

# **WHY DON'T WE SCREEN?**

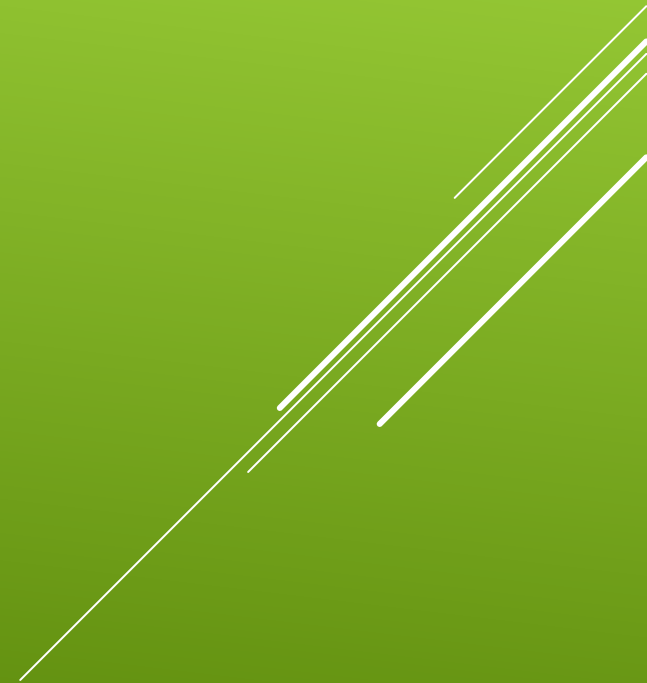
**Edwin J. Polverino, DO (FP) – Carilion PCA West Salem**

**Erick Womeldorf MD (IM) – Carilion PCA 1818 Electric, Oak Grove**

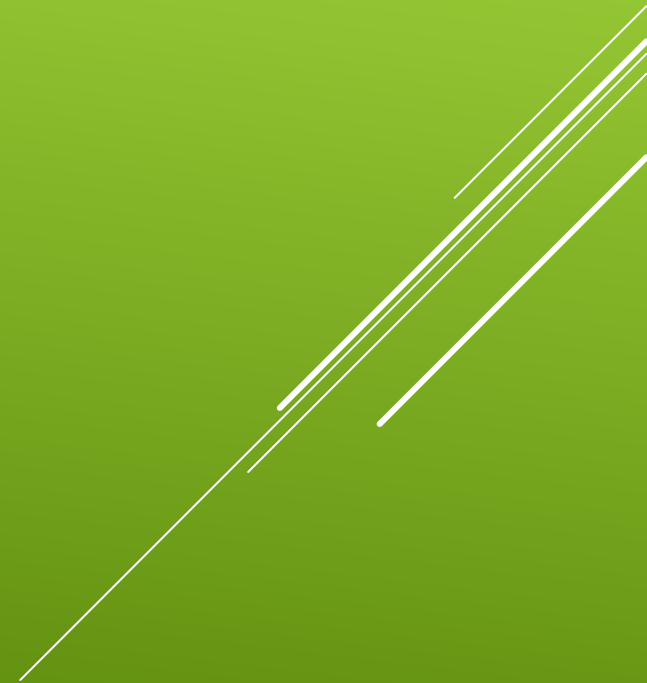
# TWO MAIN REASONS

**1. Patient Resistance**

**2. Provider Overload**



# PATIENT RESISTANCE





## PATIENT RESISTANCE

Patients often have an immediate response.

Rational or not, it is what it is and we need to deal with it.

A meme featuring Gene Wilder as Willy Wonka. He is wearing a purple velvet suit, a brown bow tie, and a brown hat, resting his head on his hand with a smug expression. The image has a green background with white text overlaid.

