



## CANCER PREVENTION & RESEARCH INSTITUTE OF TEXAS

Award ID:  
PP110120

Project Title:  
University Health System Colorectal Cancer Screening Male Navigation  
Program

Award Mechanism:  
Evidence-Based Prevention Programs and Services

Principal Investigator:  
Villarreal, Roberto

Entity:  
University Health System

### Lay Summary:

University Health System (UHS) is committed to helping uninsured, underinsured, and low-income Hispanic men become more aware about the benefits of getting screened for colorectal cancer (CRC). We plan to increase CRC screening rates from 16% to 56% by 2012, which is an additional 500 screenings. We will reach this goal by using open-access endoscopy and patient navigation within our CareLink financial assistance program. In Bexar County, CRC is the fourth most commonly diagnosed cancer and the second leading cause of cancer death. CRC is also the third most common cancer in Hispanic men; Hispanics are more likely to be diagnosed with advanced stage CRC than non-Hispanic whites. They also have a lower chance of survival after they are diagnosed with CRC. The goal of the UHS CRC Screening Male Navigation Program is to save lives by increasing the CRC screening rates for male CareLink members age 50 and older. We plan to do this by making the screening process easier and affordable, and by giving patients the emotional, social, and logistical support they need to complete the procedure. UHS' Colorectal Cancer Screening Male Navigation Program includes the following:

- Eliminating a specialist appointment
- Personal guidance through the healthcare system
- One-on-one patient education
- Assisted transportation to and from screening appointments
- Colonoscopy services provided by a bilingual, Hispanic, qualified specialist.

This approach uses a combination of proven techniques to educate patients about CRC, assist patients, remove myths about CRC, and provide overall support to complete screening. The program will help pay for CRC screenings and some follow-up procedures, and make it easier to schedule and actually get to the appointment. Clinic hours on weekends and evenings will reduce the time spent away from work or family, and the patient navigators will address other major issues that may get in the way of having the CRC screening colonoscopy done. UHS is committed to improving the health and well-being of the people of Bexar County. We are members in the Partnership Network for Prevention and Control; a grassroots partnership of 30 agencies bringing together health care providers from around South Texas to work together to prevent and control cancer. We believe there is a high need to increase CRC screenings and expect this program to increase knowledge and change attitudes about screening exams.