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# Monterey County Colorectal Cancer Screening User Story - Alexa Catalan



- Age: 46
- Health Concerns: No health conditions
- Social Needs: N/A
- Location: Monterey County
- Occupation: Part-Time Teacher
- Insurance: Medi-Cal Plan
- Pronouns: She/Her

## About Alexa:

- She is a hispanic, 46 year old female
- She is new to COL screenings, due to the change in age requirements
- No health conditions
- Single mother with two teenage children at home

## Goals and Expectations from the CA Health and Social Care System:

- Clear, timely information about why a colorectal screening is important at her age.
- Convenient care options, such as flexible hours or at-home screening when appropriate.

## Challenges from Alexa's Perspective

- I don't understand why my PCP is requiring me to complete a Colorectal Cancer screening. I'm only 46 y/o and feel healthy.
- Between teaching and taking care of my kids, it's hard to find time for appointments.
- I'm not always sure when I'm supposed to start screenings or which ones apply to me.

## Alexa's Typical Routine & Interactions

- Alexa's weekdays are structured around a predictable but busy schedule that includes teaching,



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commuting, lesson planning, and supporting her teenage children.

- She primarily interacts with the healthcare system only when she or her kids are sick.
- Most of her healthcare interactions occur digitally through patient portals, email reminders, or text messages.
- Alexa visits the local Family Resource Center regularly.

### Colorectal Cancer Screening Use Case Scene Breakdown

- Use Case 1: Alexa has visit with PCP for support with COVID
- Use Case 2: Alexa does not complete the ColoGuard test within 60 days
- Use Case 3: Alexa completes test and receives \$50 gift card from MCP

#### Assumptions:

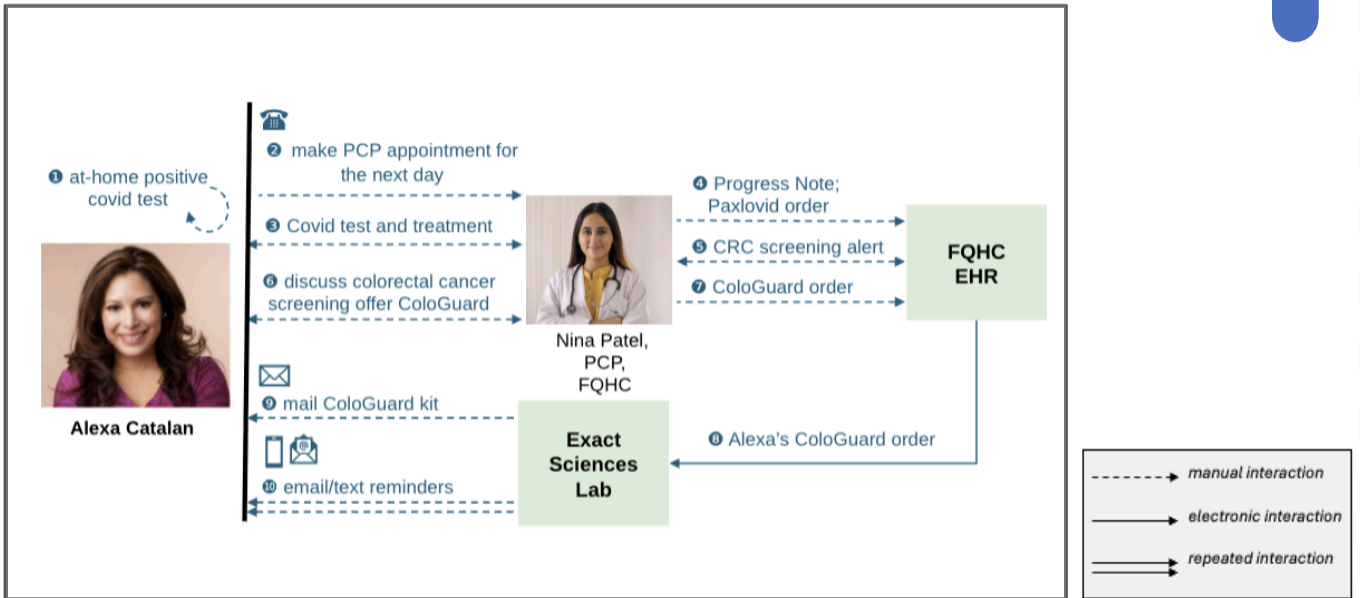
- Alexa has teenage kids at home and is often too busy to think about her own wellness
- Due to Alexa not having any health conditions, she feels well enough to skip her annual visit to her PCP.
- Alexa is a Medi-Cal member

### Use Case 1: Alexa has visit with PCP for support for COVID

- After confirming she has COVID with an at-home test kit, **Alexa** makes an appointment with her PCP.
- **Alexa** meets with her **PCP** the next day.
- The **PCP** examines **Alexa**, does another COVID test, and prescribes Paxlovid to help ease Alexa's symptoms.
- As the **PCP** enters her notes from the exam, she notices (in her EHR's dashboard) that Alexa is due for a number of quality screenings including colorectal cancer. She explains to Alexa how the CRC screening is now recommended for people 45 and older and the benefits of catching this type of cancer early by doing a screening.
- **Alexa** agrees to do the screening
- The **PCP** enters an order for ColoGuard into her EHR
- The order is automatically sent to the **Exact Sciences lab**
- The **Exact Sciences lab** uses the information on the order to mail out a test kit to Alexa.
- Because the order also contains Alexa's email address and cell phone number, **Exact Sciences** texts and emails Alexa information on when to expect the test kit as well as some links to informational videos.
- As **Alexa** regains her health, the CRC screening test fades to the back of her mind. The ColoGuard test kit, which arrives in the mail a few days later, sits on the shelf by her front door, forgotten.