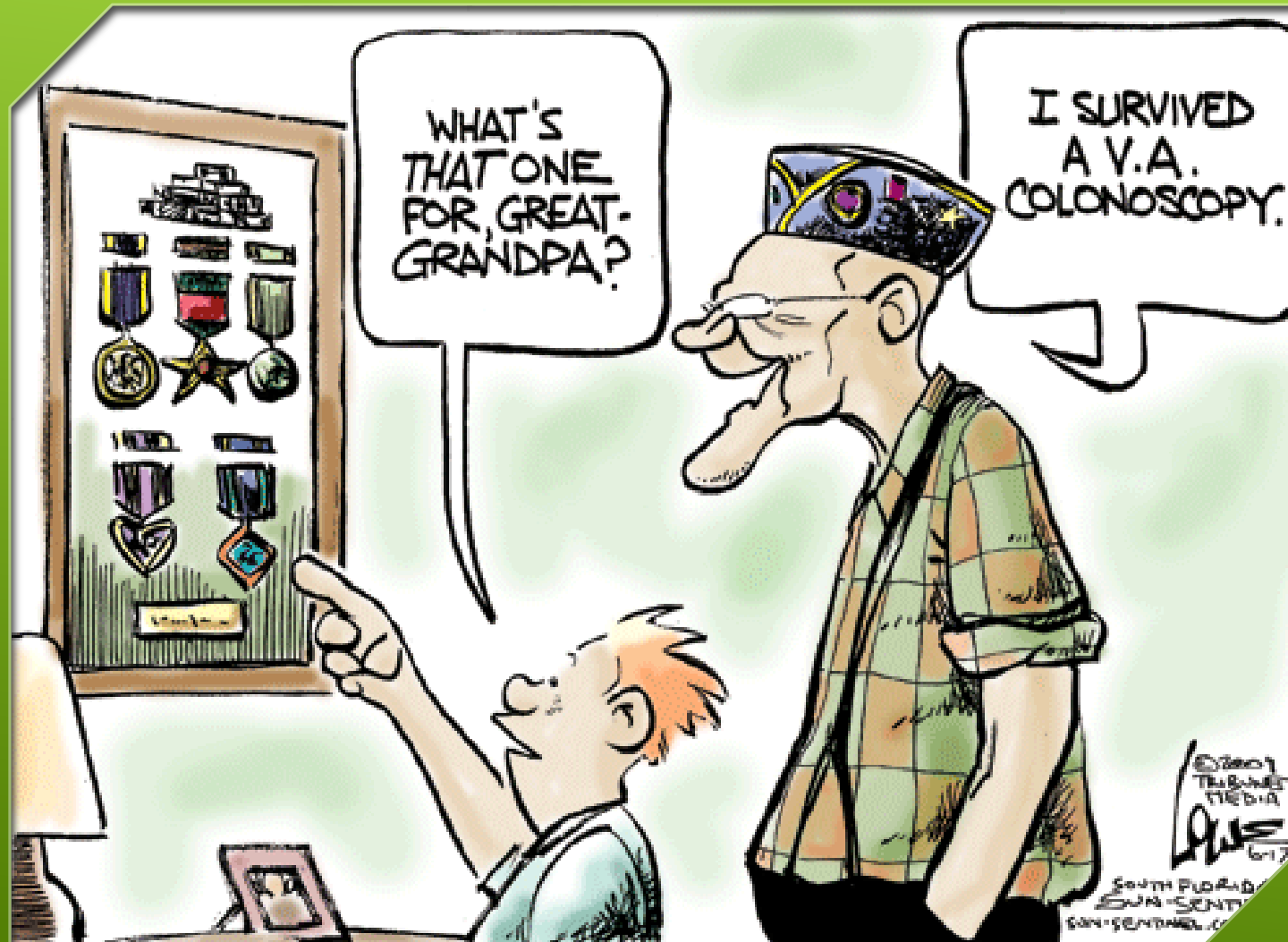
**OH, YOU'RE HAVING A  
COLONOSCOPY TOMORROW?**

