

Join a Network of over 40 Primary Care Practices

COMMITTED TO REDUCING RURAL CANCER DEATHS IN MICHIGAN

WHO WE ARE

A team of family medicine researchers and national leaders in cancer screening and prevention, based at the University of Michigan, Ann Arbor, Department of Family Medicine.

Sherri Sheinfeld Gorin, PhD
Masahito Jimbo, MD

WHY SHOULD I PARTICIPATE?

As a rural primary care physician and leader in your local practice, you can join our research network.

WEBSITE

<http://bit.ly/pcrsp>



Improve the **delivery of prevention services** that were devastated during the **pandemic**



Increase **screening**



Reduce **cancer rate** at a population level

HERE'S THE ISSUE

Colorectal cancer is the third leading cause of cancer deaths in Michigan. Cervical cancer death is largely preventable through HPV vaccination, early screening, and treatment. Tobacco use is one of the leading causes of death in the United States.

Our research seeks to understand and address the barriers that rural communities face in cancer screening and prevention.

BENEFITS INCLUDE IMPROVED:

- Clinic workflow
- Relationships with patients by better understanding shared decision making
- Cancer screening rates
- Healthcare Effectiveness Data and Information Set* (HEDIS®) quality measures for cancer screening



Become a part of the Primary Care Rural Screening Project (PCRSP)

