



FIT Kit Pilot

Regence InSure® FIT Colorectal Cancer Screening



Cambia Health Solutions



- Our regional health plans serve more than 2.2 million members in Oregon, Washington, Idaho and Utah
- We focus on providing high-quality, affordable care, facilitating better patient-doctor relationships and delivering award-winning customer service
- Two Cambia health plans serve members in the State of Washington: Regence Blue Shield in western WA and Asuris Northwest Health in eastern WA

FIT Kit Pilot - Goals

- Partner with the Washington State Department of Health
- Increase colon cancer screening awareness
- Measure acceptance of in-home testing programs
- Increase colon cancer screening rates



FIT Kit Pilot - Objectives

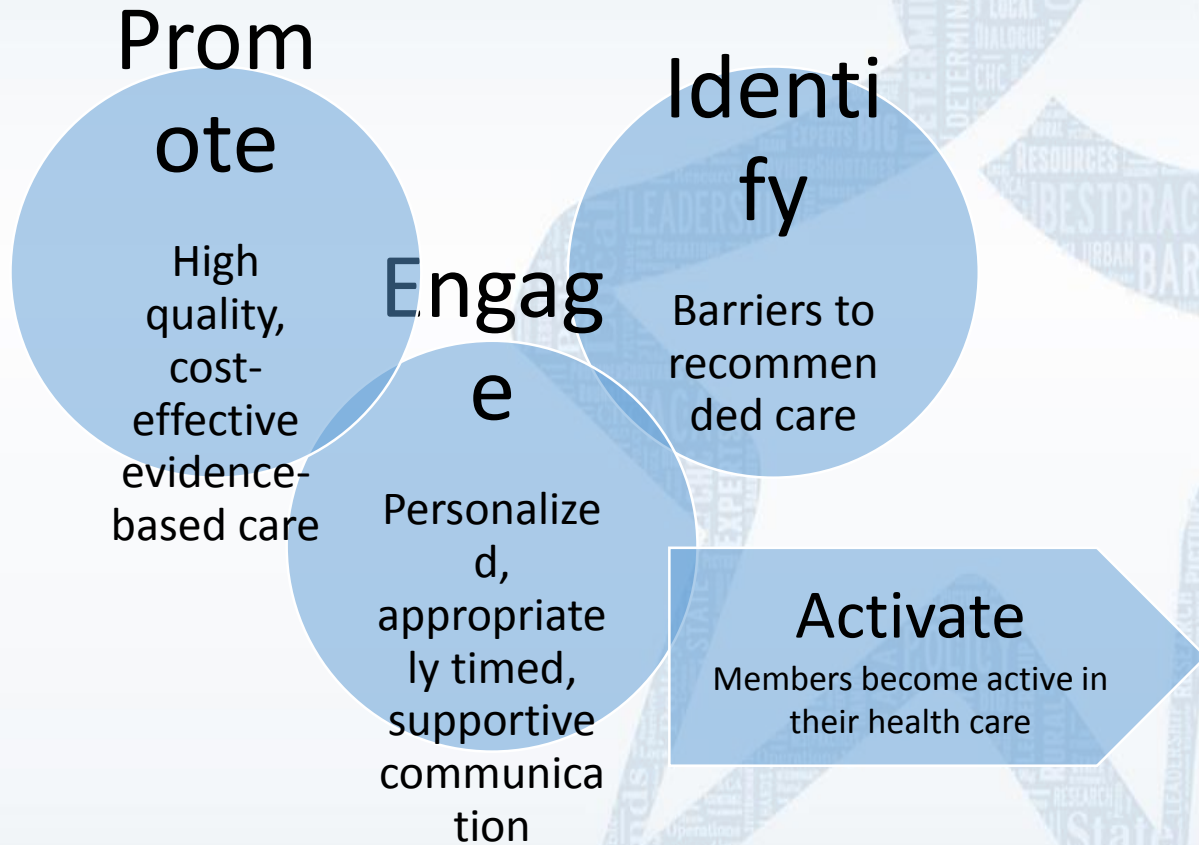


- Identify population
 - WA MedicareAdvantage member population and a small commercial ASO group were selected
- Select a vendor
 - Quest Diagnostics was selected. Quest mailed InSure® FIT kits, processed returned kits, mailed letters to non-responders and those with positive results and provided medical oversight
- Evaluate results
 - Clinical outcomes
 - MedicareAdvantage member vs. commercial member participation and program features
 - Health plan resources, oversight and management required

Member Engagement - FIT Kit Pilot



Employed
successful
member
engagement
model



Member Engagement - FIT Kit Pilot



- Evidence-based care¹
 - Preferred CRC Screening Strategy
 - Colonoscopy every 10 years beginning at age 50 (age 45 for African Americans)
 - OR -
 - CRC Detection Test
 - Annual Fecal Immunochemical Test (FIT) for blood

- Barriers to colonoscopy
 - Access
 - Lack of willingness to undergo colonoscopy
 - Prep
 - Time involved
 - Privacy
 - Fear

¹American College of Gastroenterology Guidelines

Member Engagement - FIT Kit Pilot



- Communicate
 - Target those who need screening
 - Follow-up with non-responders
 - Employ supportive messages
 - Educate
 - Eliminate barriers
 - Provide actionable insights

