

# BeneFIT

## A Health Plan-Initiated Mailed Fecal Testing CRC Screening Program

Virtual 2021 Oregon Colorectal Cancer (CRC)

Conference Session 3: Mailed FIT

Kelly E. Coates, MPH, PhD(c)

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# Overview of presentation

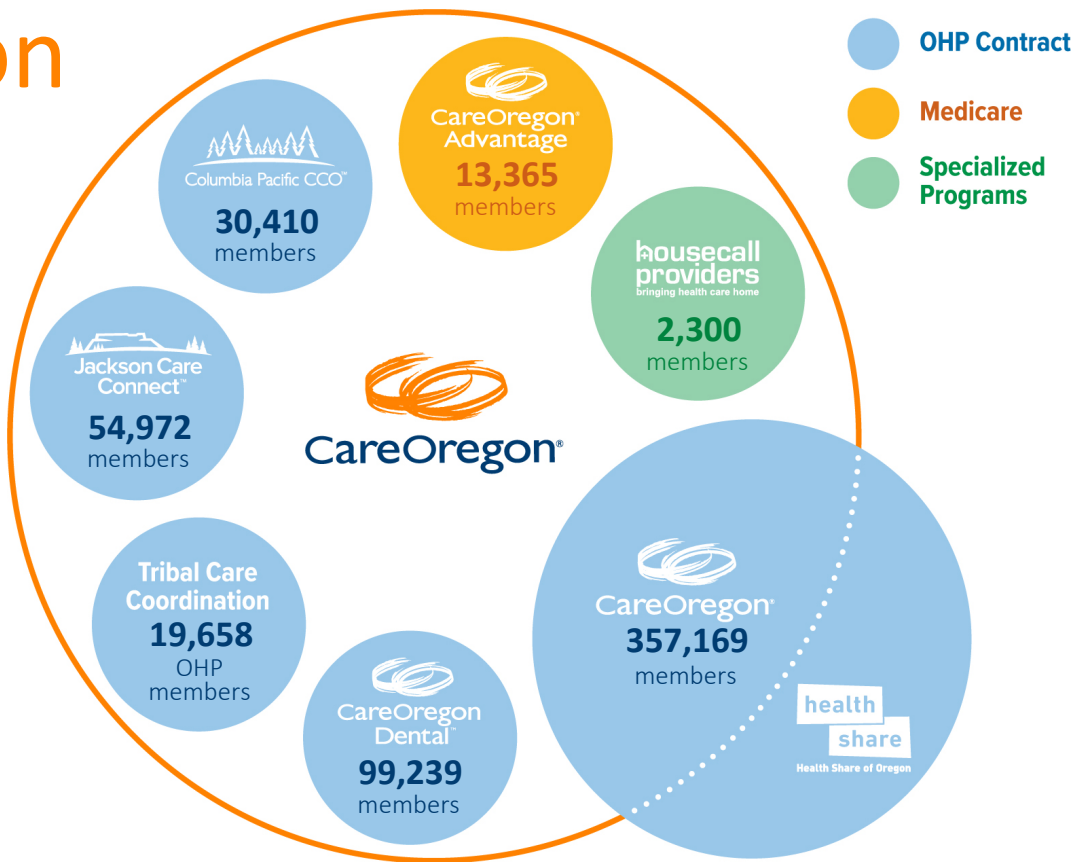
- The CareOregon family: Who we are and who we serve
- General BeneFIT overview: From eligibility lists to completed screenings
  - Program elements and activities
  - Clinic system role
  - Health plan role
  - Print vendor role
- Screening rates from 2016 to 2019
- Interventions to help with screening rates
- Plans for 2021 and beyond



# The CareOregon Family

For more than 25 years, CareOregon has offered health services and community benefit programs to Oregon Health Plan members. Today, we support the needs of 450,000 Oregonians through three coordinated care organizations, a Medicare Advantage plan, a Tribal Care Coordination program, a dental care organization, and in-home medical care with Housecall Providers. CareOregon members have access to integrated physical, dental and mental health care, and substance use treatment. We believe that good health requires more than clinics and hospitals, so we also connect members to housing, fresh food, education and transportation services. CareOregon is a mission-driven, community non-profit with offices in Portland, Medford and Seaside, Oregon.

