

Appendix Figure 1. Intervention Timeline

Timeline	Letter	Letter Automated Call	Letter Automated Call Visit Prompt*	Letter Personal Call
Week 1	Letter	Letter	Letter	Letter
Week 2		Automated telephone reminder 1	Automated telephone reminder 1	Personal Phone Call 1
Week 8		Automated telephone reminder 2	Automated telephone reminder 2	
Week 12	<i>Blinded Chart Review</i>			
	<i>If patient was screened, stop intervention</i>			
Week 14		Automated telephone reminder 3	Automated telephone reminder 3	Personal Phone Call 2
Week 26	<i>Blinded Chart Review</i>			
	<i>If patient was screened, stop intervention</i>			
Week 28		Automated telephone reminder 4	Automated telephone reminder 4	Personal Phone Call 3
Week 38		Automated telephone reminder 5	Automated telephone reminder 5	

* Visit prompts were provided at both acute and preventive visits

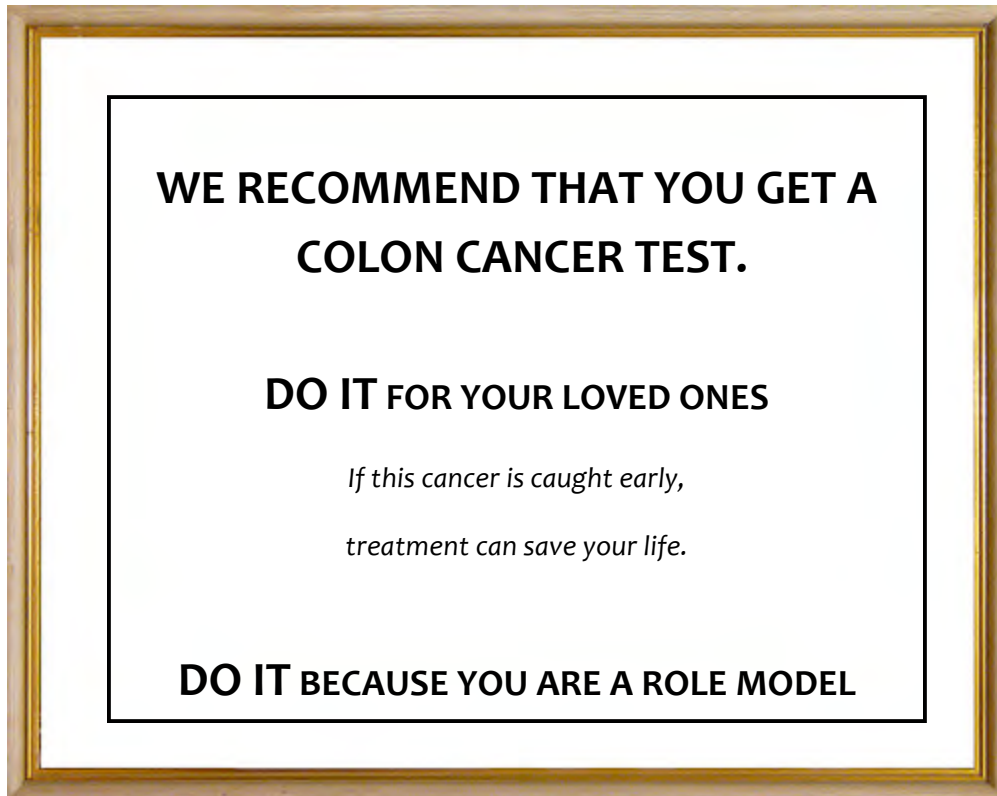
Appendix Figure 2a: Patient Letter Used in Colorectal Cancer Screening Promotion

Date

DEAR «Suffix» «Patient_LName»:

MRN: «MRN»

Our records show that you are overdue for a test to check for colon cancer.



Please call us today at ###-###-#### to make an appointment with your doctor to talk about which test is best for you.

It may ease your mind to know that most forms of insurance, including Medicare, pay for these tests. If you do not have insurance, we can connect you with a program that will pay for your test.

Please call our outreach worker, *Name* , at ###-###-#### if you had a colon cancer test in the past 12 months so she can update your records. Also, if you have any other problem or question regarding this test, *Name* can help.