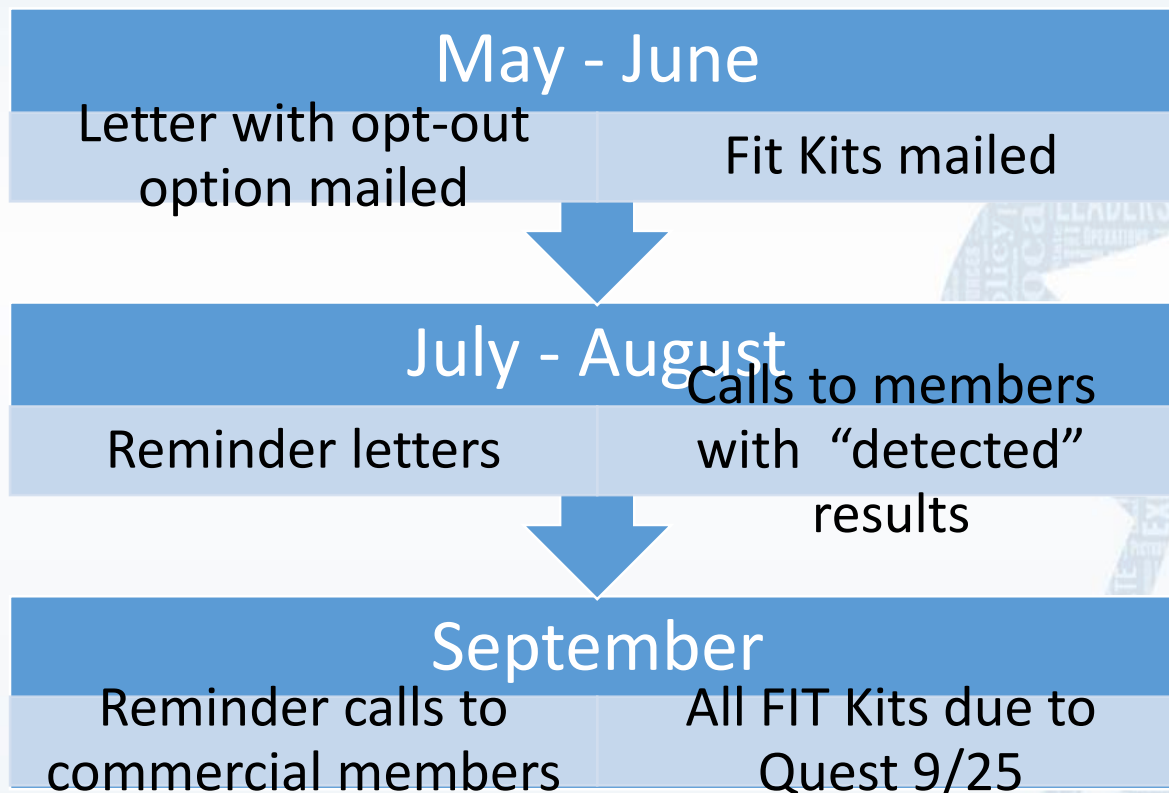
- Activate
 - Invite action
 - Provide opportunity for easy success
 - In-home screening reduces barriers

FIT Kit Pilot - Identification



- The HEDIS[®] Colorectal Cancer Screening specifications published by NCQA and imbedded in MedMeasures[™] software were used to identify members with “gaps in care” based on health plan claims data
- Members participating in a Disease Management program were excluded
- Members who opted-out were removed

FIT Kit Pilot - Timeline



InSure[®] FIT[™]
Fecal Immunochemical Test
Colorectal Cancer Screening
That's Easier to Live With

Simple and convenient collection with no fecal handling in the privacy of your own home.

- 
Receive InSure[®] FIT[™] from your physician
- 
Use one of the provided waste bags for the used toilet tissue
- 
Gently brush the surface of the stool from the first bowel movement for about 5 seconds
- 
Apply TOILET WATER SAMPLE from first stool to test card
- 
Repeat steps for second bowel movement
- 
Mail or return completed test card

FIT Kit Pilot - Results



| Population | Kits Mailed | Kits Tested | Participation | Positive Results |
|---------------------------|-------------|-------------|---------------|------------------|
| Regence MedicareAdvantage | 3725 | 896 | 24.1% | 32 / 3.6% |
| Asuris MedicareAdvantage | 204 | 35 | 17.2% | 3 / 8.6% |
| Commercial Group | 748 | 131 | 17.5% | 5 / 4.2% |

- Participation exceeded Quest's book of business experience (14%)

FIT Kit Pilot - Evaluation



Medicare Advantage Members

- Average age: 70
- Return rate: 23.7%
- Positive results: 3.8%
- Program features: Mailed reminders only, members and providers mailed results

Commercial Members

- Average age: 59
- Return rate: 17.5%
- Positive results: 4.2%
- Program features: Opt-out letter, mail and phone reminders, members and providers mailed results

FIT Kit Pilot - Evaluation



Health Plan Evaluation

- Project was a success!
- Positive vendor experience
- Project was worth the resources expended
- Recommend dual outreach to engage members going forward (mail followed by call)
- Providers surveyed had very positive remarks
- The impact to our 2016 HEDIS results is pending

FIT Kit Pilot



Questions and Discussion

