



# Colorectal Cancer Screening Awareness Training

Dr. Scott Kammer, AVP & Senior Medical Director

Tara Nguyen, Quality Improvement Specialist

# Colorectal Cancer Awareness Month

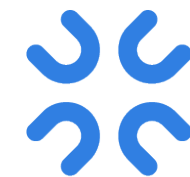


- Colorectal cancer starts in the colon or rectum, which are parts of the digestive system.
- According to the World Health Organization, colorectal cancer is the 3<sup>rd</sup> most common cancer worldwide and the 2<sup>nd</sup> leading cause of cancer-related deaths globally.
- Risk of colorectal cancer increases with age.
- Unlike most cancers, colorectal cancer is often preventable with screening and highly treatable when detected early.

MARCH IS  
**COLORECTAL  
CANCER**  
AWARENESS MONTH

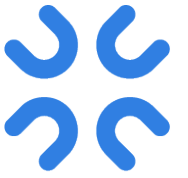


# Current Screening Guidelines



- The colon cancer screening age has recently changed, due to the increase in diagnoses among younger people.
- The **United States Preventive Services Task Force (USPSTF)** recommends that all people at **average risk** begin colon and rectal cancer screening **at age 45**.
- People at higher risk may need to be screened earlier. Please help these members connect with their doctor to ask about screening options.

# Screening Options



- Although colonoscopy is the gold standard, there are several ways to screen for colorectal cancer.
- The type of screening test that is right for our members depends on **their age, personal health history, and family history**.
- Please help members schedule time with their provider to help choose the best method for that member.

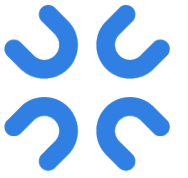
| Test   | Frequency      | Benefits  |
|--|----------------|---|
| Fecal immunochemical test (FIT)              | Every year     | No direct risk to the colon<br>No bowel prep<br>No pre-test diet or medication changes needed<br>Sampling done at home<br>Inexpensive |
| Guaiac-based fecal occult blood test (gFOBT) | Every year     | No direct risk to the colon<br>No bowel prep<br>Sampling done at home<br>Inexpensive  |
| Stool DNA test                               | Every 3 years  | No direct risk to the colon<br>No bowel prep<br>No pre-test diet or medication changes needed<br>Sampling done at home                |
| CT colonography (virtual colonoscopy)        | Every 5 years  | Fairly quick and safe<br>Can usually see the entire colon<br>No sedation needed   |
| Sigmoidoscopy                                | Every 5 years  | Fairly quick and safe<br>Sedation usually not used  |
| Colonoscopy                                  | Every 10 years | Can usually look at the entire colon<br>Can biopsy and remove polyps<br>Can help find some other diseases                             |



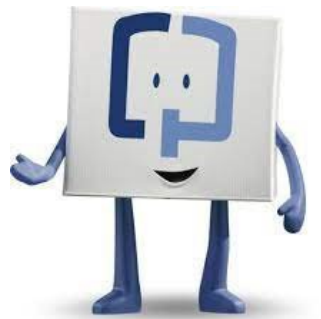
# Exact Science's Cologuard

UCare Collaboration

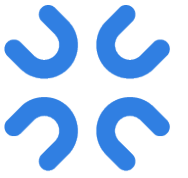
# Cologuard



- Exact Sciences is the exclusive vendor of Cologuard
- Cologuard utilizes advanced technologies and DNA markers to detect 92% of colon cancers
- Non-invasive in-home screening kit shipped directly to a member's front door
- UPS pick up of completed Cologuard can be arranged
- For positive results, a medical professional outreaches to discuss next steps
- For those with positive Cologuard results, a colonoscopy is recommended
- Negative results are valid for 3 years



# Exact Sciences



**Partnership Launched:** October 2023

**2025 Campaign Launch:** April

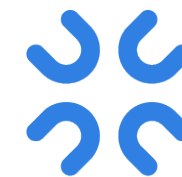
**Target membership:** Members with gap in care according to HEDIS measure specifications and of average risk for colorectal cancer

