



## Partnering with Rural Providers to Develop a Sustainable Infrastructure to Measure and Improve Colonoscopy Quality

### The Opportunity

Despite the critical role of colonoscopy in reducing the burden of colorectal cancer, people living in rural areas have reduced access in their local communities due to provider shortages.

- Colonoscopy is a cornerstone of many rural surgical practices, representing the second most commonly performed procedure and an estimated 40% of a rural general surgeon's practice.
- Rural hospitals in Wisconsin report currently operating at ~80% capacity for colonoscopy procedures, with maximum capacity defined as the number of procedures a hospital can perform without additional resources.
- SCW's Rural Task Force, which is made up of general surgeons practicing in rural Wisconsin, identified colonoscopy as a high priority target for quality improvement for the following reasons:
- Hospitals often do not have measurement capabilities in place to continually assess and monitor the quality of colonoscopy procedures.

- Current continuing education and training opportunities often require travel, which is a significant barrier to participation.

### How can the Surgical Collaborative of Wisconsin help?

- Develop a learning management system platform that promotes remote collaborative learning and interaction between colonoscopy providers around the state:
  - Access to webinar sessions and up to date best practices and guidelines, with topics prioritized by participating surgeons.
  - Opportunities for interactive problem solving and brainstorming between providers for challenging cases.
- Offer targeted in-person opportunities for hands on training, including exposure to new technology and techniques through vendor exhibits and interactive presentations and workshops.
- Provide guidance on data collection for three AHRQ-endorsed electronic medical record-based colonoscopy quality measures (adenoma detection rate, withdrawal time, and cecal intubation rate) that minimizes the need for manual data abstraction.

### SCW Partners:

- SCW is engaging the Rural Wisconsin Health Cooperative (RWHC) and the Wisconsin Collaborative for Healthcare Quality (WCHQ) to ensure the success of this initiative.
- RWHC is a rural health advocacy organization that has existing relationships with hospital administrators in rural hospitals throughout Wisconsin.
- WCHQ has extensive informatics expertise for developing electronic medical recordbased quality measures and will be working with SCW to develop guidance for measuring colonoscopy quality across EMR platform types.

### Interested in participating?

- We welcome participation by surgeons, nurses, quality improvement specialists, and others involved in the care of patients undergoing colorectal surgery.
- To receive a benchmarked performance report, a Participating Hospital/Facility Agreement must be signed.
- For more information, please contact us: [info@scwisconsin.org](mailto:info@scwisconsin.org) or (608) 263-3381