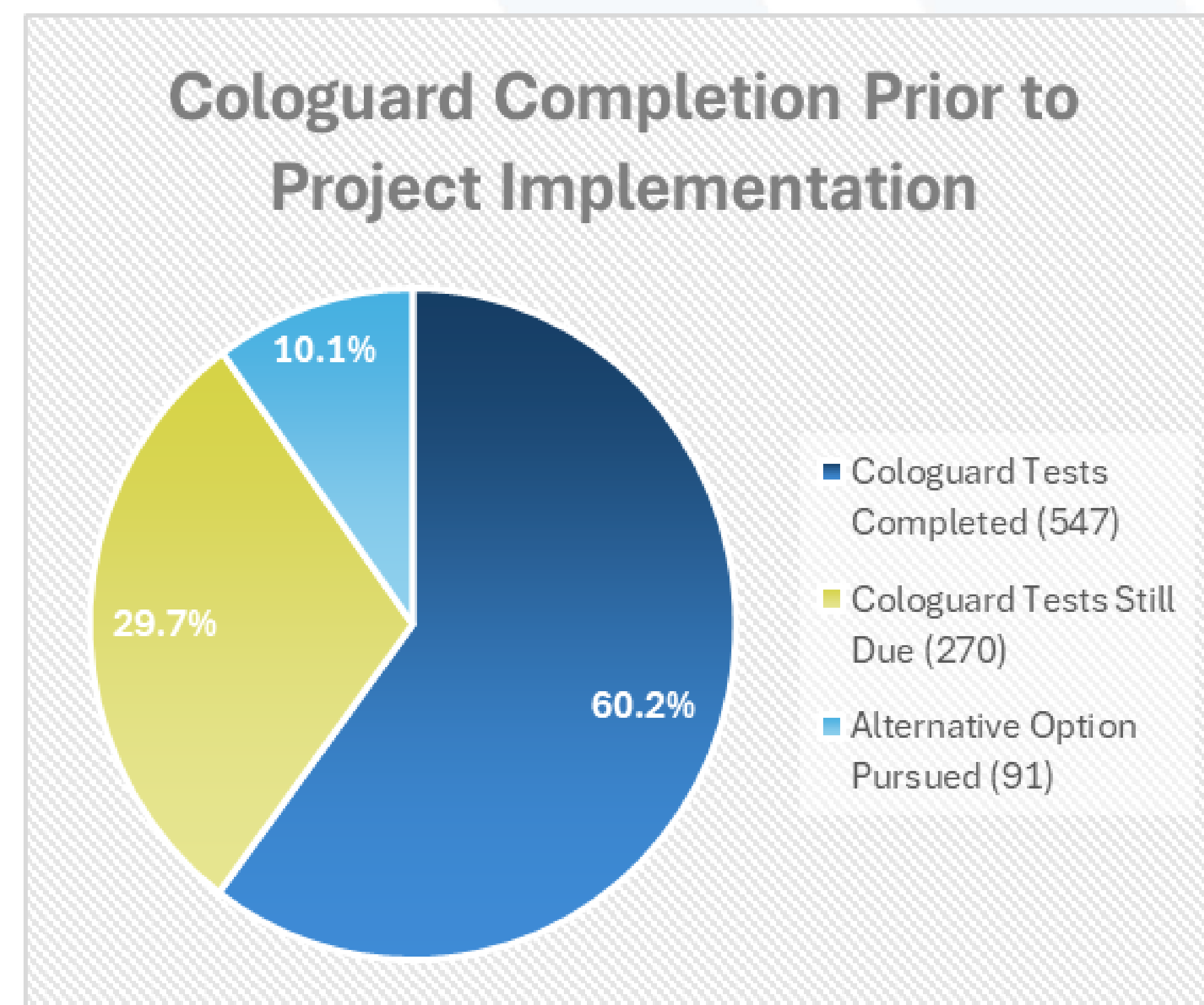


## Purpose

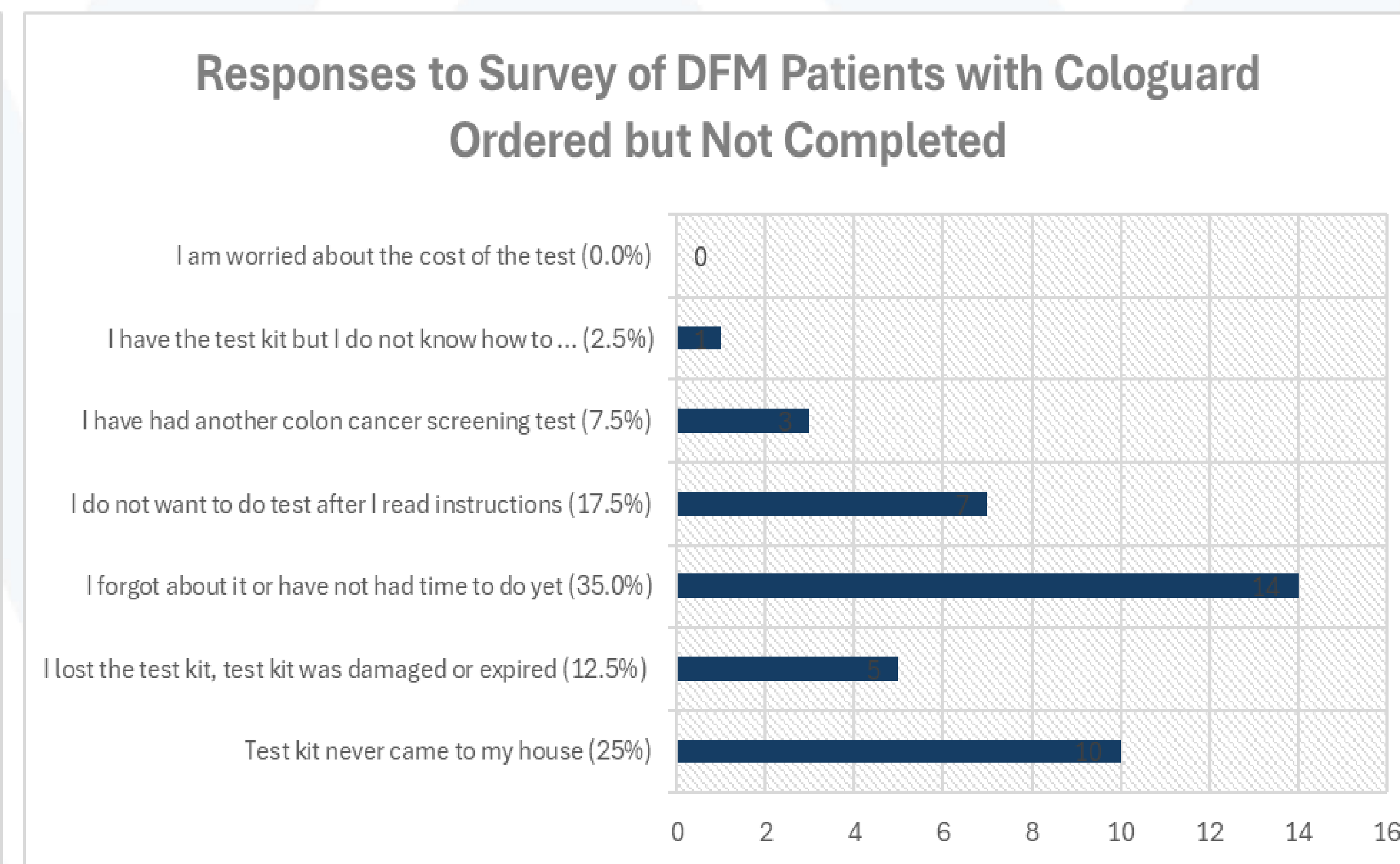
- The purpose of this project was to increase Cologuard completion rates among patients in the West Virginia University Department of Family Medicine

## Methods

Patients were surveyed to identify barriers to completion, responses are shown below



**Figure 1.** Data for Cologuard completion prior to QI project implementation in all patients with Cologuard ordered from March 2023 to September 2024 (908 total patients)



**Figure 2.** Responses to survey sent to patients with Cologuard not yet completed from March 2023 to September 2024 (270 total patients)

Based on these responses the following interventions were implemented:

- Scheduled MyChart Reminders
- Educational Materials

## Results

- Cologuard orders increased from 908 → 925
- Completion rate rose from 60.2% → 62.6%
- 9 out of 10 patients who did not receive a kit requested and completed another
- 17.5% of those receiving educational material chose not to complete testing

## Conclusions

- Targeted interventions modestly improved Cologuard completion rates
- Addressing logistical barriers and enhancing patient education are key to optimizing adherence
- Future efforts should focus on increasing patient engagement and streamlining test delivery

## Relevance to Quality Improvement

- Targeted Interventions such as MyChart reminders and educational materials improve Cologuard completion rates by addressing barriers to CRC screening
- This approach may be adaptable to other preventive care efforts and is relevant for all primary care practices seeking to improve screening adherence

