



An Analysis of Patient Perceived Promoters and Barriers to Colorectal Cancer Screening in an Urban Population, Baltimore, Maryland

Zachary Obinna Enumah, M.A.

Johns Hopkins University School of Medicine

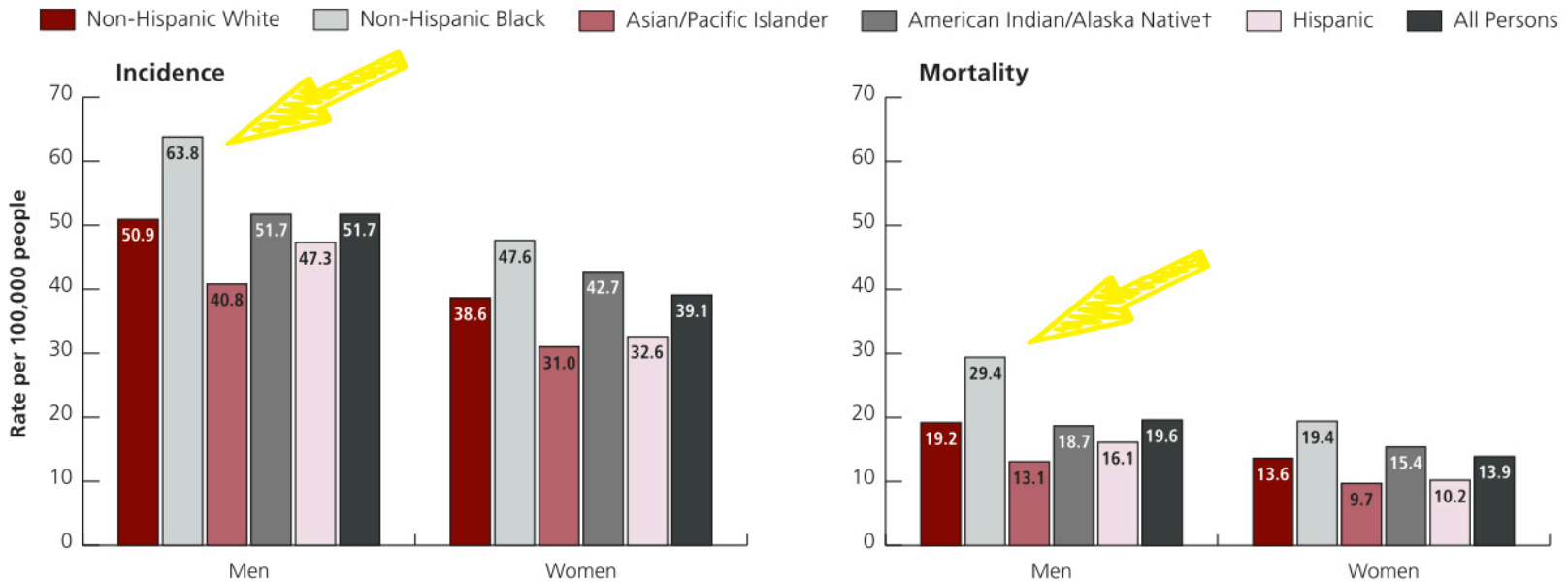
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Introduction

- Colorectal Cancer (CRC) is the third leading cause of new cancer cases in USA
- CRC is the second leading cause of death in USA (50,310 in 2014)
- African-Americans more likely to die from CRC than other ethnicities
- Estimated 135,000+ cases of CRC diagnosed in 2014
- Over 30% of African-Americans have never been screened for CRC

Introduction

Colorectal Cancer Incidence and Mortality Rates* by Race/Ethnicity and Sex, 2006-2010



*Rates are per 100,000, and age adjusted to the 2000 US standard population. †Statistics based on data from Contract Health Service Delivery Area (CHSDA) counties.