**PLEASE WRITE A DETAILED BLOG  
ALL ABOUT YOUR EXPERIENCE.**

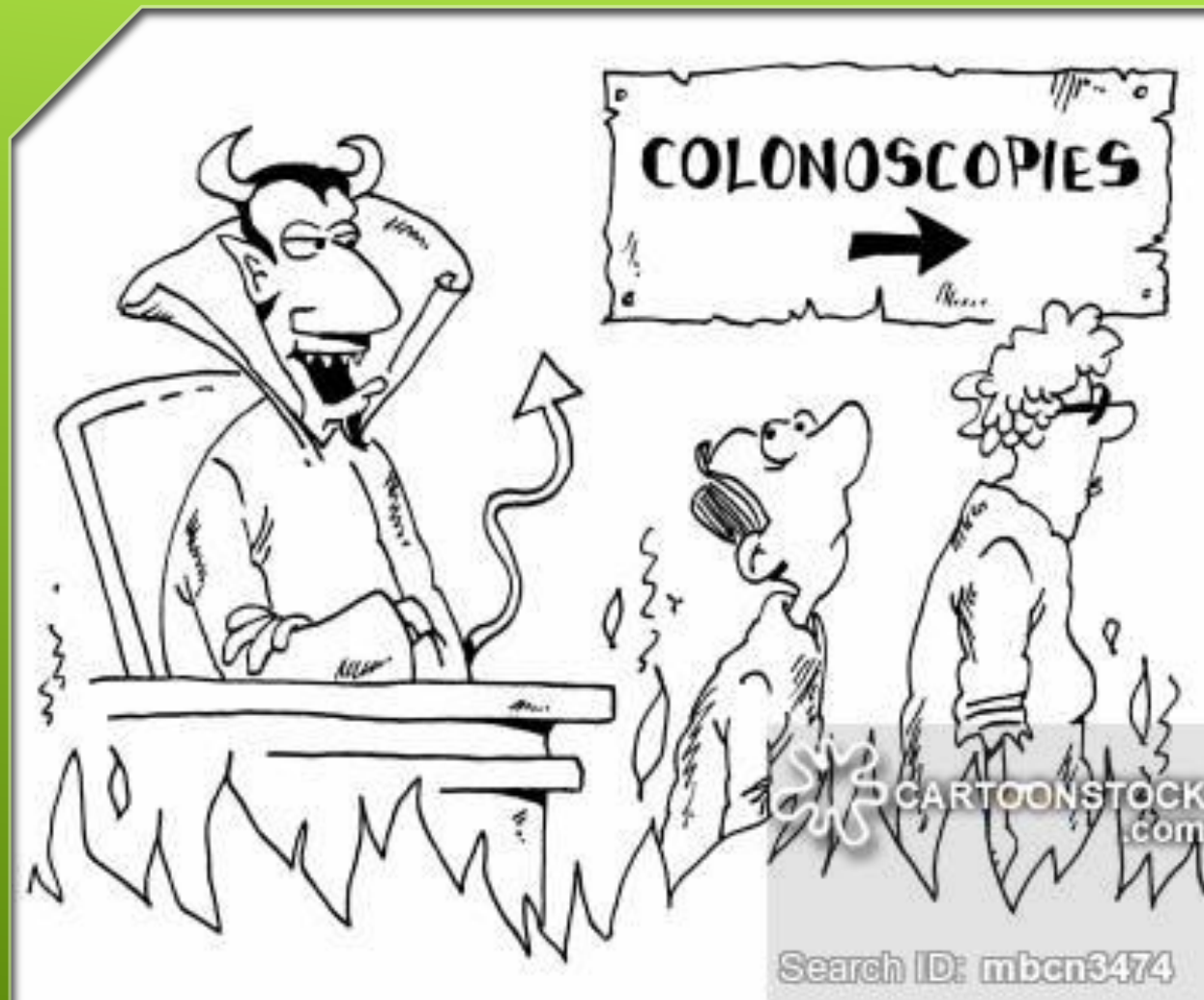
## PATIENT RESISTANCE

**Patients hear from: Family,  
Friends, Internet and others.**

# PATIENT RESISTANCE – WHAT THEY HEARD

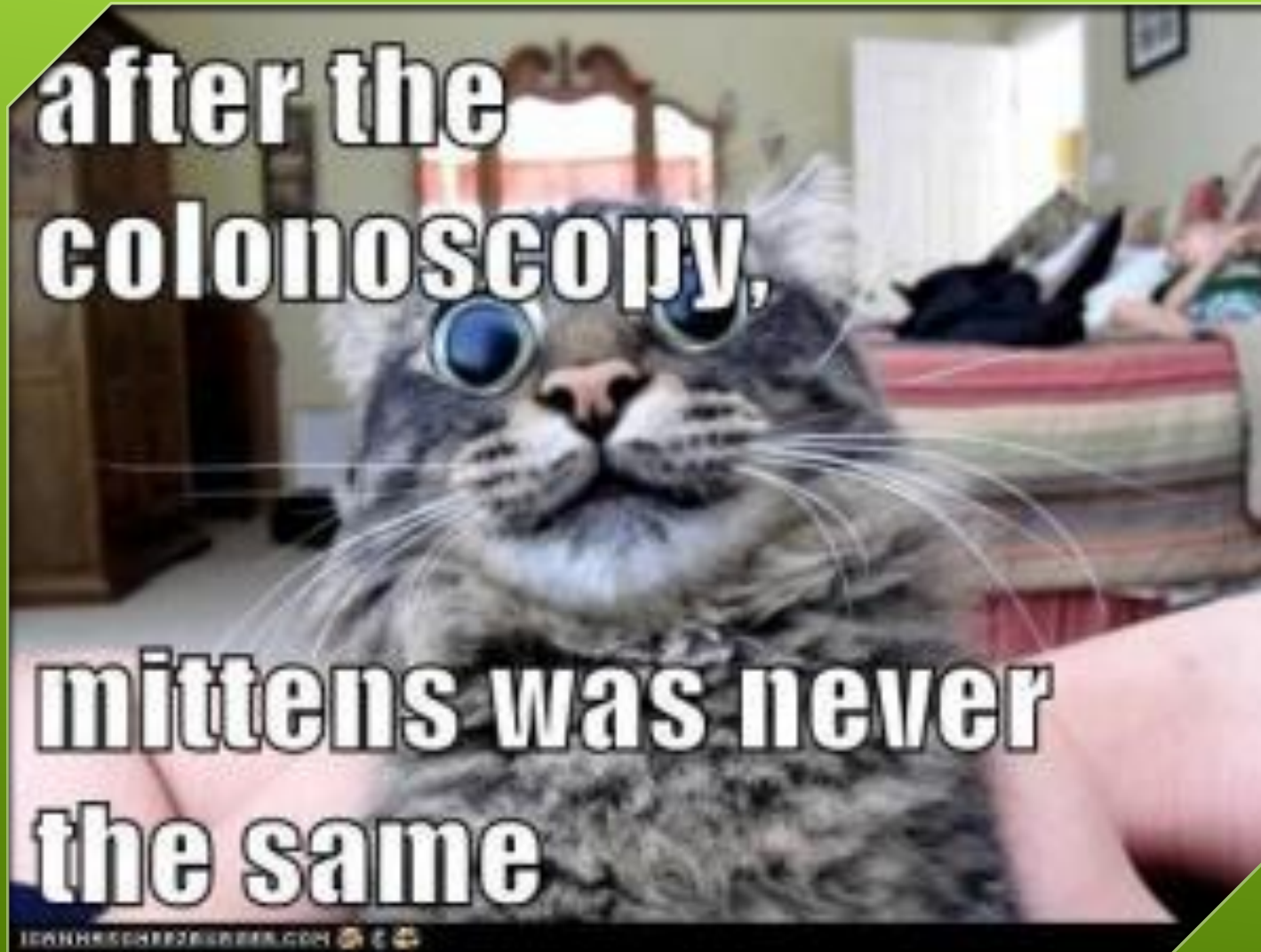


