



PAD CASE STUDY

Minority recruitment PAD screening case study

THE CHALLENGE

Life Line Screening (LLS) was hired to help raise awareness of Peripheral Artery Disease (PAD) among the underserved minority population in the Dallas metropolitan area. To facilitate this, free screenings for PAD were offered on select days at churches in the community.

The fundamental challenge was finding a recruitment solution outside of direct to consumer marketing such as direct mail, email, Facebook, and newspaper inserts to identify and communicate with the group most in need of screening for PAD.

Targeted participants for the screenings were minority residents age 49 years or older, low income, and/or a smoker along with one or more comorbidities of diabetes, chronic kidney disease, high blood pressure or high cholesterol.

OUR SOLUTION

LLS used a grass roots approach, tapping into the very strong affinity between minority populations and their churches. In addition to the at no cost PAD screening for congregants, churches received donations for efforts to recruit participation in the screening events. Host sites and the surrounding churches used a combination of LLS marketing tools, congregation announcements, and word of mouth to drive participants to call and preregister for the screenings. During pre-registration, LLS conducted a consultative phone screening to ensure that participants met the population target.

LLS conducted the PAD screenings on 129 total participants at two events. PAD screening consists of a noninvasive ultrasound measurement of the systolic blood pressure in the limbs. Then a simple calculation (called the ankle-brachial index) indicated the participants' risk for PAD. LLS physicians reviewed all screening results, which were then mailed to each participant's home. Participants were encouraged to share their results with their physician; the sponsor supplied a list of providers in the area for those participants who do not have a primary care physician.

RESULTS

Of the 129 participants, LLS found evidence of Peripheral Artery Disease in 20 (15.5%) and abnormal wound examination in 14 (10%). The high rate of abnormal screening results is attributable to LLS unique ability to identify, reach and engage those who needed this screening.

Life Line Screening Participant Cohorts	Minority PAD Screening Metric	2018 Traditional Screening Metric
Number Screened	129	350k
Abnormal PAD	15.5%	8.9%
Average Age	61.5	66.9
Gender Share	70% F, 30% M	61% F, 39% M
Hispanic	53%	4%
African American	29%	7%
All Other	18%	89%
BMI > 30	52%	30%
Diabetic	39%	14%
High Cholesterol	56%	48%