

## **2016 Colon Cancer Prevention/Screening Promotion**

(1/1/16-12/31/16)

### **Colonoscopy Birthday Postcard**

Postcard mailed to individuals who reside in the SCH service area the month before their 50<sup>th</sup> & 60<sup>th</sup> birthdays encouraging colonoscopy screening. Individuals who come to SCH for a colonoscopy screening receive a \$20 Gift Certificate to Gatto's restaurants.

#### Results

Total # of cards mailed: 12,663

# of Colonoscopies performed: 3,556

This is a 6% increase in screenings from 2015

### **Colon Cancer Screening Kits**

Free FOBT kits available to individuals throughout the year. Individuals can request a kit online through our website or calling 1-888-660-HEAL. Kits are also distributed at community health fairs, hospital information desks, and given to Silver Cross Health Connection/APP patients. Specimens are evaluated in the Silver Cross Hospital Lab with results mailed back to patients. Patients with positive results are also contacted via phone suggesting they follow-up with their physician. If they do not have a primary care physician, a referral to a physician on the Silver Cross Medical Staff is provided:

#### Results

- 545 FOBT Screening Kits Distributed. This is a 33% increase from 2015.
- 361 returned in 2016
- 2 of the 361 had positive results requiring follow-up testing. Calls were made to those patients with the results and a referral to a urologist.
- An additional 751 FIT Tests ordered by physicians and sent to an outside Lab

### **Colon Cancer Prevention/Screening Awareness**

#### **Colorectal Cancer Section on Silver Cross Website**

<http://www.silvercross.org/our-services/cancer-center/colorectal-cancer>

### **Articles/Press Releases**

- Routine Colonoscopy Finds Cancer, Robotic Surgery Speeds Recovery
- Silver Cross Offers Health Screenings
- Silver Cross Hospital Shares 5 Ways to Prevent Colon Cancer

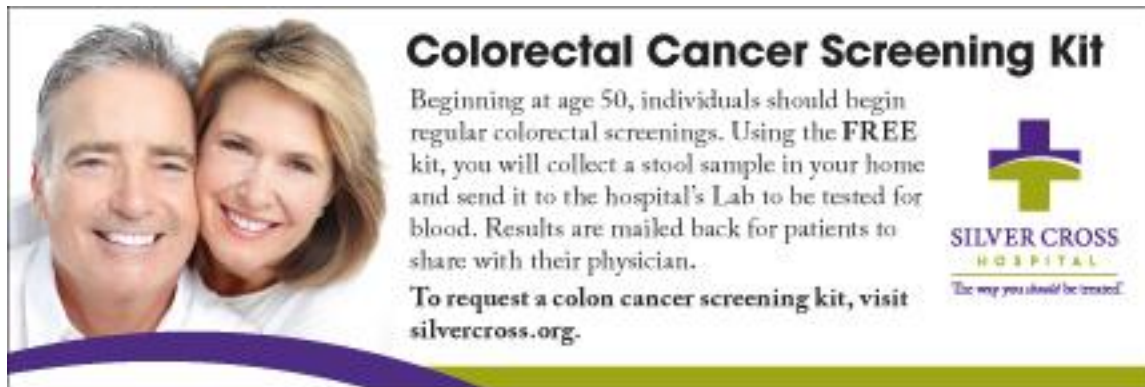
### **Sponsored article on Herald News website/eblast to 8,000 subscribers \$**

- 5 Ways to Prevent Colon Cancer (April)

- Routine Colonoscopy Finds Cancer, Robotic Surgery Speeds Recovery

### Newspaper Advertising

- 3/10, 7/7, 11/7 & 11/14 Front Page Banner or ¼ Page Ad in *Herald News* (30,000+ circulation)



### Digital Advertising

- Ads on 14 Patch.com sites from 11/13-11/19

### Email

- *Silver Cross Experience E-newsletter* (mailed monthly to 20k+ subscribers)
  - Banner Ad (March)
  - Article (June)
  - Banner Ad (December)
- *Silver Cross Center for Women's Health* (mailed monthly to 60,000 subscribers)
  - Article (April)
  - Ad (November)
- *Health Ministry* (mailed monthly to 200 clergy/churches)
  - Ad (March)
  - Article (May)
- Email sent to 2,500+ Senior Advantage Members (March)

### Digital Sign in Hospital Lobby (March-Dec)



- **American Cancer Society Colon Cancer Literature**  
Distributed at Community Events and in I Matter Program and Senior Advantage New Member Welcome Kits

### Direct Mail

- Silver Cross Experience Newsletter
  - Winter 2016 issue (mailed to 60,000 homes)
  - Spring 2016 issue (mailed to 60,000 homes)
- *Herald News* Health & Fitness Magazine (30,000+ circulation)
  - April 24 Issue – 5 Ways to Prevent Colon Cancer
  - July 31 Issue – Routine Colonoscopy Finds Cancer, Robotic Surgery Speeds Recovery

### Social Media

Colon Cancer Screening Kit Ad and all articles posted on Facebook, Twitter, Pinterest, Instagram and Blog throughout the year.