Contents

Introduction

S1 Improving Colorectal Cancer Screening Through Research in Primary Care Settings
Carrie N. Klabunde, PhD, David Lanier, MD, Helen I. Meissner, PhD, Erica S. Breslau, PhD, and Martin L. Brown, PhD

Synthesis/Commentary

S5 Personalized Screening for Colorectal Cancer
Robert H. Fletcher, MD, MSc

Results

S10 Preferences for Colorectal Cancer Screening Among Racially/Ethnically Diverse Primary Care Patients
Sarah T. Hawley, PhD, MPH, Robert J. Volk, PhD, Partha Krishnamurthy, PhD, Maria Jibaja-Weiss, EdD, Sally W. Vernon, PhD, and Suzanne Kneuper, MS

S17 Modeling the Decision to Undergo Colorectal Cancer Screening: Insights on Patient Preventive Decision Making
Sarah B. Wackerbarth, PhD, Jane C. Peters, PhD, and Steven A. Haist, MD, MS

(continued next page)
Contents (continued)

S23 Informed Decision-Making and Colorectal Cancer Screening: Is it Occurring in Primary Care?
Bruce S. Ling, MD, MPH, Jeanette M. Trauth, PhD, Michael J. Fine, MD, MSc, Maria K. Mor, PhD, Abby Resnick, MS, Clarence H. Braddock, MD, MPH, Sylvia Bereknyei, MS, Joel L. Weissfeld, MD, MPH, Robert E. Schoen, MD, MPH, Edmund M. Ricci, PhD, and Jeffrey Whittle, MD, MPH

Synthesis/Commentary

S30 Meeting the Needs of Diverse Populations: An Overview and Commentary
Shobha Srinivasan, PhD, and Jon Kerner, PhD

Results

S36 Increasing Patient/Physician Communications About Colorectal Cancer Screening in Rural Primary Care Practices
Berta M. Geller, EdD, Joan M. Skelly, MS, Anne L. Dorwaldt, MA, Kathleen D. Howe, AA, Greg S. Dana, MPA, and Brian S. Flynn, ScD

S44 Interactive, Culturally Sensitive Education on Colorectal Cancer Screening
Usha Menon, PhD, RN, Laura A. Szalacha, EdD, Rhonda Belue, PhD, Kathryn Rugen, PhD, RN, Kelly R. Martin, MEd, MPH, and Anita Y. Kinney, PhD, APRN

S51 Development of Intervention Materials for Individuals With Limited English Proficiency: Lessons Learned From “Colorectal Cancer Screening in Chinese Americans”
Shin-Ping Tu, MD, MPH, Mei-Po Yip, PhD, Alan Chun, MD, John Choe, MD, MPH, Roshan Bastani, PhD, and Vicky Taylor, MD, MPH

Synthesis/Commentary

S62 Innovative Provider- and Health System-Directed Approaches to Improving Colorectal Cancer Screening Delivery
Jane Zapka, ScD

Results

S68 Impact of a Generalizable Reminder System on Colorectal Cancer Screening in Diverse Primary Care Practices: A Report From the Prompting and Reminding at Encounters for Prevention Project
Donald E. Nease, Jr., MD, Mack T. Ruffin, IV, MD, MPH, Michael S. Klinkman, MD, MS, Masahito Jimbo, MD, MPH, Thomas M. Braun, PhD, and Jennifer M. Underwood, BS

(continued next page)
Contents (continued)

S74 Implementing Colorectal Cancer Screening in Community Health Centers: Addressing Cancer Health Disparities Through a Regional Cancer Collaborative
Stephen Taplin, MD, MPH, David Haggstrom, MD, MAS, Tracy Jacobs, RN, Ada Determan, MPH, Jennifer Granger, MPH, Wanda Montalvo, RN, ANP, William M. Snyder, PhD, Susan Lockhart, PhD, and Ahmed Calvo, MD, MPH

S84 Is the Type of Medicare Insurance Associated With Colorectal Cancer Screening Prevalence and Selection of Screening Strategy?
Eric C. Schneider, MD, MSc, Meredith Rosenthal, PhD, Constantine G. Gatsonis, PhD, Jie Zheng, PhD, and Arnold M. Epstein, MD, MA

S91 Improvement in the Diagnostic Evaluation of a Positive Fecal Occult Blood Test in an Integrated Health Care Organization
Diana L. Miglioretti, PhD, Carolyn M. Rutter, PhD, Susan Carol Bradford, MS, Ann G. Zauber, PhD, Larry G. Kessler, ScD, Eric J. Feuer, PhD, and David C. Grossman, MD, MPH

Synthesis/Commentary

S97 Evaluating Approaches to Increase Uptake of Colorectal Cancer Screening: Lessons Learned From Pilot Studies in Diverse Primary Care Settings
Sally W. Vernon, PhD, and Helen I. Meissner, PhD

Results

S103 Perceptions of Iowa Family Physicians Regarding Colorectal Cancer Screening
Barcey T. Levy, PhD, MD, Mrinalini Joshi, MBBS, MPH, Yinghui Xu, MS, Jeanette Daly, PhD, and Paul A. James, MD

S109 A Provider Intervention to Improve Colorectal Cancer Screening in County Health Centers
Dorothy S. Lane, MD, MPH, Catherine R. Messina, PhD, Mary F. Cavanagh, MD, MPH, and John J. Chen, PhD

S117 Implementing an Intervention to Promote Colon Cancer Screening Through E-mail Over the Internet: Lessons Learned From a Pilot Study
Evelyn C. Y. Chan, MD, MS, and Sally W. Vernon, PhD

S123 Tailored Navigation in Colorectal Cancer Screening
Ronald E. Myers, PhD, Terry Hyslop, PhD, Randa Sifri, MD, Heather Bittner-Fagan, MD, Nora C. Katurakes, RN, MSN, OCN, James Cocroft, MA, Melissa DiCarlo, BS, and Thomas Wolf, MA

Synthesis/Commentary

S132 Data Systems to Evaluate Colorectal Cancer Screening Practices and Outcomes at the Population Level
Patricia A. Carney, PhD, Richard M. Hoffman, MD, David A. Lieberman, MD, Mark C. Hornbrook, PhD, Allen J. Dietrich, MD, and Carrie N. Klabunde, PhD

(continued next page)
Contents (continued)

S138 Implications of New Colorectal Cancer Screening Technologies for Primary Care Practice
   Ann G. Zauber, PhD, Theodore R. Levin, MD, C. Carl Jaffe, MD, Barbara A. Galen, Msn, David F. Ransohoff, MD, and Martin L. Brown, PhD

S147 Practice-Based Research Networks: Laboratories for Improving Colorectal Cancer Screening in Primary Care Practice
   David Lanier, MD