# PATIENT RESISTANCE – COMMON FEARS – THE PREP



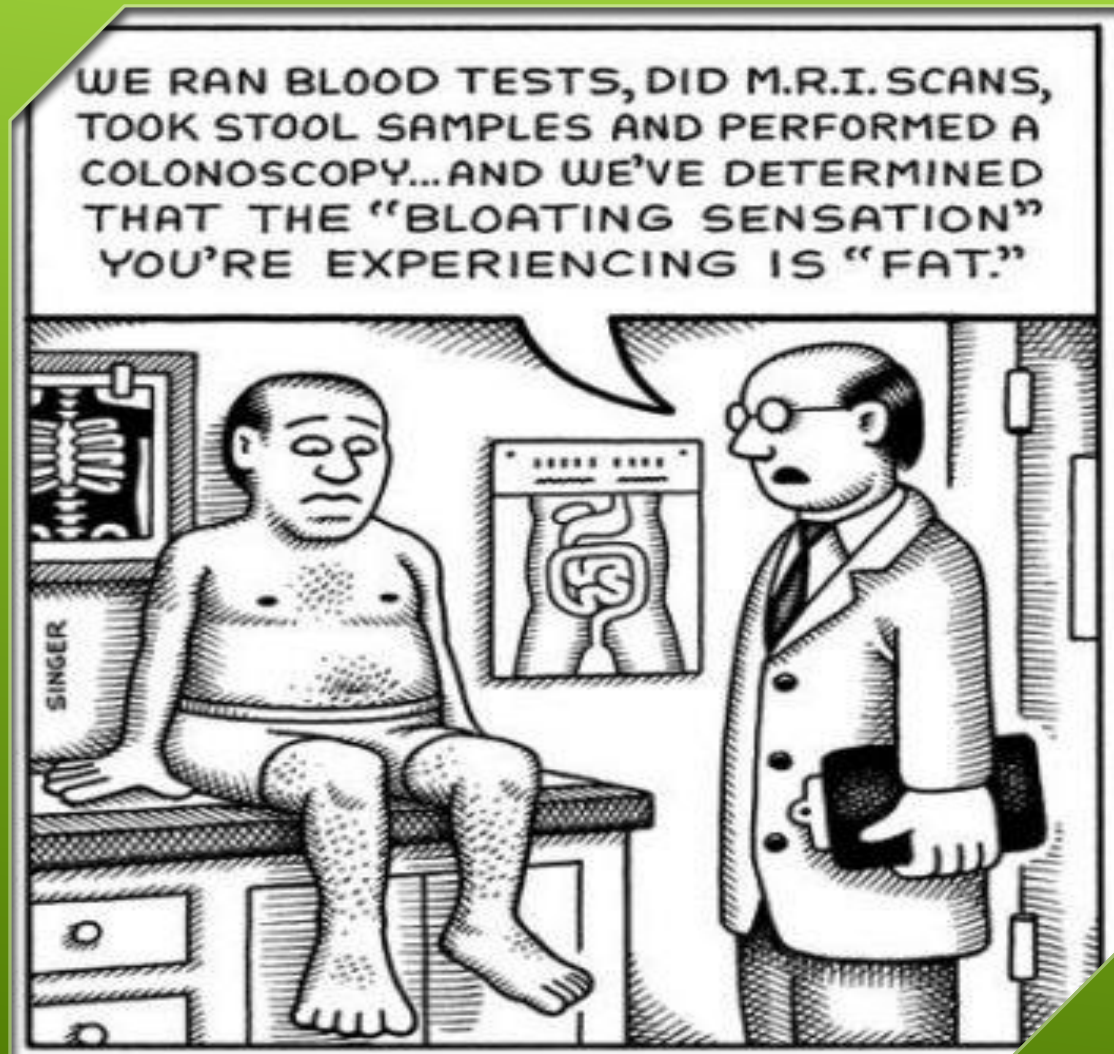
"The colonoscopy isn't your eternal punishment...the prep is."

## PATIENT RESISTANCE – COMMON FEARS





# PATIENT RESISTANCE – UNKNOWN FEARS



YOU'VE ONLY GOT A FEW DAYS LEFT TO USE UP YOUR HEALTHCARE BENEFITS FOR THE YEAR. I'M GOING TO CALL TO SEE IF I CAN GET YOU IN FOR A COLONOSCOPY.

AND I'M GOING OUTSIDE TO SEE IF I CAN CUT OUR PHONE LINE.



