



2019 In-home Colorectal Cancer Screening Testing Quality Improvement Initiative

In July 2019, Blue Cross and Blue Shield of Texas (BCBSTX) continued a colorectal cancer screening initiative launched initially in 2017. Our goal was to increase colorectal cancer screening by providing access to a test that may be completed in the comfort of the member's home. Select Blue Advantage and Blue Advantage Plus (BCBSTX HMO Consumer Solutions) members identified with a gap in care for colorectal cancer screening, received an introductory letter notifying them of the program and how to opt out if they did not want to participate. The communications were provided in both English and Spanish with easy-to-understand information about colorectal cancer screening. Spanish translation addressed the potential language barrier as a social determinant of health. For those members that did not opt out, a Fecal Immunochemical Test (FIT) in-home test kit was mailed to them with instructions on how to use the kit and return to the vendor.

BCBSTX worked with an independent company that provides kit distribution and laboratory testing. The vendor processed the FIT kit samples and mailed results to the members and the Primary Care Providers (PCP) identified by the member.

| Program Name | Total Number of FIT Kits Shipped | | Number of FIT Kits Returned | | Response Rate | |
|-------------------------|----------------------------------|-------|-----------------------------|-------|---------------|-------|
| | 2018 | 2019 | 2018 | 2019 | 2018 | 2019 |
| FIT Kit In-home Testing | 9,285 | 7,351 | 1,706 | 1,789 | 18.6% | 24.3% |

| Colorectal Cancer Screening QRS Rate | Report Year 2018 | Report Year 2019 | Report Year 2020 |
|---|------------------|------------------|------------------|
| Goal Quality Compass (QC) 50th percentile | 2017 60.07% | 2018 61.07% | 2019 62.31% |
| BCBSTX HMO Consumer Solutions | 45.01% | 48.18% | 50.36% |

The program ended on 12/31/19 with an 24.3% response rate. The Colorectal Cancer Screening Quality Rating System (QRS) rate is showing a steady improvement since the initiative started in 2017 but still below the Quality Compass National benchmark.

Further analysis includes:

- Multiple social determinants of health were addressed in this program such as access to services, language and financial barriers
- More male members participated as shown by the 26% participation rate as compared to female participation rate of 24%.
- A total of 1,071 households had more than one member sampled with a 22.6% participation rate
- Members ages 60-64 have the highest return rate two years in row
- Participation rate for members who returned a FIT Kit in 2018 and received a Kit again in 2019 was 55.2%.
- Providing member success story who credited the FIT program with saving her life, increased participation



2019 In-home Colorectal Cancer Screening Testing Quality Improvement Initiative (cont.)

In January 2020, a member post-program evaluation survey revealed an overall positive rating for screening program, strong post screening follow-up, and convenience was the most mentioned reason to participate.

The 2020 Colorectal In-home Testing QI Initiative has begun. We are continuing to evaluate social determinants of health, targeting members living in the same household, and educating our members about their health care benefits.

We will begin shipping the FIT Kits midyear.

How You Can Help

- Discuss the importance of colorectal cancer screening and healthy lifestyle choices that will promote wellness.
- Should your patients call your office with questions, please encourage them to participate and complete the FIT kit as soon as possible.
- If you receive a FIT result from Home Access Health, please place it in the patient's medical record and discuss the results with your patient.

If you have any questions or if you need additional information, please contact your BCBSTX [Network Management Representative](#). Members can call Customer Service at the number listed on the back of their BCBSTX ID card.