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ORIGINAL ARTICLE

Analysis of participant satisfaction in the Barcelona colorectal cancer screening programme: Positive evaluation of the community pharmacy[☆]

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Abstract

Background and objective: Population-based bowel screening programmes with faecal occult blood (FOB) tests need to achieve high uptake rates and offer quality services. We invited participants in the Barcelona Programme to complete a satisfaction survey, in order to explore factors influencing uptake and respondents' opinion and satisfaction with each step of the screening process.

Material and method: Telephone survey using an *ad hoc* questionnaire (see annex) administered to a final sample of 1189 people: 310 non-participants in the programme (NoP), 553 participants with a negative test result (PNeg), and 326 participants with a positive result (PPos).

Results: High scores were obtained for the clarity of the information provided by the programme (mean 8.9 on a scale 0–10), and for the accessibility and attention at the pharmacy as well as its role as the point for collection and return of FOB test cards (mean >9.3). Aspects that were not so highly rated were: preparation for the colonoscopy (41.6% reported quite a lot or a lot of discomfort), and to a lesser extent telephone accessibility (27.1% reported some difficulties). Participants also expressed concern about receiving a positive test result by telephone (78.9% reported some concern).

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PALABRAS CLAVE

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Conclusions: Respondents' opinion of the programme was positive overall, and supports the pharmacy as the point for distributing and collecting FOB test cards, as well as the role of the pharmacist in the context of the programme. Some aspects of the screening process will be reviewed in order to improve participant satisfaction and eventually increase uptake.

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Análisis de la satisfacción de los participantes en el Programa de detección precoz de cáncer colorrectal de Barcelona: valoración positiva de la farmacia comunitaria

Resumen

Fundamento y objetivo: Los programas poblacionales de cribado del cáncer colorrectal con prueba de detección de sangre oculta en heces deben obtener tasas altas de participación y ofrecer unos servicios de calidad. Para conocer los factores que influyen en la participación, la opinión y la satisfacción relacionadas con cada una de etapas, se lleva a cabo una encuesta de satisfacción del Programa de Barcelona.

Material y método: Encuesta telefónica mediante cuestionario diseñado *ad hoc* a una muestra final de 1.189 personas: 310 no participantes en el Programa (NoP), 553 participantes con resultado negativo del test (PNeg) y 326 participantes con resultado positivo (PPos).

Resultados: Destacan las puntuaciones altas obtenidas en claridad de la información en general (8,9 de media, escala 0 a 10) y la atención en la farmacia, su accesibilidad y el papel como centro de recogida y entrega del test (superior a 9,3 de media). Aspectos que no han sido tan bien valorados: la preparación de la colonoscopia (el 41,6% refiere bastantes o muchas molestias, mayor en mujeres y menores de 60 años) y en menor medida la accesibilidad telefónica (27,1% refiere alguna dificultad) y la preocupación al recibir telefónicamente el resultado patológico del test (78,9% refiere alguna preocupación).

Conclusiones: La valoración que la población hace del Programa es positiva y avala la farmacia como punto de distribución y recogida de kits, así como el papel del farmacéutico. Se revisarán algunos aspectos del proceso de cribado con el fin de mejorar la satisfacción del usuario y, eventualmente, incrementar la participación.

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Introduction

Colorectal cancer (CRC) is one of the most common cancers with the highest mortality in Spain.¹ Population programmes for early detection or screening with faecal occult blood (FOB) tests have been shown to reduce CRC²⁻⁴ incidence and mortality, and this test is recommended by the European quality guidelines for CRC screening.⁵ Moreover, compared to colonoscopy, they are more widely accepted in our environment.⁶ In Spain in 2006, the National Health System took on the implementation of population-based CRC screening programmes with FOB tests; in 2013, the Ministry of Health, Social Services and Equality included them in the Common Services Portfolio.

In December 2009, the Early Detection Programme for Colorectal Cancer of Barcelona (PDPCCR-Bcn, www.prevenciacolonbcn.org), whose stand-out feature compared to other programmes is the active participation of pharmacies in the distribution and collection of FOB tests. The organization, operation and main results of the first round of the PDPCCR-Bcn have been previously published in detail.⁷ In summary, the Programme individually invites men and women aged 50–69 residing in Barcelona by

letter to collect the FOB tests from the pharmacies that are collaborating with the Programme. The pharmacist makes sure there are no grounds for exclusion and explains the procedure for collecting the sample before delivering the FOB test. Once the test has been performed, the person in question can return it to any of the collaborating pharmacies and from there it is sent to the Programme's laboratory. People with negative results receive a letter informing them of the result and that they will be invited back in two years. Those with a positive result are contacted by phone to arrange an appointment at the hospital screening visit, where the result of the test is explained and a colonoscopy proposed.

In order to meet the objectives of the screening programmes, it is essential to obtain high participation rates and adherence once participants have taken part, as well as to offer services that ensure quality throughout the process.⁵ In this regard, it is fundamental to know which factors influence participation, as well as the opinions and satisfaction related to each one of the aspects and stages of screening.

Satisfaction surveys of health service users are an indicator of health care quality that assess the process, structure

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