List of medical clinics within Winnipeg

Computer generated Randomization

Cold calls to medical clinics to determine practicing family physicians and alert to study and recruitment letter

Recruitment letter delivery

Meetings with interested family physicians to provide study details and to confirm participation/collaboration

Computer generated restricted randomization of clusters of experimental groups (control or intervention)

Medical clinic/family physician set up and study initiation

Control Group

Standard clinical practice for CRC screening with the FOBT
(n = 30-35 patients enrolled/family physician)

Regular communication and site visits by study coordinator

Patient FOBT Completion List provided to medical clinic four months post-FOBT requisition

Documentation of those patients completing their FOBT within four months

Analysis of Fecal Occult Blood Test screening rates

Intervention Group

Standard clinical practice for CRC screening with the FOBT PLUS patient decision aid/fridge magnet
(n = 30-35 patients enrolled/family physician)