

Implementation of self-referral reminders for bowel scope screening non-participants at St Mark's Hospital in London

Dr Robert Kerrison

*Research Department of Behavioural Science and Health
University College London
London, UK*

A brief overview...

2013 - 2014

2014 - 2015

2015 - 2016

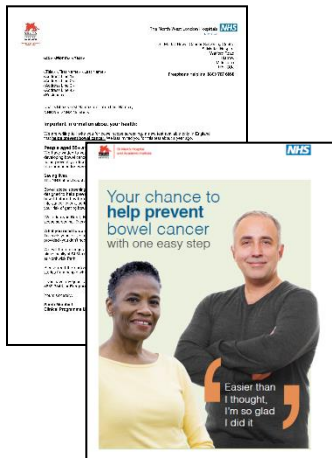
2017 - 2019

Development

Feasibility and piloting

Evaluation

Implementation



The present study

- NHS England commissioned St Mark's Hospital to send non-participants a self-referral reminder on the anniversary of their invitation
- The reminder is sent with a locally tailored leaflet, and gives recipients the option to:
 1. express a preference for the gender of the practitioner performing the test
 2. express a preference for the time and day of appointment

- I would prefer to have a **Female** practitioner to perform my test
- I would prefer to have a **Male** practitioner to perform my test
- I have no preference for either male or female practitioner

Dear <Title> <First Name> <Initial> <Last Name>,
 NHS No: <NHS Number>

Home number: _____

Mobile number: _____

Important information about your health:

Please tick this box if you would like to have a bowel scope screening appointment:

	Morning 08:30 – 11:00	Afternoon 13:00 – 15:30	Evening 16:45 – 19:00
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			

The present study

- The present study reports findings from the first 12 months of implementation
- Outcomes of interest were:
 1. Uptake
 2. Clinical findings
 3. Gender preferences
- Differences were assessed using univariate and multivariate logistic regression

Results – Sample characteristics

Table 1. Sample characteristics

Total	5078
Gender n (%)	
Female	2429 (47.8)
Male	2649 (52.2)
Deprivation n (%)	
1 – Most deprived	734 (14.6)
2	1379 (27.5)
3	1389 (27.7)
4	888 (17.5)
5 – Least deprived	628 (12.4)
Past behaviour n (%)	
Non-responder	4454 (87.7)
Non-attender	624 (12.3)