To your health,

Your Health Care Team

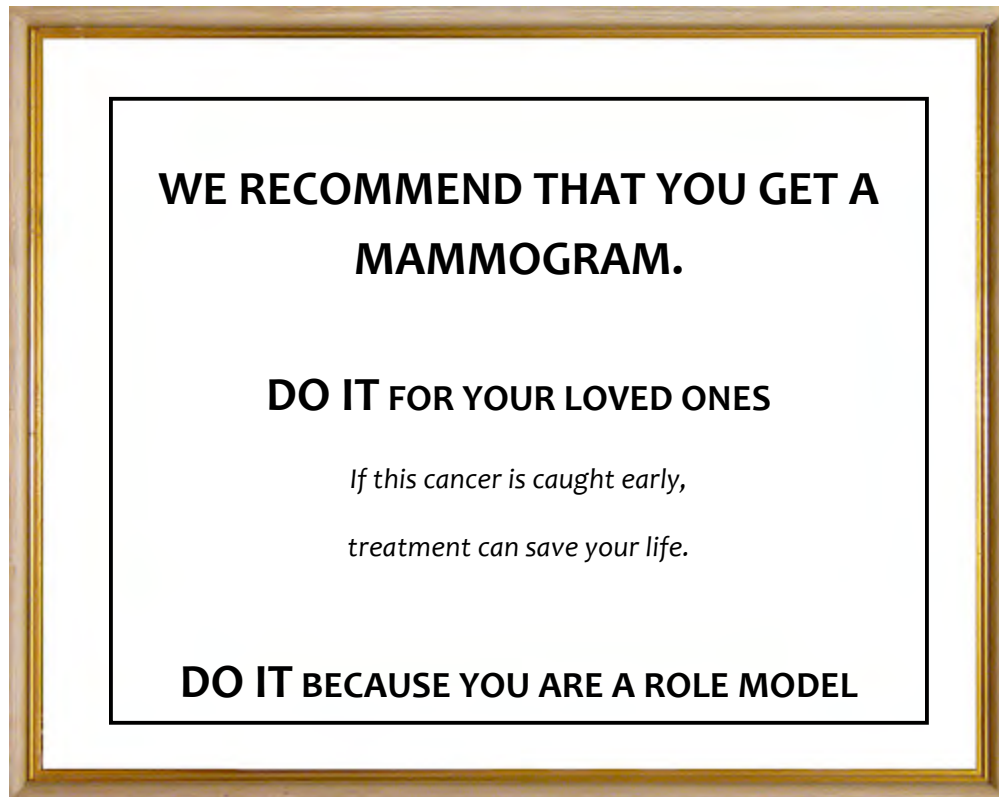
Appendix Figure 2b: Patient Letter Used in Breast Cancer Screening Promotion

Date

DEAR «Suffix» «Patient_LName»:

MRN: «MRN»

Our records show that you are overdue for a mammogram.



Please call the ***** **Breast Imaging Center** at ###-###-#### or the place you normally get your mammogram and make an appointment today to get this important test. It may ease your mind to know that all insurances, including Medicare, will pay this for this test.

Please call our outreach worker, *Name* , at ###-###-#### if any of these are true for you:

- If you do not have insurance – *Name* will help connect you with a program that will pay for the mammogram.
- If you already had a mammogram in the past 12 months -- *Name* will update your records.
- If you have any problem or question, *Name* can help.

To your health,

Your Health Care Team

Appendix Figure 3: Patient Prompt Used in Colorectal Cancer Screening Promotion Intervention

Front



**If you are 50 or older,
remember to ask your doctor
about colon cancer screening
TODAY!**

Why get colon cancer screening?

- Prevents cancer by finding growths in the bowel
- Can save your life by finding cancer early
- Covered by insurance
- Free testing available for those without insurance

Two main ways to screen for colon cancer:

- Have a colonoscopy (a thin tube looks inside the bowel)
- Or you can use cards to test for blood in the stool at home

Advantages & disadvantages of each test are shown on the back.

If you want more info about colon cancer screening:

1. Give this flyer to your doctor
2. Tell your doctor you want to be screened
3. Choose the test that works best for you

Let your doctor know today:

“I want to be screened for colon cancer”

To learn more about colon cancer, call

1-800-ACS-2345

visit www.cancer.org



If you need help making an appointment call Shirley Pope at 585-396-9484 ext. 130

Back



Get Your Colon Cancer Screening Test

Here are facts that may move you to take action:

- ✓ Colon cancer is the 2nd leading cause of cancer deaths in the USA, even though it can be prevented.
- ✓ Men and women are at about equal risk so both need to be tested.
- ✓ Removing polyps can prevent cancer.
- ✓ Treating colon cancer early can prevent deaths from cancer.

There are 2 main types of screening tests. Your doctor can help you decide which is best for you.

Test Name	How It Works	Pros	Cons
Colonoscopy	A thin tube with a light is put into the bowel from below. A doctor looks through the tube for polyps or signs of cancer. This is done under sedation.	It is the most accurate test. It is done once every 10 years. During the test polyps can be removed to prevent cancer.	It requires a full bowel clean-out, a day off from work, and a ride home. There is a very small risk of serious side effects.
Stool Blood Test	The patient places a small amount of his/her own stool on the test card. It will be tested for blood.	It is done at home with no bowel clean-out and no time off from work. It is painless.	It is less accurate than colonoscopy. It can miss polyps and some cancers. It should be done every year. If this test is abnormal, a colonoscopy is needed.

You are at **high risk for colon cancer** and need a colonoscopy if you:

- Have Crohn's disease or ulcerative colitis ("UC")
- Ever had colon or rectal cancer OR polyps (adenomatous type)
- Have a close relative (mother, father, sister, brother) who ever had colon or rectal cancer OR polyps
- Have a strong family history of cancer of the colon, rectum, uterus, stomach or liver