phrazer ®

Deployment Report

Prepared by:

GeaCom, Inc.

Prepared for:

Date:

9/19/16

Summary

Deployment Description

The goals of this deployment are to increase screening rates for Colorectal Cancer, decrease the amount of staff time dedicated to 1:1 patient education, and to improve returned FitKit quality.

The lab is using Phrazer to deliver detailed instructions to patients explaining how to properly use the FitKit at home and mail in their specimen. This education is delivered by a culturally relevant on-screen provider.

Phrazer Use Summary

Up to the publication of this document, Phrazer has been used for about five months. During this period, 94% of eligible patients fully completed the education from start to finish.

Patients rated Phrazer's ease of use very positively. The average ease of use rating was 4.5 out of 5 and 92% agree or strongly agree that Phrazer is easy to use, with only 1 person disagreeing.

The average time taken to complete the survey was under nine minutes, with the English protocol taking less time to complete than the Spanish protocol. This disparity is due in part to the differences between languages, as well as the speed with which the on-screen caregivers speak.

Takeaways

- Very high protocol completion rate at 94%
- Less than nine minutes per patient to complete
- Phrazer considered easy to use by all patients, regardless of age or language
- Addition of another language to Phrazer increased the number of patients for that collection period by over 100%

Statistics

Patient

125	Total patients
56	Average user age
25	No survey started
100	Started protocol
94	Completed protocol

Protocol

94%	Completion rate
<9 Min	Average time taken
20	Protocols Per Month

Phrazer Ease of Use

4.5/5	Ease of use rating
92%	Agree Phrazer is easy to use

Table 1. Summary of statistics.

Completion Time by Language

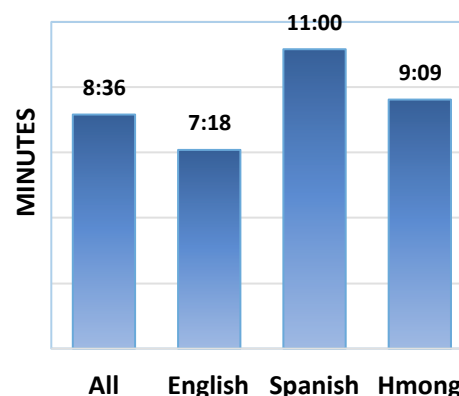*Figure 1.* Average completion time by language.

Phrazer Summary

Ease of Use

In an interest to ensure that patients are having positive experiences with Phrazer, all patients are asked to rate their agreement to the statement, "Phrazer is easy to use" upon completing the Stool Collection protocol.

A summary of the gathered responses are shown in Figure 2. The response is very positive, as 92% of respondants agreed with the statement, with an average rating of 4.5 out of 5.

This level of agreement is exceptional for a technology solution and quite promising. Due to this, it is possible to be confident that Phrazer is not introducing undue stress during a necessary healthcare visit, which can be stressful enough as is.
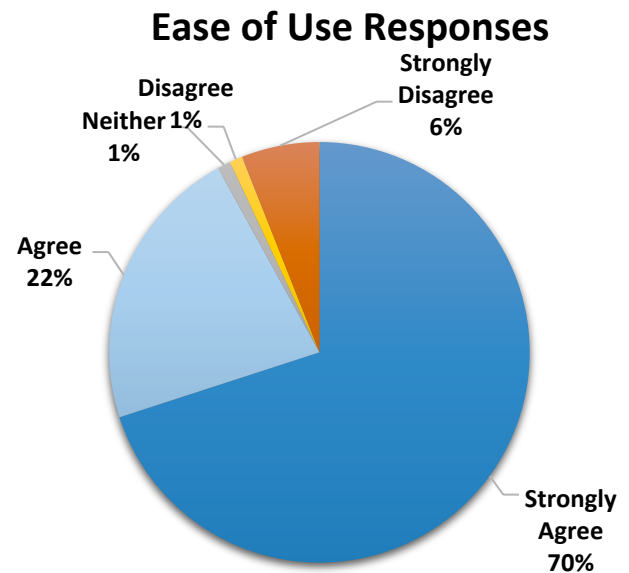
Ease of Use Responses

Figure 2. Phrazer ease of use responses.
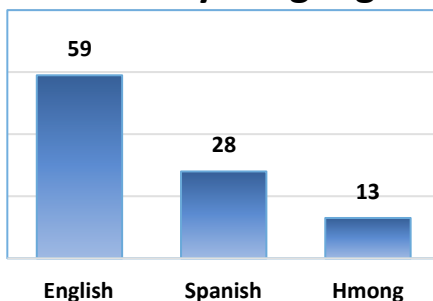
Users by Language

Figure 3. Number of users by language.

Language

Continuing the trend, English continues to be the most commonly spoken language by patients. The addition of Hmong, in addition the Spanish, has continued the trend of increasing patient coverage. This latest round of data gathering has again increased the rate of patient phrazer use by an additional 50% over the increases already gained when Spanish was included as an option.
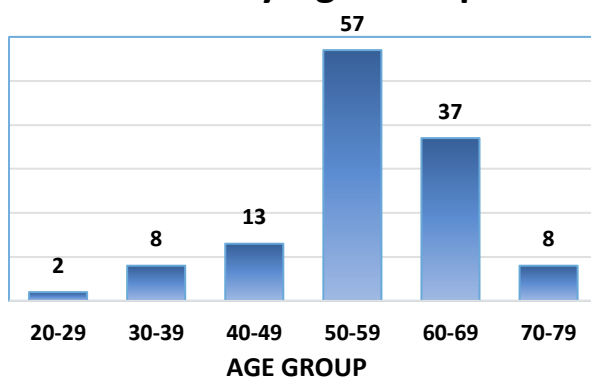
Users by Age Group

Figure 4. Number of users by age group.

Age

The average age of patients was 56 with about 75% falling between the ages of 50 and 69. It is worth noting that there were no significant differences in ease of use scores based on age. This finding is a positive note for Phrazer, as it is commonly assumed that older patients will experience more challenges while using technology during healthcare processes.

FitKit Quality Data

In an effort to ensure the productivity of the Phrazer deployment, the quality of each FitKit returned was recorded and matched to their Phrazer results.

As can be seen in Table 2, English speaking users returned the most FitKits and had about 13% of those returned having an issue. Spanish speaking users had an issue rate of about 23%, while Hmong speaking users had no FitKits that had issues.

LANGUAGE	ENGLISH	SPANISH	HMONG	TOTAL
RETURNED FITKITS	39	17	12	68
GOOD FITKITS	34	13	12	59
FITKITS W/ISSUES	5	4	0	9

Table 2. Quality of returned FitKits