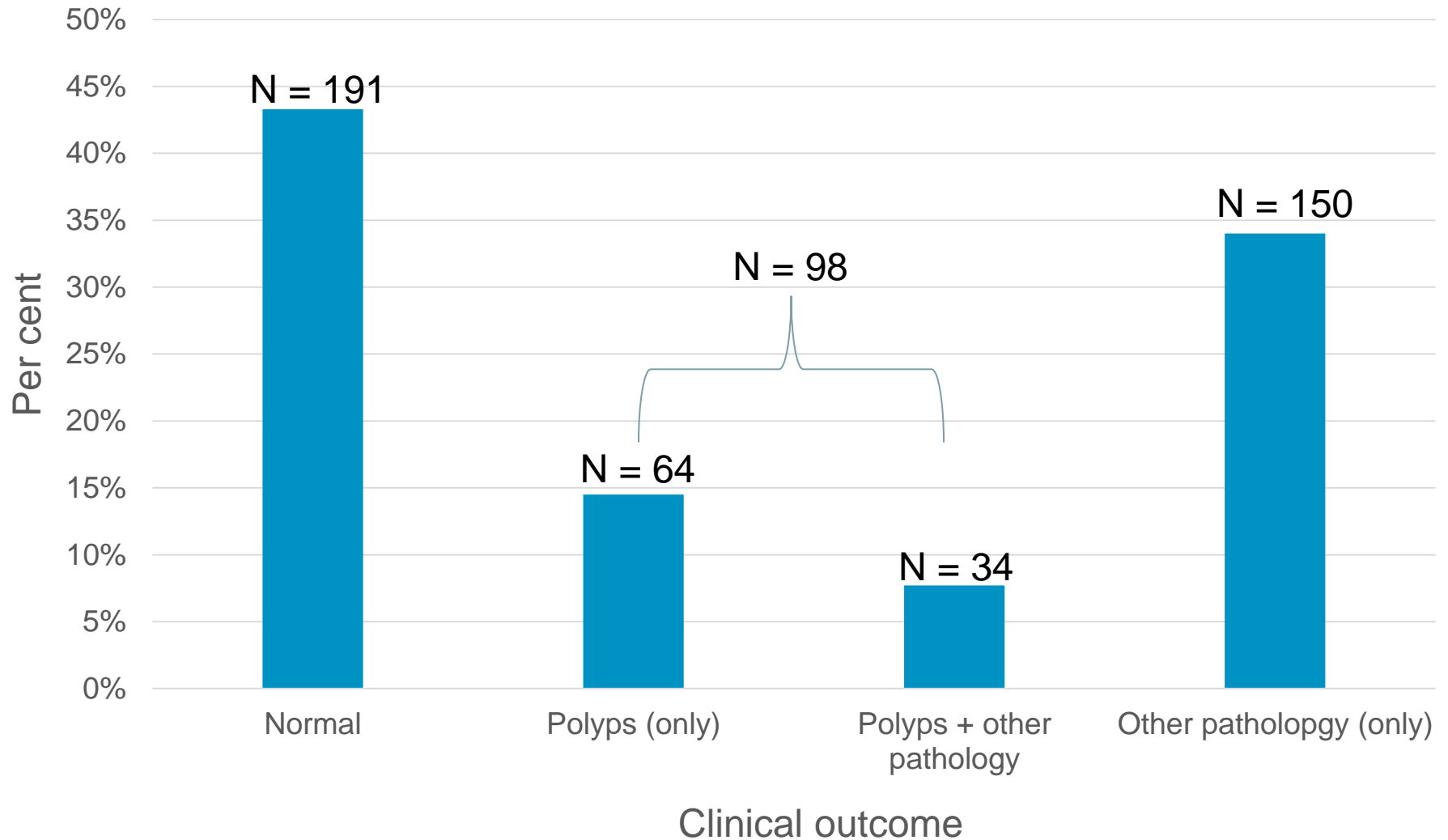
Results – Uptake

Table 2. Uptake by baseline characteristics

	n (%)	OR (95%CI)	aOR (95%CI)
Total	441 (8.7)	-	-
Gender			
Female	223 (9.2)	1.00	1.00
Male	218 (8.2)	0.89 (0.73, 1.09)	0.91 (0.75, 1.11)
Deprivation			
1 – Most deprived	63 (8.6)	1.00	1.00
2	105 (7.6)	0.88 (0.63, 1.22)	0.89 (0.64, 1.23)
3	128 (9.2)	1.08 (0.79, 1.46)	1.13 (0.82, 1.56)
4	85 (9.6)	1.13 (0.80, 1.59)	1.18 (0.84, 1.67)
5 – Least deprived	59 (9.4)	1.10 (0.76, 1.60)	1.17 (0.80, 1.70)
Past behaviour			
Non-responder	338 (7.6)	1.00	1.00
Non-attender	103 (16.5)	2.44 (1.92, 3.10)**	2.47 (1.95, 3.15)**

