



Patient Screening for Colon Cancer: A Simple In-Office Approach

Why it matters

Colon cancer can be prevented with regular screening, but many patients don't follow through, especially when kits are mailed without a provider's guidance. Giving the fecal immunochemical test (FIT) kit during the visit, with a quick explanation, leads to better results.

Why in-office kits are more effective than mailing

1. **Right moment:** When you give the FIT kit and explain it in person, patients are more likely to do it while it's still on their mind.
2. **Efficiency:** Mailed kits such as Cologuard often go unused. Without a provider's explanation, patients may not understand the importance of how to use the kit, or when to return it. Mailing also delays sample returns. Giving the FIT kit in-person avoids these issues.
3. **Higher completion rates:** A short message from you builds trust and makes it more likely the patient will complete and return the test.
4. **Supports clinic goals:** This simple step improves screening rates and outcomes.

How to incorporate into your patient routine

1. **Identify who's due for screening:** Adults ages 45–75 with no recent screening.
2. **Give a quick message:** "You're due for colon cancer screening. This at-home test is easy and helps keep you healthy."
3. **Hand the FIT kit before they leave:** A simple handoff boosts follow-through.
4. **Explain how and when to return the kit:** "After collecting the sample, return the kit within 24 to 48 hours. Just drop it off at the front desk with no appointment needed."
5. **Reinforce with your team:** A reminder from staff can help patients remember to complete the test.

Your 1-minute message can help prevent colon cancer. Thank you for your cooperation!

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