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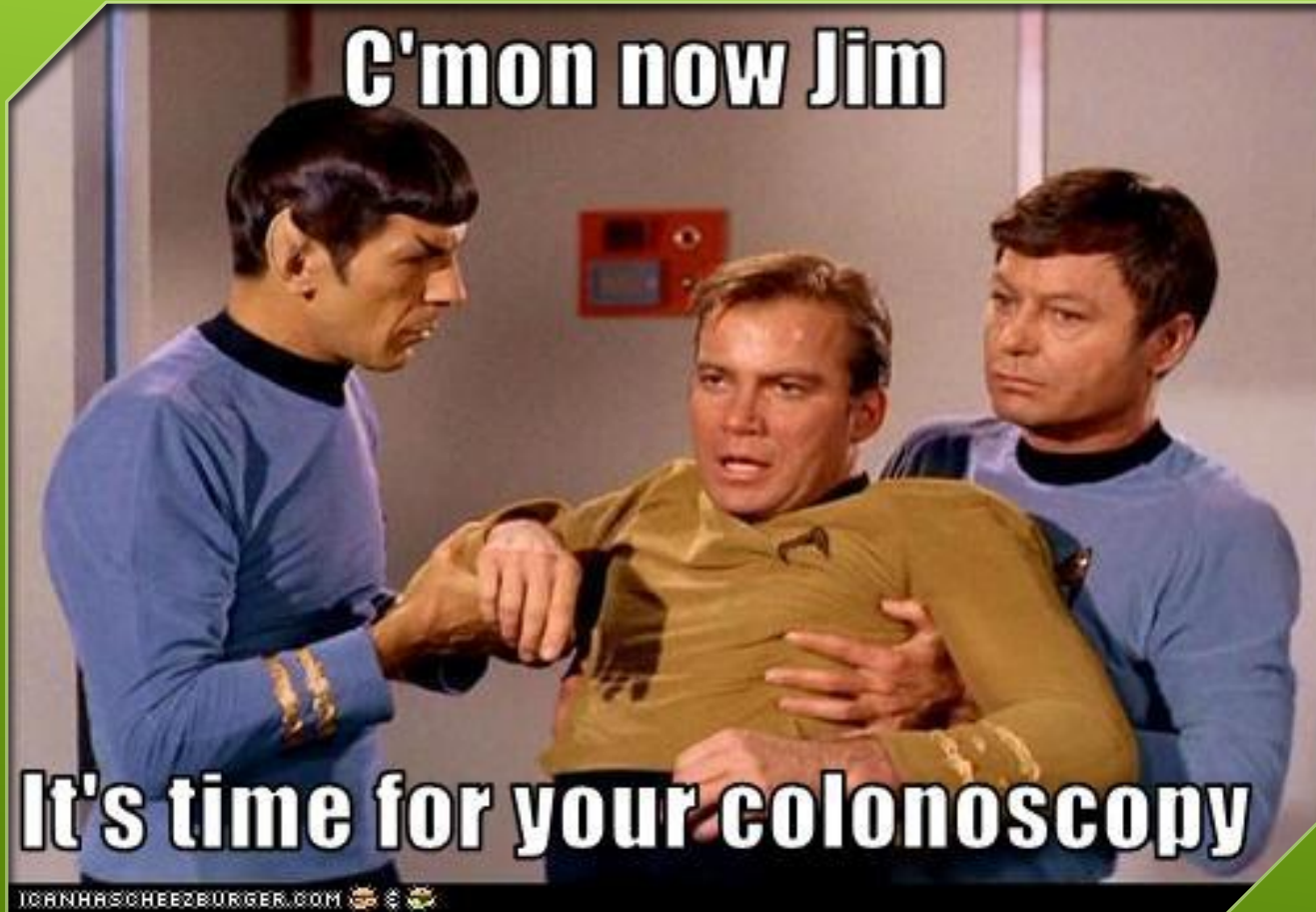
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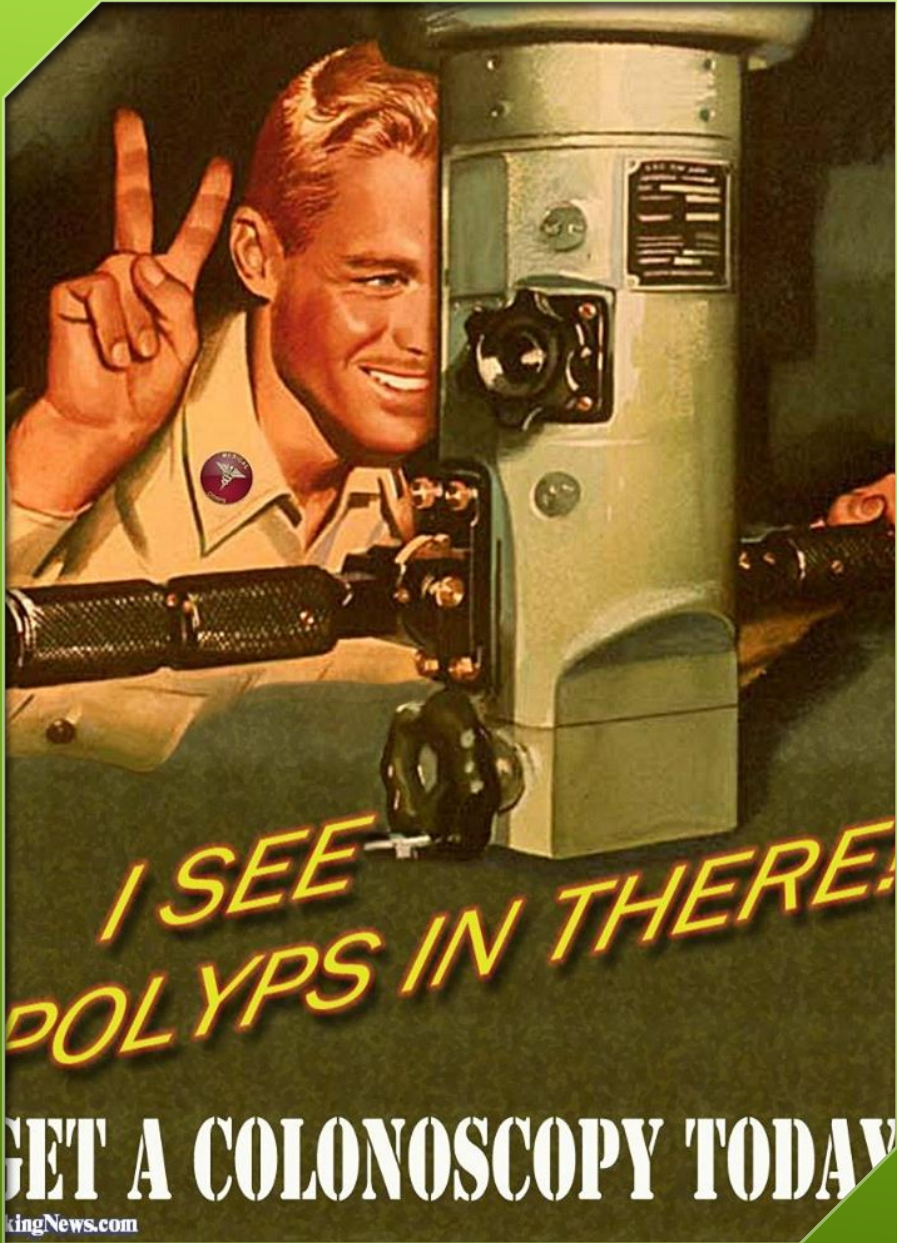
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# PATIENT RESISTANCE

