

2018 In-home Colorectal Cancer Screening Testing Quality Improvement Initiative

In August 2018, 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 HMOSM and Blue Advantage PlusSM HMO (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 it to the vendor.

BCBSTX worked with an independent company that provides laboratory testing to distribute the Kits. The vendor processed the FIT samples and mailed results to both 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	
	2017	2018	2017	2018	2017	2018
FIT Kit In-home Testing	1,899	9,285	364	1,706	19.2%	18.6%

Colorectal Cancer Screening QRS Rate	Report Year 2017	Report Year 2018	Report Year 2019
Goal Quality Compass (QC) 50th percentile	2016 59.51%	2017 60.07%	2018 61.07%
BCBSTX HMO Consumer Solutions	37.50%	45.01%	48.18%

The program ended on 12/31/18 with an 18.6% 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
- Female members were more likely to participate as shown by a 20% participation rate as compared to a male participation rate of 16%.
- A total of 1,304 households had more than one member sampled with a 19.33% participation rate
- Members ages 60-64 had the highest return rate

The 2019 Colorectal In-home Testing Quality Improvement 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 earlier in the year to avoid major holidays.

How Can Providers Help?

- Discuss the importance of colorectal cancer screening and healthy lifestyle choices to 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 identification card.