



In-home Colorectal Cancer Screening

Overview

We are partnering with Quest Diagnostics™ to deliver in-home colorectal cancer screening kits to Medicare Advantage patients who are due for screening.

Who is eligible to participate?

Blue Cross Medicare Advantage members are eligible for this program if they are ages 50 to 75 and are overdue for a colorectal cancer screening based on the colorectal cancer HEDIS measure and the Centers for Medicare & Medicaid Services' (CMS) Five-Star quality rating system.

What is the Five-Star rating program?

CMS' Five-Star rating program uses information from plans, medical outcomes measures, member satisfaction surveys and health care providers to rank health plans. These ratings help members compare plans based on quality and performance. CMS rates plans on a scale of one to five stars; a 5-star score represents the highest quality.

Why should a patient participate?

Colorectal cancer is the second leading cause of cancer death in both men and women in the United States. When diagnosed early, survival rates can be as high as 90 percent. Even if there is no family history of the disease, everyone 50 years or older is at risk of developing colorectal cancer. Regular colorectal cancer screening is one of the most powerful weapons in preventing colorectal cancer¹.

How does the program work?

The InSure® ONE™ collection kit contains everything the patient will need to collect and submit their test sample for analysis. Quest Diagnostics will:

- Mail an InSure® ONE™ collection kit to identified patients with a letter explaining the program. The patient collects the sample at home and mails it to Quest Diagnostics by December 31, 2020.
- Send a reminder postcard to patients who don't return the kit within 5 weeks.
- Obtain test results within 48 hours of receipt.
- Contact patients who have a "detected" result by phone before mailing or posting results to the secure portal. The phone call is to encourage patients to make an appointment with their doctor. If Quest Diagnostics is unable to reach the patient by phone, they will send the patient a certified letter.
- Send all results to the patient and their doctor (if the patient has provided Blue Cross with the name of their primary care provider) by mail within 3 weeks and post them to the Quest Diagnostic portal within 7-10 days.

All patients will be encouraged to follow up and share their results with their primary care provider or clinician.

¹ "Key Statistics for Colorectal Cancer." American Cancer Society.

Accessed June 7, 2019. www.cancer.org/cancer/colon-rectal-cancer/about/key-statistics

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Why InSure® ONE™?

The InSure® ONE™ kit is the only water-based collection method of two samples on a single card. Patients collect the sample in the privacy of their own home, with no need for dietary changes or preparation.

The following organizations recommend the InSure® ONE™ kit as one of several screening tests for early detection:

- United States Preventive Services Task Force (USPTF)
- American College of Gastroenterology
- American Cancer Society

If the test has a “detected” result, the patient should work with their doctor to determine the best course of action, which may include further clinical evaluation or a colonoscopy.

How can you help?

Encourage your patients to use the kit for early detection and to help fight this disease.

Questions?

- For benefits information, contact the provider service phone number on the member’s ID card.
- For InSure® ONE™ collection kit: Call Quest Diagnostics™ at **1-866-908-9441**.