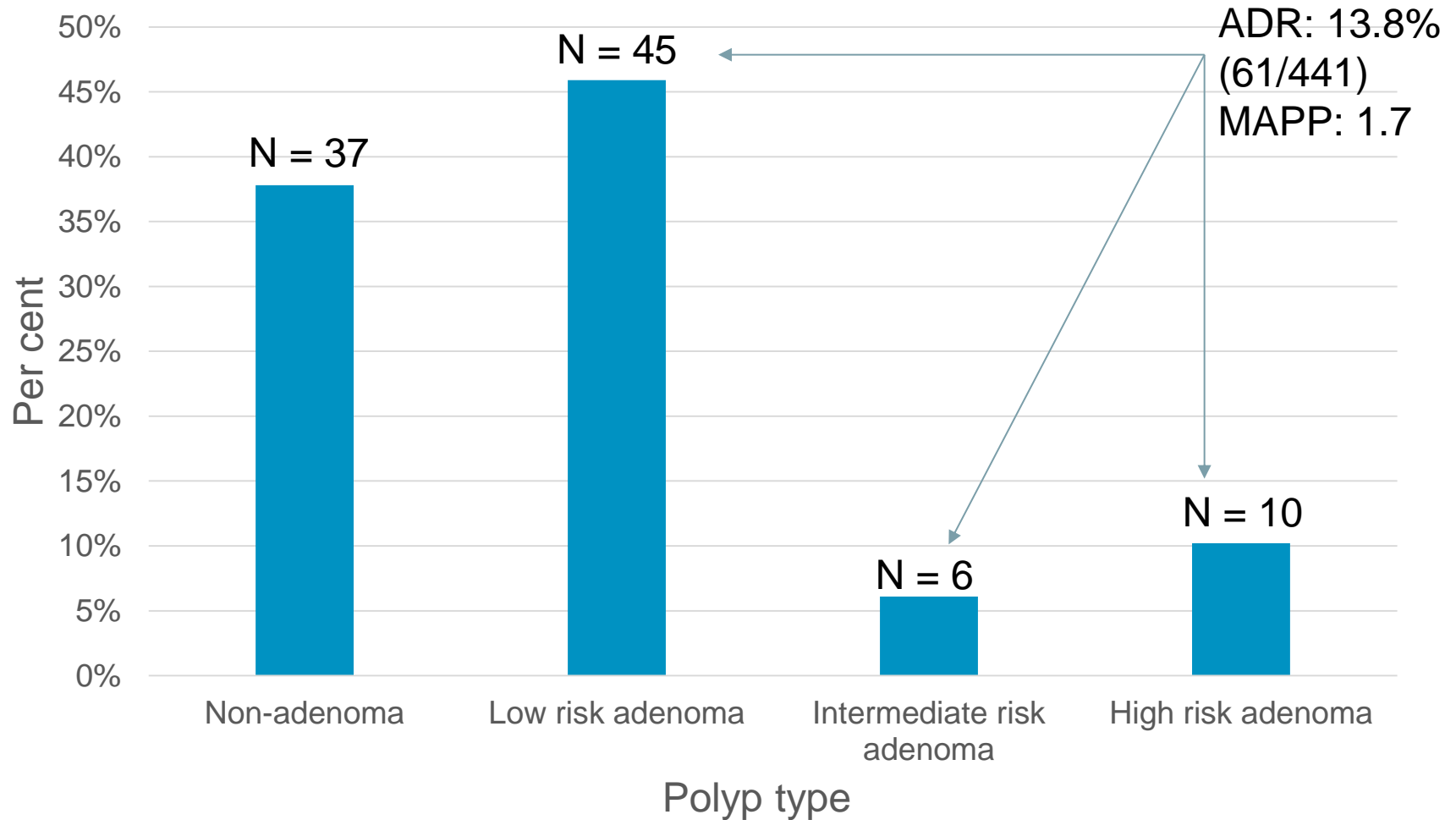
Results – Clinical outcomes

Clinical outcomes among self-referrers



Results – Clinical outcomes

Polyp classifications among self-referrers



Results – Patient preferences

Table 3. Patient preferences by baseline characteristics

	n (%)	OR (95%CI)	aOR (95%CI)
Total	262 (57.5)	-	-
Gender			
Female	151 (65.4)	1.00	1.00
Male	111 (49.3)	0.52 (0.35, 0.75)***	0.48 (0.31, 0.74)***
Deprivation			
1 – Most deprived	35 (53.0)	1.00	1.00
2	67 (62.6)	1.48 (0.80, 2.76)	1.60 (0.78, 3.28)
3	73 (53.7)	1.03 (0.57, 1.85)	0.85 (0.43, 1.70)
4	51 (58.6)	1.26 (0.66, 2.39)	0.96 (0.46, 2.02)
5 – Least deprived	35 (59.3)	1.29 (0.64, 2.63)	1.44 (0.63, 3.30)
Past behaviour			
Non-responder	218 (62.8)	1.00	1.00
Non-attender	44 (40.4)	0.40 (0.26, 0.62)***	0.35 (0.22, 0.58)***
Ethnicity			
White	74 (52.1)	1.00	1.00
Asian	99 (64.3)	1.65 (1.04, 2.64)*	1.78 (1.08, 2.91)*
Black	57 (62.0)	1.50 (0.88, 2.55)	1.69 (0.95, 3.03)

Results – Patient preferences

Table 4. Patient preferences by baseline characteristics, separated by gender

	Men only		Women only	
	n (%)	aOR (95%CI)	n (%)	aOR (95%CI)
Deprivation				
1 – Most deprived	15 (39.5)	1.00	20 (66.7)	1.00
2	35 (58.3)	2.21 (0.85, 5.75)	32 (68.1)	0.98 (0.32, 3.04)
3	28 (46.7)	1.26 (0.48, 3.29)	45 (59.2)	0.57 (0.20, 1.60)
4	21 (47.7)	1.14 (0.42, 3.07)	30 (69.8)	0.76 (0.24, 2.45)
5 – Least deprived	12 (48.0)	1.48 (0.45, 4.81)	23 (67.6)	1.52 (0.43, 5.32)
Past behaviour				
Non-responder	92 (52.3)	1.00	126 (72.8)	1.00
Non-attender	19 (37.3)	0.54 (0.26, 1.11)	25 (43.1)	0.24 (0.12, 0.49)***
Ethnicity				
White	30 (41.1)	1.00	44 (63.8)	1.00
Asian	44 (61.1)	2.12 (1.06, 4.23)*	55 (67.1)	1.53 (0.74, 3.16)
Black	25 (53.2)	1.65 (0.74, 3.66)	32 (71.1)	1.67 (0.69, 4.02)

Conclusion

- Self-referral reminders...
 - Facilitate uptake in 8.7% of recipients
 - Lead to the removal of adenomas in 13.8% of those who attend an appointment
- Most previous non-participants have a preference for the gender of the practitioner, especially...
 - Female non-responders (73%)
 - Asian men (61%)

Conclusion

- The findings have important implications for the delivery of FS screening
- Future studies should examine the impact of receiving preferred gender on uptake
- Piloting at other centres is required before rolling out further (e.g. capacity)

Acknowledgements

UCL

- Professor Jane Wardle
- Dr Christian von Wagner
- Dr Lesley McGregor
- Dr Sandro Stoffel

Partners in Creation

- John Isitt
- Gary Nolan

NHS England

- Jo Ruwende

St Mark's Hospital

- Andrew Prentice
- Sarah Marshall
- Lorraine Gorman
- Nicola Shannon
- Sameer Choglay
- Cherese Bennett
- Shaila Kumar

Thank you!