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- **Exact Sciences** texts and emails **Alexa** with various reminder messages and education information about how to do the test, the importance of the screenings, etc. but Alexa is too tired and harried to pay attention and stops reading the messages.



Use Case 1: Alexa has visit with PCP for support for COVID

## Use Case 2: Alexa does not complete the ColoGuard test within 60 days

- One evening, seeking school support for one of her children, **Alexa** attends a family Resource Center "Math Night" with her teen. **The FQHC** has a booth at the event and while her son is engaged with a tutor, Alexa visits the booth.
- The **Community Health Worker (CHW)** from the FQHC greets Alexa and, upon learning she is a patient at the FQHC, looks up Alexa's record in her EHR.
- The EHR dashboard shows that Alexa is due for a CRC Screening and shows the outstanding order for ColoGuard.
- **The CHW** tells Alexa about an incentive her Managed Care Plan (MCP) is offering if she completes the CRC screening before the end of the month.
- **The CHW** pulls out the sample Cologuard test kit and walks Alexa through the instructions.
- **Alexa** agrees to complete the test this week.

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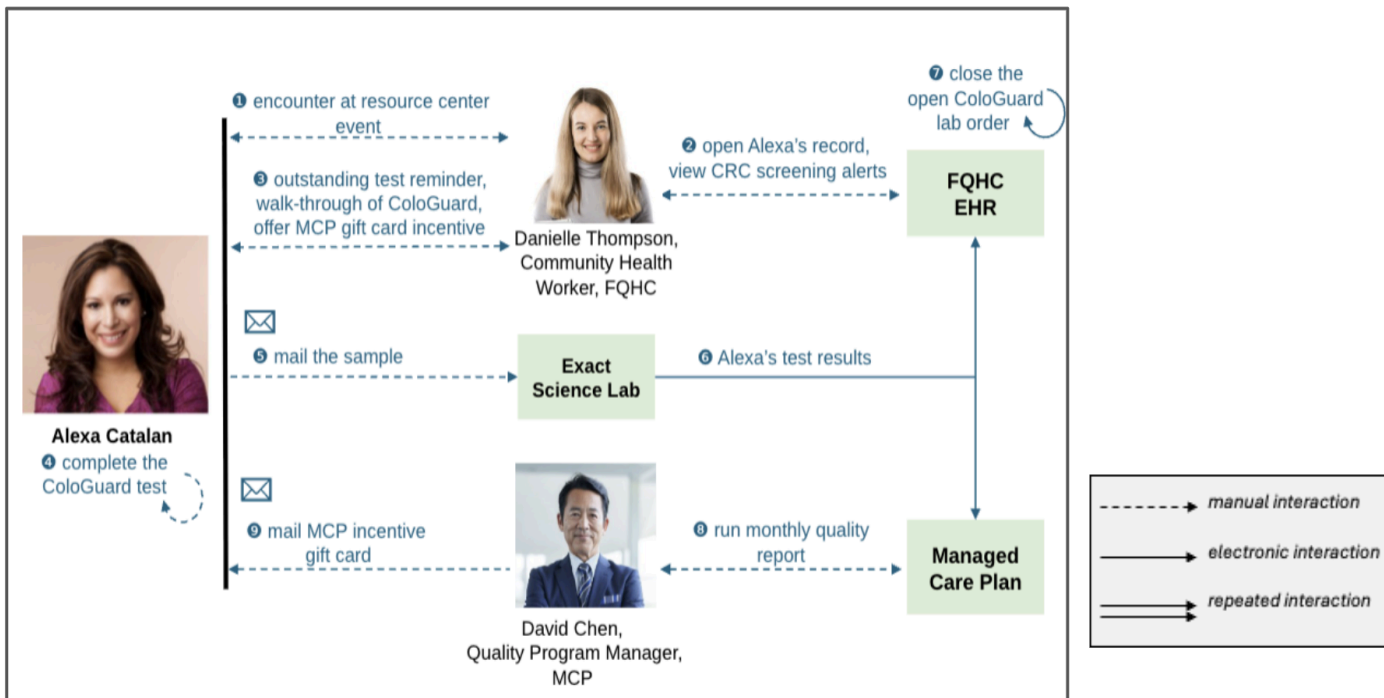
### Use Case 3: Alexa completes test and receives \$50 gift card from MCP

- Alexa, motivated by the \$50 gift card from the MCP, completes and mails the ColoGuard test the following weekend.
- A few days later, Exact Sciences receives the completed test, analyzes the sample, and reports the results to the FQHC via an automated lab feed.
- The inbound lab result closes the open order in the FQHC EHR and a note is added to Alexa's chart that a new lab result was received.
- Exact Sciences also sends all ColoGuard results to the MCP as part of their contract with MCPs to provide these screenings for MCP members.
- The Quality Program Manager at the Managed Care Plan runs a monthly report of all members who completed screenings and mails them a \$50 gift card to Alexa.

### Use Case 2: Alexa does not complete the ColoGuard test within 60 days

AND

### Use Case 3: Alexa completes test and receives \$50 gift card from MCP







Use Case 2 and 3



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**Personas referenced in this document:**

| Name              | Photo   | Human Actor             | Business Actor    | System Actor |
|-------------------|---|-------------------------|-------------------|--------------|
| Alexa Catalan     |    | Patient                 |                   |              |
| Nina Patel        |   | Primary Care Provider   | FQHC              | EHR          |
| Danielle Thompson |  | Community Health Worker | FQHC              | EHR          |
| David Chen        |  | Quality Program Manager | Managed Care Plan | EHR          |