

TITLE: PRE-VIEW: AN INTERACTIVE VIDEO DOCTOR PLUS PROVIDER ALERT TO ENCOURAGE CANCER SCREENING

1. STATEMENT OF THE CHALLENGE AREA AND THE SPECIFIC CHALLENGE TOPIC

Challenge Area: Behavior, Behavior Change and Prevention

Specific Challenge Topic: The role of health behaviors in cancer prevention (01-CA-103)

Women aged 50-70 should receive routine screening for breast, cervical and colorectal cancers (CRC). Men should receive routine screening for CRC and discussions about PSA testing, yet many are not adhering to screening recommendations. Within this challenge topic, adherence to recommended cancer screening is defined as a high priority domain of behavior change.

2.THE CHALLENGE AND POTENTIAL IMPACT

2.A. What is the research opportunity to be addressed?

Routine cancer screening for several cancers is recommended for men and women aged 50-70, but screening rates are low. Cancer screening is often addressed in primary care settings, but primary care physicians are busy and time pressured, thus finding ways to support and simplify their efforts to provide cancer screening are critical. Although many interventions have focused on increasing rates of cancer screening, most focus on increasing one type of screening, not on ensuring that individuals receive all screening that is recommended for their age and risk factors. In addition, interventions that are developed must be tailored to different ethnic groups.

Thus the challenges are: 1) How can we increase rates of cancer screening among men and women seen in primary settings while **supporting** and **simplifying** the efforts of busy primary care physicians? 2) How can we ensure that men and women aged 50-70 receive all types of cancer screening and cancer screening discussions that are appropriate? 3) Finally, how can we adapt this innovative tool for other ethnic groups?

Through an R-21 grant from the National Cancer Institute, we have developed **PRE-VIEW**, an innovative, multimedia, interactive tool that has the potential to increase rates of cancer screening in primary care settings. PRE-VIEW is an interactive **Video Doctor Plus Provider Alert** that first assesses whether or not patients are due for cancer screening, then assesses their stage of change and barriers to screening, gives messages that are tailored both to stage of change and to individual barriers and generates a “provider alert” to be given to the physician to facilitate discussions before the patient’s visit. The goal is to **support** and **simplify** the role of the physician in promoting cancer screening.