Return on Investment

At the present time, the Screening Colonoscopy Program (SCP) has no way to assess a return on investment in dollars. Education is looked at as “the cost of doing business”, and is not a billable service. The potential to save a life (which is priceless) cannot be correlated to a dollar amount.

It can be reported that 105 people have been educated about colorectal cancer screening and prevention in a health fair setting; seven screening colonoscopies have been provided for uninsured individuals (six African American and one Caucasian); twelve referrals have been made to a clinic that cares for uninsured patients; and eight people have been referred to the GI Clinic for a diagnostic colonoscopy.

One pre-cancerous lesion was identified and removed therefore the screening colonoscopy potentially saved this patient from a future cancer diagnosis. Not only has the patients’ future healthcare been impacted (he will need a colonoscopy in three years) he has been able to educate his siblings and children about the importance of getting a screening colonoscopy from a personal rather than a clinical perspective.

The eight referrals to the GI Clinic, kept these individuals out of the ED and provided assessment, diagnostic testing and treatment in the outpatient setting where the cost of healthcare is much less than in the ED or an inpatient hospitalization.

Given the fact that all the SCP patients have been uninsured, provides compelling evidence to state that patient focused outpatient healthcare has spared the “healthcare system” the high cost of diagnosing and treating a patient in the inpatient setting. We know that one less patient will be given a cancer diagnosis and will not have to endure additional testing/procedures, surgery with inpatient care, staging studies and chemotherapy which ultimately decreases the strain on limited healthcare resources.