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# General BeneFIT Overview

## From an eligibility list to a completed CRC screening

- Systematic approach for direct mailing of fecal immunochemical test (FIT) kits to CareOregon members within a clinic system
  - Strives to minimize overall clinic efforts with the lion's share of administrative work done by health plan staff
- Started in 2016 as a research partnership with University of Washington and Kaiser Center for Health Research
- Designed to work with existing in-clinic efforts and workflow



# Program elements and activities

## From an eligibility list to a completed CRC screening

- Shared responsibilities between CareOregon, clinic staff, and print vendor (PrintSync)
- Efforts for program are coordinated to fit with current clinic practices and workflow
- Use same FIT kit already used in current clinic screenings





## Clinic system role

- Explain current clinic system workflow to ensure BeneFIT efforts align with what's already being done
- Scrub initial list of members assigned to clinic system and eligible for CRC screening
  - Looking for prior screenings, patient engagement, etc.
- Review materials for proper logo and phone number
- May need to order kits depending on which kits are used
- Once kits go out, engage in various levels of patient follow-up to encourage kit return
- Follow-up with patients with results
  - Assist patients in follow-up if results are positive





## Health plan role

- Serve as primary point of contact between clinic system, print vendor, and kit supplier
- Pull list of members assigned to a given clinic system and eligible for CRC screening
- Create all materials to be clinic system-specific for mailings
- Coordinate timing for when different elements are mailed out
- Track all returned mail to ensure those individuals are not mailed a kit
- Track screening rates with periodic updates to the clinic system for other patient follow-up efforts
- Manage all billing for printing, production, and postage





## Print vendor role

- Compare intro letter mailing list to National Change of Address database
- Manage all production elements included in various mailings
  - Labeling vials, bags, etc with proper PHI
  - Cross-comparing lists against materials to ensure everything matches
- Stores FIT kits from lab vendor, as needed





# Screening rates

From 2016 to 2019

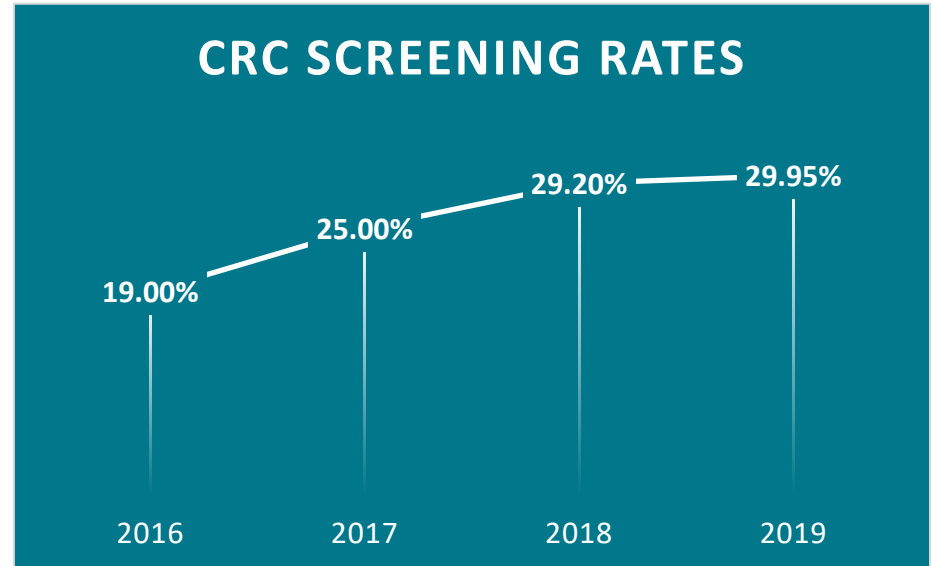
Mailed FIT kits (N)				Any CRC screening			
2016	2017	2018	2019	2016	2017	2018	2019
3763	4014	4893	5589	19.0%	25.0%	29.2%	29.95%
13 clinics	14 clinics	17 clinics	18 clinics				



# Screening rates

Consistently increased screening rates from year-to-year

<b>2016 to 2017</b>	<b>+6.0%</b>
<b>2017 to 2018</b>	<b>+4.2%</b>
<b>2018 to 2019</b>	<b>+0.75%</b>



# COVID-19 effects on BeneFIT

- No longer an OHA CCO metric beginning in 2020
  - Remains a Medicare Stars measure
- Planning for 2020 was ramping up as the pandemic became a priority
- CareOregon worked to be aware of clinic system burden regarding shifting priorities and emergent issues
  - Prioritized populations with stronger CRC screening regulatory expectations and clinics with a CareOregon Panel Coordinator to handle more of the in-clinic work



# Interventions to increase screening rates

- ✓ Scrubbing of lists
- ✓ Patient follow-up after kits are mailed
- ✓ Incentives for kit return
- ✓ Text reminders
- ✓ Social media outreach



# Plans for 2021 and beyond

- Back to clinic involvement similar to 2019
  - Continued focus on populations with stronger CRC screening regulatory expectations and clinics with a CareOregon Panel Coordinator
- \$50 gift card incentive for Medicare members
- Encouragement for quarterly mailings
  - Limits the burden of list scrubbing and kits coming back en masse
- Continued involvement across all lines of business





# Thank you

## Questions?

Kelly E. Coates

[coatesk@careoregon.org](mailto:coatesk@careoregon.org)