

WPHCA

2026 Performance Excellence Award Nominee
Family Health Center - Marshfield, WI

OVERCOMING BARRIERS TO COLORECTAL CANCER SCREENING OUTREACH

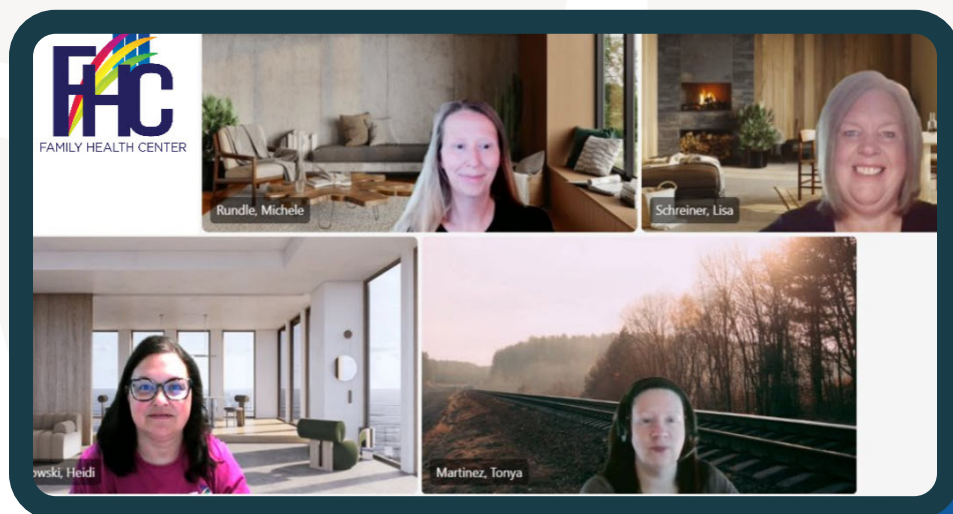
The Colorectal Cancer Screening Outreach Initiative led by Family Health Center's care team aims to increase the number of patients who are up to date on colorectal cancer screening. The team uses quarterly data to identify patients overdue for screening, audits charts through the health information exchange, and documents completed screenings in the EHR. For patients still overdue, the team sends education-based outreach letters, follows up by phone, discusses screening options, helps address barriers, and creates future outreach tasks when patients are not ready or can not be reached.

Planning and Partnerships

A key part of the project is preparing staff and resources before outreach begins. Family Health Center partnered with the American Cancer Society to train staff, developed standardized education and outreach materials, and created a colonoscopy inventory that included available locations, scheduling steps, wait times, financial assistance options, and other access considerations.

Measurable Progress

The initiative supports person-centered care by creating time for one-on-one conversations with patients outside of a rushed office visit. It also improves screening performance: during the early project period, the number of patients up to date with colorectal cancer screening increased from 292 of 522 patients to 349 of 522 patients, raising the screening rate from 59% to 67%.



Family Health Center's Care Coordinators
(clockwise from top left) Michelle Rundle, Lisa
Schreiner, Tonya Martinez, and Heidi Twardowski

Family Health Center Team and Staff

- Lisa Schreiner – Care Coordinator
- Michele Rundle – Care Coordinator
- Heidi Twardowski – Care Coordinator
- Tonya Martinez – Care Coordinator
- Tom Wenzel – Data Analyst
- Eva Scheppa – Champion