**Programs:** Opt-Out

**Products:** All (Medicare, Medicaid, Commercial/Exchange)

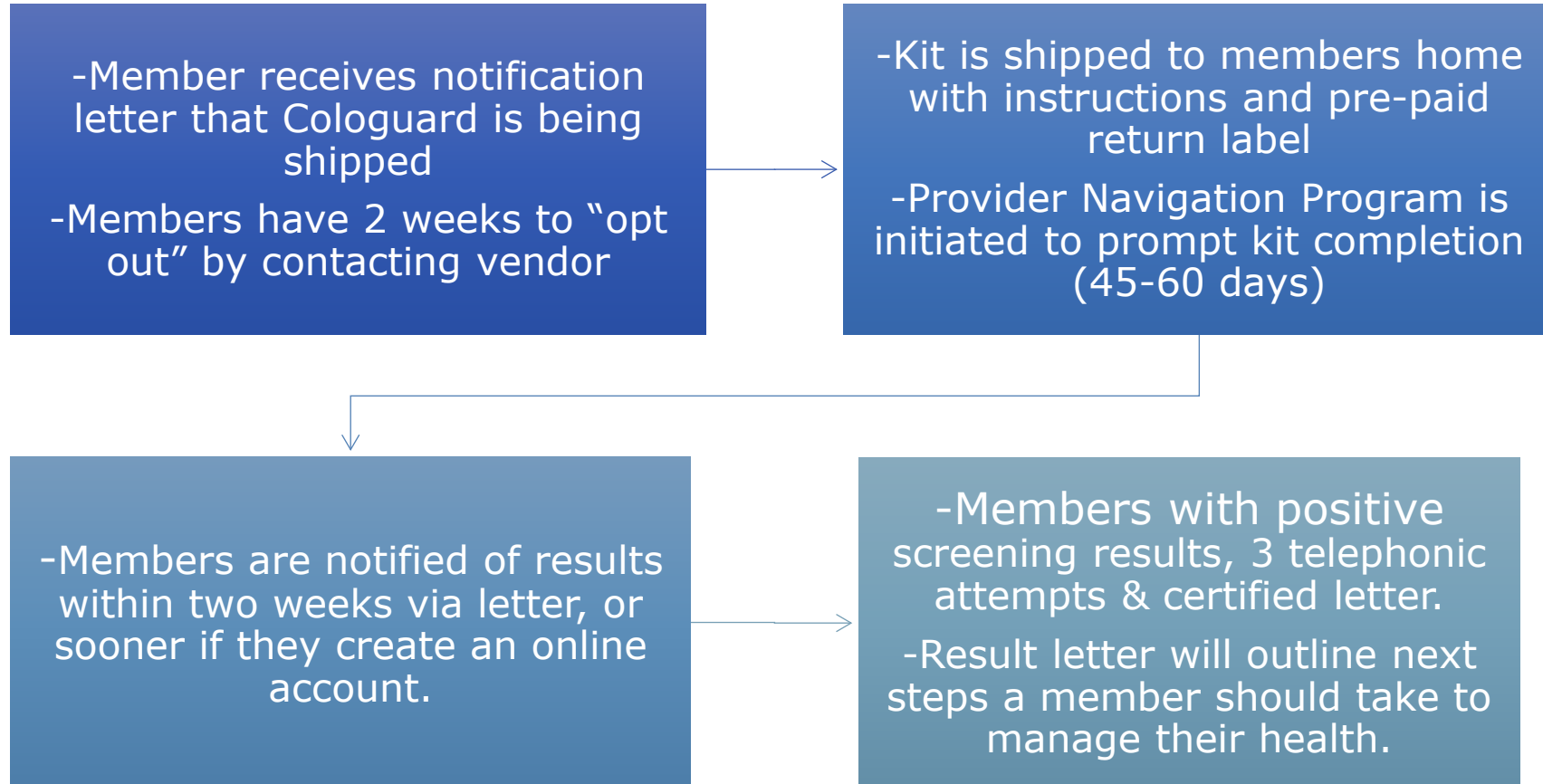
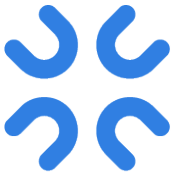
**Opt-Out Program:** Eligible members are notified of their gap in care and that Cologuard will be mailed to them. There is a two-week window to allow members to opt-out of receiving the screening kit.

# Eligibility

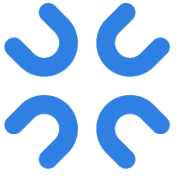


- ❖ Eligibility is based on claims and diagnostic criteria
- ❖ Refined diagnostic criteria is applied to remove high risk members:
  - ❖ Colon Polyps
  - ❖ Colon Cancer
  - ❖ Inflammatory bowel disease such as ulcerative colitis or Crohn disease
  - ❖ A genetic condition in you or a relative that makes you more at risk for colon cancer (like Lynch syndrome, Juvenile polyposis syndrome, Peutz-Jeghers syndrome)
  - ❖ A family member with colon cancer
  - ❖ An abnormal prior colonoscopy which might require a follow-up colonoscopy
  - ❖ Any other condition that you have been told puts you at greater risk for colon cancer
- ❖ For those members considered to be high risk, **UCare's Health Improvement Team** helps support outreach and assure moderate to instance with next steps for screening.
- ❖ If there is any doubt regarding the appropriateness of using Cologuard, UCare recommends members to speak with their providers.

# Exact Sciences Opt-Out Program



# Member Incentives and Resources



## **\$50 Health Benefits+Visa Card**

\* All lines of business eligible for reward

- Colonoscopy
- Sigmoidoscopy
- CT Colonography

## **\$25 Health Benefits+Visa Card**

\*Connect Plus and MSHO eligible for reward

- Cologuard (New)

**For questions related to eligibility and kit ordering please contact Health Improvement Team :** Jennifer Deniz at [jdeniz@ucare.org](mailto:jdeniz@ucare.org) (cc: Mai Xiong at [mxiong6@ucare.org](mailto:mxiong6@ucare.org))

**For questions regarding Cologuard kit itself contact Exact Sciences Customer Care Line:**  
1-844-340-1594 (24hrs/7days a week)  
[WWW.Cologuard.com/why](http://WWW.Cologuard.com/why)



# Summary

- Overall goal is to increase access to screening and reduce barriers for members
- Cologuard is voluntary and not required
- No out-of-pocket cost for members
- All lines of business are eligible
- If there is any doubt as to the appropriateness of screening via Cologuard the recommendation is to always speak to their health care provider
- Please assist members in scheduling or ordering screening if needed.
- Reach out to Jennifer Deniz at [jdeniz@ucare.org](mailto:jdeniz@ucare.org) (cc: Mai Xiong at [mxiong6@ucare.org](mailto:mxiong6@ucare.org)) for ordering Cologuard.



# Questions??