Developing Tailored Health Content to Promote Colorectal Cancer Screenings Using Longitudinal Health Data

**Background**
- Current rate of colorectal cancer screening is far below the recommended level of 80%
- Most people delay screening due to uninsurance, cost, lack of awareness, and difficulty in choosing a provider
- Regional and population-based colorectal cancer screening rates vary from 59% to 64%

**Hypothesis**
- Tailored health communication can increase colorectal cancer screening rates
- Colorectal cancer is the third-most common cancer in women
- Current rate of colorectal cancer screening is far below the recommended level of 80%
- Most people delay screening due to uninsurance, cost, lack of awareness, and difficulty in choosing a provider

**Program Description**
- Using analysis of 625K members, six subpopulations were identified
- Targeted education and communication for colorectal cancer prevention
- Study process flow shown in table

**Study Process Flow**
- Identify one of the six subpopulations
- Select message (general or segmented)
- Determine approach (self, self and others, and argument)
- Determine health behavior destination

**Automated Voice Call Flow**
- Are you up to date?
- Do you plan to talk to your doctor about colorectal cancer screening?
- When do you intend to schedule?

**Results**

**References**

**Conclusions**
- The study demonstrated the ability of tailored health content to increase colorectal cancer screening rates
- The content was developed through iterative testing and learning
- The most effective approach was to provide education and communication tailored to the specific subpopulation
- Results were presented at the American Public Health Association (APHA) annual meeting in 2014

**Potential Benefits**
- Reduce the disparity of colorectal cancer screening rates
- Increase colorectal cancer screening rates
- Reduce healthcare costs
- Increase compliance with colorectal cancer screening guidelines

**Future Work**
- Research on the impact of tailored health content on colorectal cancer screening rates
- Further analysis of the effectiveness of tailored health content on colorectal cancer screening rates
- Evaluation of the impact of tailored health content on other health behaviors

**Data within insurance claims can provide a longitudinal view of health characteristics and behaviors, which can be leveraged to identify tailored health communications.**

Kathleen Duranti, PhD, SilverLink Communications
Jack Newson, ScD, SilverLink Communications
Kara Emerson, MA, SilverLink Communications
Margot Walthall, MHA, Optum Labs

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