

Decision Stages and Corresponding Physician Message	
Decision Stage	Physician Message
1. Never heard of CRC screening	1. Provide basic information about risk of CRC and benefits of screening.
2. Heard of, but not considering CRC screening	2. Remind patient about risk and benefit of CRC screening. Discuss screening options.
3. Heard of and considering CRC screening	3. Assist patient to select a screening option. Help identify barriers and possible solutions.
4. Heard of and decided to do CRC screening	4. Discuss logistics. Answer questions.
0. Decided against CRC screening	0. Probe for reasons and address them.