## Procrastination Phase.

# EVER FEEL LIKE DR. MCCOY?



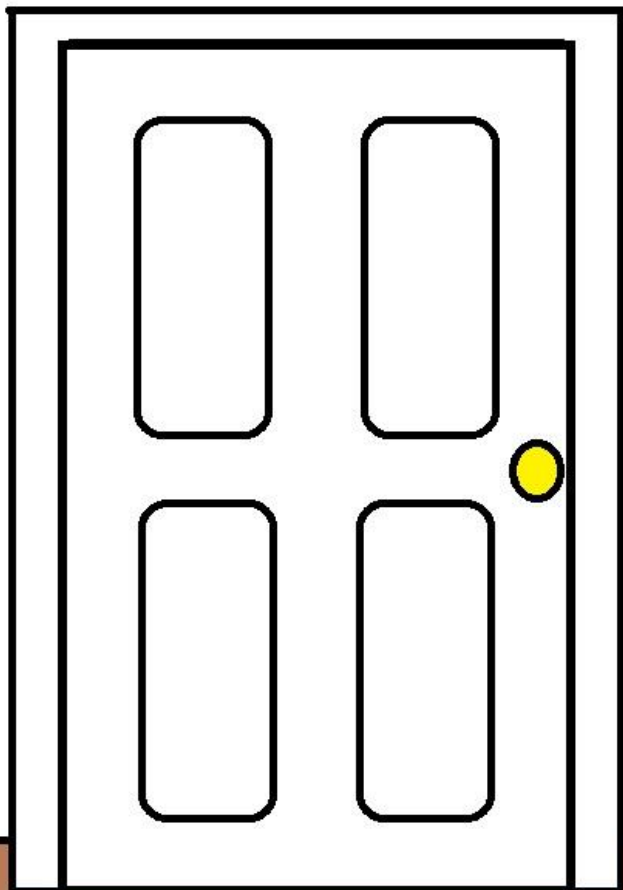


## TAKE THE TIME TO EXPLAIN

Live in the moment with the other human being in the room.

# PATIENT EDUCATION CAN SAVE LIVES

33 MINUTES LATER....



*I WAS  
SO  
WRONG*

FEEL GOOD AND BE HAPPY FOR YOUR PATIENT

Be in the moment

