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Program Termination Date: 04/30/2008

CME/CE Internet/Enduring Materials Program Fact Sheet

Strategies to Improve Colorectal Cancer Screening Rates in Clinical Practice

Enduring Materials (Internet)

Course Goal:

- This program will focus on providing the clinical evidence and rationale for colorectal cancer screening (CRC), describe common barriers to screening, discuss physician influence on screening rates, and highlight systems to improve screening rates in primary care practices.

Course Objectives:

- Identify two commonly referenced barriers to colorectal cancer screening (CRC).
- List two office interventions, which support the CRC screening efforts.
- List two steps in the “Risk Management Checklist” to help Primary Care Physicians manage their risk with respect to CRC screening.

Faculty:

- Paul C. Schroy III, MD, MPH, Director of Clinical Research for the Section of Gastroenterology at Boston Medical Center, and the Chair of the Massachusetts Colorectal Cancer Working Group.
- Susan Ordway, Senior Director, Health Information Technology Services, Masspro.

Planning Committee:

- Linda Brenner, RN, MA, Director, Project Management Office and Special Projects, Masspro.
- Palmira Santos, Ph.D., Director of Cancer Detection & Health System Initiative at the Massachusetts Department of Public Health.

Hardware/Software Requirements:

- In order to view this webex, you will need to have access to an Internet Browser and have downloaded the latest version of Webex Player software.

Instructions:

- The length of the program is one hour.
- Termination date for this course is April 30, 2008.
- The participant must complete and return:
 - The hard copy evaluation form within *two weeks* of viewing this program to Cheryl Gilbert at Masspro at the address below to receive your certificate, or

- The online evaluation form in order to receive your certificate.

Course Credits:

▪ **Physician**

Masspro designates this educational activity for a maximum of *1 AMA PRA Category 1 Credit(s)*TM. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Masspro is accredited by the Massachusetts Medical Society to provide continuing medical education for physicians.

1 Credit meets the criteria of the Massachusetts Board of Registration in Medicine's criteria for risk management study.

▪ **Nurse** (Registered in Massachusetts)

This program meets the requirements of the Massachusetts Board of Registration in Nursing at Regulation 244 CMR 5.00 for 1 continuing education contact hours.

- Allied Health Professionals will receive a Certificate of Attendance.

Disclosure/Commercial Support

▪ **Speakers:**

- Paul C. Schroy III, MD, MPH, discloses: Grant Research/Support for AHRQ/NCI, Exact Sciences, Inc, and AmberGen, Inc. He is a consultant for AmberGen, Inc.
- Susan Ordway has nothing to disclose.

▪ **Planning Committee:**

- Linda Brenner, RN, MA, has nothing to disclose.
- Palmira Santos, PhD, has nothing to disclose.

Commercial Support: (In the form of an unrestricted educational grant)

x No Yes – List the name

Privacy and Confidentiality:

- Masspro will not release or disclose the submitted information to any party outside Masspro and our certifying body.

Copyright:

- Please note that these materials are part of the public domain and are therefore not copyrighted.

Bibliography:

- Suggested reading materials and other online resources include:
- CDC website: http://www.cdc.gov/cancer/colorectal/sfl/print_materials.htm

- National Cancer Institute website: <http://cancer.gov/cancertopics/factsheet/detection/colorectal-screening>, [http://www.cancer.gov/cancertopics/pdq/screening/colorectal /patient/](http://www.cancer.gov/cancertopics/pdq/screening/colorectal/patient/)

How to Increase Colorectal Cancer Screening Rates in Practice, A Primary Care Clinician's Evidence-Based Toolbox and Guide:

[Click Here to Download the Webex Program](#)

Contact Information:

If you have any questions regarding this activity or the evaluation form, please contact:

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