

CONFERENCE ABSTRACT

What is the most efficient method of patient's invitation to participation in prophylactic programme? Results of a questionnaire among patients of integrated care organization in Poland

17th International Conference on Integrated Care, Dublin, 08-10 May 2017

Renata Koc¹, Sylwia I. Szafraniec-Burylo², Ewa Prokurat¹, Artur Prusaczyk¹, Pawel Zuk¹, Izabela E. Sakowska¹, Aleksandra S. Prusaczyk¹, Marika Guzek¹, Jolanta Banasiewicz³, Ewa Dmoch-Gajzlerska³

1: Medical and Diagnostic Centre, Siedlce, Poland;

2: National Institute of Public Health - National Institute of Hygiene, Warsaw, Poland;

3: Medical University of Warsaw, Poland

Introduction: Screening programmes face many difficulties. One of them is the potentially ineffective way of inviting patients to participate in the programme.

Objectives: We wanted to assess which way of inviting patient to participation in a screening programme is the most effective.

Methods: Guided interview with 150 female patients from Domanice region, 25-63 years old (mean 42 y o), eligible to be invited to participation in a cervical cancer screening programme during last 3 years and belonging to IC organization - Medical and Diagnostic Centre in Siedlce, Poland. The interview was conducted in March – June 2016. 125 of 150 (83.3%) women were married. 77 (51,3%) were working women. 33 (22%) had higher education. 5 (3.3%) patients had previous abnormal result of cervical screening test. 36 (24.0%) had family or friends with abnormal result. Planned time of cervical tests was every 3 years or more often. The average time from the last cervical screening test was 18 months (min 0- max 132 months).

Results: Of 150 patients, 80 (53.3%) declared, that they may forget about the right time to have next cervical screening test and that they need a reminder and/or incentives to do it. 70 (46.7%) remembered the date and declared that they do not need any reminders or incentives. 148 patients received in total 71 invitations through public media, 75 invitations in a form of a leaflet, 106 invitations in a form of a letter, 59 sms invitations, 85 phone calls from reception workers, 66 phone calls from midwife, 60 phone calls from nurse coordinator, 66 face-to-face invitations from doctors, 67 face-to-face invitations from midwives, 63 face-to-face invitations from nurse coordinator, 55 invitations from family members or friends. The mean number of invitations per patient was 5.1(0-11). 2 women (1.3%) didn't receive any invitation despite being eligible. 118 patients (78.7%) regarded the invitations as encouraging. 19 patients (12.7%) did not have any attitude to the invitation. 11 patients

Koc; What is the most efficient method of patient's invitation to participation in prophylactic programme? Results of a questionnaire among patients of integrated care organization in Poland

(7.3%) considered the invitations discouraging. Among possible advantages of the invitation / possible incentives for patients were: possibility of doing additional tests (127 patients), comfortable timeframe for doing the test (127 patients), detailed date and time of the test given in the invitation (123 patients), privacy during the test (133 patients), presence of and medical devices in the office (106 patients), competency of the staff (124 patients), politeness of the staff (125 patients). The way of the invitation should be polite, the aim of the invitation well described, the language simple and understandable, non-official and non-commanding.

Conclusions and lessons learned: Various repeated methods of inviting patients to prophylactic programmes should be applied, because there is no "gold standard" method or recommended number of invitations which surely takes effect. Patient's education is fundamental. In ICO. Appropriate percent of carrying out educational programmes may be component of salary and may be an indicator of work effectiveness of the staff.

Keywords: method of inviting patients; screening tests; poland
