



# Colorectal Cancer Basics and Screening Recommendations for your Practice

**Target Audience:** Primary Care Physicians, Registered Nurses, Office Managers, Quality Managers

This is an enduring materials course, approved for CME on February 7, 2020 and content will be reviewed prior to February 6, 2022.

## **Objectives:**

At the conclusion of this activity, the participants will:

- Categorize patients at average risk and high risk for colorectal cancer who would benefit from screening (Dr. Fisher)
- Describe the current colorectal cancer screening guidelines recommended by various organizations (Dr. Fisher)
- Identify resources and develop strategies to implement in your community that will improve colorectal cancer screening and decrease morbidity and mortality from colorectal cancer (Dr. Newcomer)

Jointly Provided by: Between Vidant Cancer Care, N.C. Advisory Committee on Cancer Coordination and Control/Early Detection Subcommittee of the N.C. Cancer Prevention and Control Branch, Continuing Medical Education of the Brody School of Medicine at ECU in association with Eastern Area Health Education Center



# Overview

According to the NC Central Cancer Registry, colorectal cancer is the second leading cause of cancer deaths in NC (North Carolina Central Cancer Registry, 2017).

Multiple studies have shown that a physician's recommendation is the most consistently influential factor in cancer screening (American Cancer Society and National Colorectal Cancer Roundtable, n.d.). According to market research from the National Colorectal cancer Roundtable, 'no doctor recommendation' is a top barrier to screening for colorectal cancer. This is the number one reason among African Americans and the number three reason among Hispanics for not being screened (National Colorectal Cancer Roundtable, 2017). In addition, for colorectal cancer, new guidelines were released by the American Cancer Society in 2018 to start screening at age 45 instead of age 50 as well as emphasizing the offering of choices of testing methods (American Cancer Society, 2018).

According to the American Cancer Society a systematic approach is absolutely necessary in order to reach our goal of screening all eligible individuals for colorectal cancer (American Cancer Society, 2008). In addition, according to a study at a Federally Qualified Health Center, system strategies were associated with higher screening rates (Daly, Levy, Moss & Bay, 2015).

## Faculty

### Deborah Fisher, MD, MHS

Associate Director of Gastroenterology Research  
Duke Clinical Research Institute

### Mike Newcomer, MD

Digestive Health Partners  
Western NC Colorectal Cancer Screening Initiative

### Kylee Diaz, BS

CCRP Program Manager  
Western NC Colorectal Screening Initiative

## Credit

**Accreditation:** This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of The Brody School of Medicine at East Carolina University, Vidant Cancer Care, N.C. Advisory Committee on Cancer Coordination and Control/ Early Detection Subcommittee of the N.C. Cancer Prevention and Control Branch, in association with Eastern AHEC. The Brody School of Medicine at East Carolina University is accredited by the ACCME to provide continuing medical education for physicians.

**Credit Designation:** The Brody School of Medicine at East Carolina University designates this enduring material for a maximum of 1 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Contact Christie Martin at **252.744.5223** or **[martinchr16@ecu.edu](mailto:martinchr16@ecu.edu)** if you have any questions.

## Technology Requirements

### Operating systems on desktops and laptops:

Windows 8 and above, OSX 10.12 and above, and some versions of Linux

**Mobile operating systems:** iOS 9 and above, Android 6.0 and above

**Browsers:** Internet Explorer 7.0 and above, Edge, Firefox, and Chrome

**Browser settings:** JavaScript, cookies and localStorage must be enabled, Adobe Flash or HTML 5 may be needed

**Additional requirements:** Broadband Internet connection, 3G or above for mobile devices; Speakers, headphones or ear buds

### Media Test link:

<http://events7.mediasite.com/Mediasite/Play/1fae82e4810b4b0ea4d7b78503ebcab41d>

## Program Logistics

### To successfully complete the activity:

- Registration is available online only at [www.easternahec.net](http://www.easternahec.net) and requires a current MyAHEC account
- View the recorded presentations
- Review the bibliography and handouts
- Complete self-assessment
- Complete evaluation survey

**Faculty Disclosure:** In order to ensure balance, independence, objectivity and scientific rigor in all presentations, teaching faculty, planners and reviewers are required to disclose any financial or other relationships they have with commercial entities-pharmaceutical, medical equipment or other for-profit corporations that could be construed by learners as posing a possible conflict of interest. Neither the planners, presenters or reviewers have financial or other relationships with ANY commercial interest and none are aware of personal conflicts of interest related to this program with the exception of Deborah Fisher, MD, who has disclosed she is on the steering committee at Guardant Health and is aware of no conflicts of interest related to this program.