Source: Incidence - Copeland et al.¹⁹ Mortality - Howlader et al.¹⁷

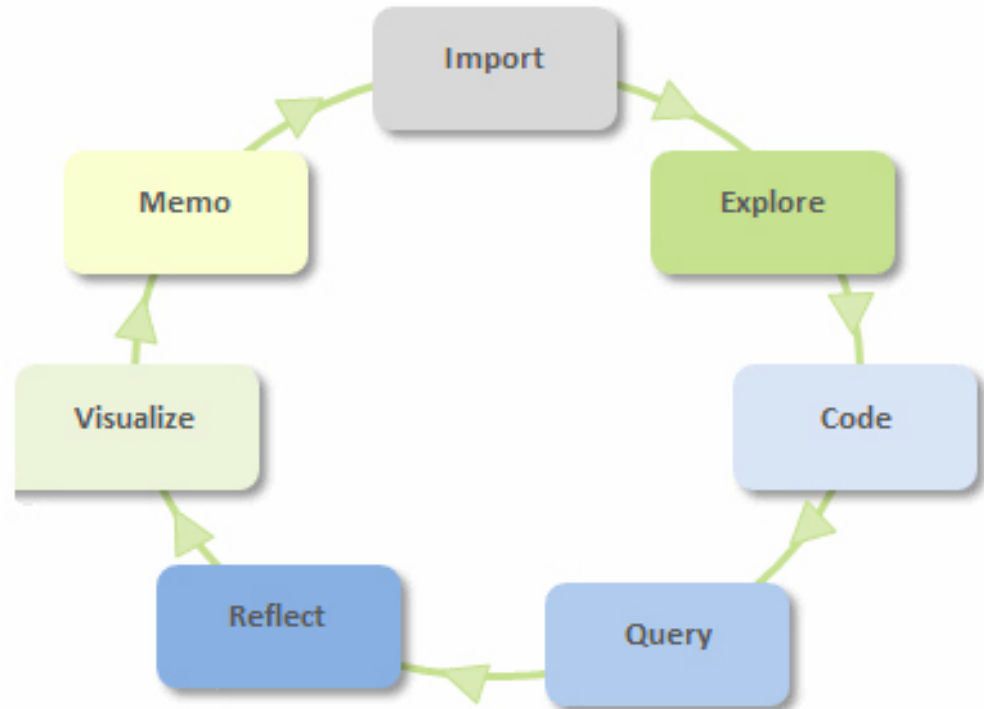
American Cancer Society, Surveillance Research, 2014

Study Objectives

- Utilize a pre-existing data set obtained by the Johns Hopkins Urban Health Institute to develop a deeper sensibility of colorectal cancer and colorectal cancer screening burden among Baltimore residents
- Determine **major promoters** to obtaining and/or completing colonoscopy among East Baltimore residents
- Determine **major barriers** to obtaining and/or completing colonoscopy among East Baltimore residents

Methodology

- Grounded Theoretical Approach
- Nvivo for Mac
 - Coded all relevant comments by participants to particular nodes (themes)
- Open Coding
 - Situated in Grounded Theory, allowing for data to direct theoretical inquisition
- Comments coded to various themes (fear, insurance concerns, support systems, etc.)



Findings

Demographics

- 127 total participants
- Average age = 58 years old
- Over 95% of participants were 45+ years old
- Approximately 61% of participants had obtained CRCS
- Mix of insured/uninsured patients

Major Themes

Table 2 - Promoters and barriers to colorectal cancer screening in focus group participants, East Baltimore, MD.

Major Promoters and Barriers	Frequency of Comments
<i>Promoters</i>	
Support Systems	(37)
Family History	(36)
Role of Physicians	(38)
Symptomology	(33)
Media and Campaigns	(12)
<i>Barriers</i>	
Bowel Preparation	(57)
Test-Specific Concerns	(30)
Insurance/Cost	(27)
Fear/Vulnerability/Taboo	(65)
Role of Physicians	(38)

Conclusion & Recommendations

- **Physical and personal barriers (e.g. time away from work, lack of familiarity with procedures, bowel preparation, fear)** persist that impact both obtaining and completing a colonoscopy among African-Americans in East Baltimore
- Interventions **targeted at patients** (exposure to bowel preparation solutions, education, conversations about fear, free screening trials) might potentially improve CRCS rates and CRC outcomes
- Interventions **targeted at providers** (practice guidelines, pamphlets to provide patients, videos to give patients) might improve CRCS rates and CRC outcomes

Acknowledgements

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