

PACO helps with early cancer identification through pro-active screening

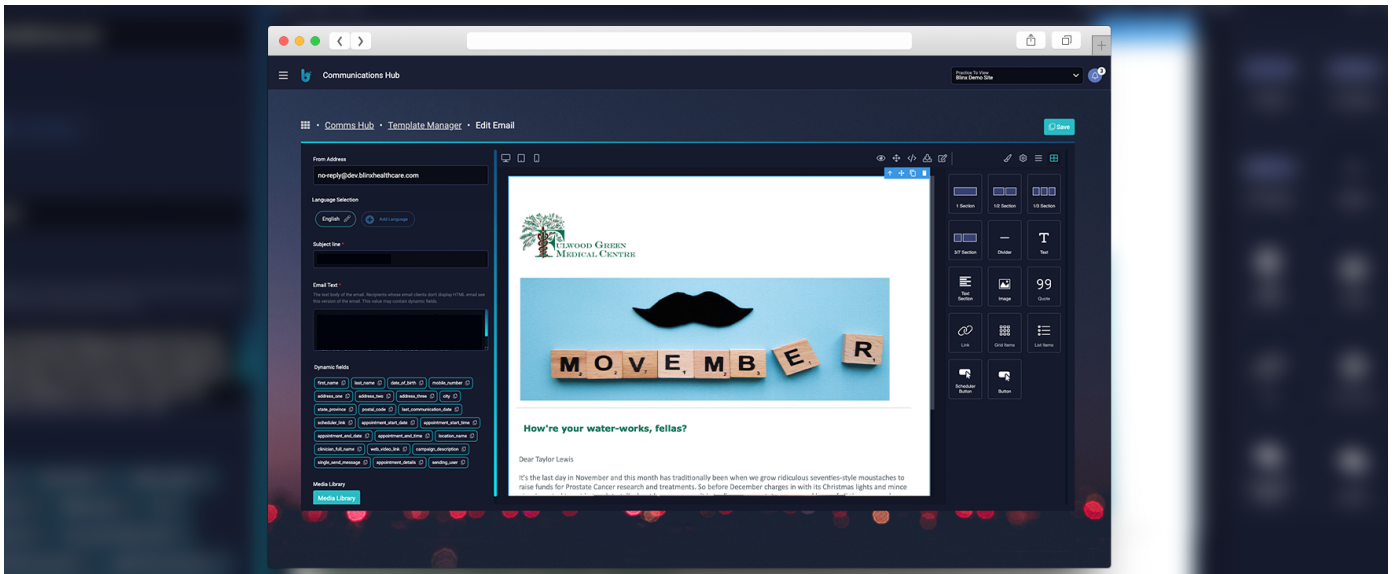


What Good Looks Like: Empower Citizens

Client:



Fuller Stocktake Report Impact: Reduce admin time within appointments through patient record access & ensuing right clinical resources



THE CHALLENGE

Prostate cancer is a serious health concern that affects many men, and its impact can be devastating if not detected and treated early. Despite the easy and quick initial check and diagnosis process, there has never been an evidence-based screening programme, leaving many men at risk of undetected cancer.

There are several reasons why some men may avoid getting their prostates checked, including fear, lack of awareness, cultural barriers, and competing priorities. However, men need to understand that regular prostate exams are a critical aspect of preventive healthcare and that early detection of prostate cancer can improve outcomes and increase the chances of successful treatment. By addressing these factors and promoting the importance of regular prostate exams, we can help men take control of their health and reduce the impact of prostate cancer on their lives.

HOW PACO CAN HELP

PACO is a powerful tool that increases the number of men who receive regular prostate screenings. Healthcare providers can easily identify and invite men who may be at risk of prostate cancer to book appointments at their convenience, reducing the barrier of time constraints.

Additionally, doctors can upload video messages to raise awareness and reduce stigma, leading to earlier detection and treatment of prostate cancer, improving outcomes, and saving lives.

Blinxhealthcare.com

contact@blinxsolutions.com

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WHAT WE DID

Our doctors in Fulwood issued a tailored email campaign to men between 40 and 70 with no previous diagnoses of prostate conditions. The message was written in a light-hearted but impactful manner to grab their attention and address their concerns. The email campaign aimed to catch prostate cancer early by highlighting the key barrier of reluctance to have a prostate exam and stressing the life-saving potential of the short-term discomfort. The campaign encouraged men to book appointments for a prostate exam, urine check, and blood test to detect prostate cancer and catch it early for treatment, helping men live their best lives.


IMPACT

Our email campaign targeting men over 40 in Fulwood had a powerful impact in encouraging men to prioritize their prostate health. By addressing the stigma and fear around prostate exams in a relatable and approachable way, we successfully motivated a group of men from the practice who were struggling with troublesome waterworks symptoms to take action and book appointments for screenings.

To date:


742
emails sent


454
opened


26
appointments
booked


17
men seen


2
suspected
cancer referrals



Patient Experience:

- The email campaign **successfully addressed the stigma and fear around prostate exams**, making it easier and more approachable for men to prioritize their prostate health.



Clinical Access:

- By **motivating men to book appointments for prostate screenings**, the email campaign increased clinical access to important preventive healthcare services.



Clinical Safety:

- The **early detection of potential health issues** in some of the men who received screenings through the campaign demonstrated the clinical safety benefits of regular prostate exams.



Operational efficiency:

- By potentially **reducing the need for costly and time-consuming treatment** for advanced cases of prostate cancer, the email campaign had a **positive impact on operational efficiency**.