

**UNITEDHEALTHCARE COMMUNITY PLAN MCC CRC 50<sup>TH</sup> BIRTHDAY  
CLIENT REMINDER PROJECT 2019**

Q1) Provide a statement detailing your experience with participating in this project. Please note: your statement may be shared among the MCC.

UnitedHealthcare Community Plan (UHCCP) had the opportunity to participate in the MCC Colorectal (CRC) Priority Workgroup: 50<sup>th</sup> Birthday/Client Reminder Project for 2019.

Through this project, we were able to identify the Medicaid and Healthy Michigan Plan (HMP) members, ages 50-59, who were in need of a colorectal cancer (CRC) screening, provide the members with published educational material from the “Screen for Life” National Colorectal Cancer Action Campaign, and support members with questions relating to, understanding CRC screenings available to discuss with their provider.

The member outreach method consisted of:

- UHCCP happy birthday reminder letter designed as a simple happy birthday acknowledgment. The letter gave members instructions to contact their provider to set up an appointment for a colorectal cancer screening and the UHCCP Quality RN’s phone number for any questions about the letter or attached educational brochure.
- The “Questions to ask your Doctor” educational brochure was written at the state required grade level and included with the letter. This two page educational material included: “Know before you go” educational information, resource information, increase risk factors, symptoms to discuss with their provider, questions to ask their provider, and areas for member/provider to write additional information if needed.

The Screen for Life educational brochure was an important aspect to include because the brochure is provided from the “Screen for Life” National Colorectal Cancer Action Campaign and CDC publication. The material in the brochure educates the members on the importance of discussing colorectal cancer screening with their provider using open ended questions; increasing their understanding and opportunity for varieties of CRC screenings available per their provider.

Following the MCC colorectal (CRC) project guidelines, UHCCP mailings were sent quarterly depending on members’ birthday month. At the end of each quarter, data analysis with results were conducted and sent to MDHHS, Cancer Prevention and Control Section, using MDHHS requested tracking spreadsheet.

The data collection and analysis assist in understanding compliancy, members’ educational need, and future plan to incorporate colorectal cancer screening outreach for UHCCP Medicaid and HMP members. This is evident by detailed claim reports and number of member calls received.

## MCC CRC PROJECT GUIDELINES:

**Objective:** To increase colorectal cancer (CRC) screening rates among adults aged 50-59.

**Timeframe:** November 2018-December 2019

**Requirements:**

- Be able to identify patients/employees age 50-59 years old
- Develop client reminders using small media
- Implement and send client reminders to patients/employees age 50-59 years old reminding them to complete CRC screening
  - Client reminders can be sent via mail, email, text, phone, etc.
- Provide samples of the client reminders that your organization develops/sends
- Document type and number of client reminders sent
- Track responses from client reminders sent (# of screening completed/not completed)
- If able, provide pre- and post- screening rate data for population (age 50-59)

**Resources:**

- Screen for Life CRC materials (free from the CDC): [Screen for Life materials](#)
- Create your own small media to share with patients: [MIYO \(Make it Your Own\)](#)

## GOAL:

- Provide the UHCCP Medicaid and HMP population the opportunity to improve health outcomes, increase members' understanding of the benefits for colorectal cancer screening, provide member educational material, provide resources, and reduce the risk for colorectal cancer.
- Collect data for Medicaid and HMP member compliancy rate.
- Collect data for future collaboration with MDHHS, Cancer Prevention and Control Section.
- Check validity of a long term plan to incorporate colorectal cancer screening outreach for UHCCP Medicaid and HMP members.

## FOCUS GROUP:

- Medicaid members, ages 50 to 59, still in need of colorectal cancer screening
  - Eligibility at time of quarterly mailing
  - Race = all
  - Gender = male or female
- Follow MCC CRC project guidelines

## DESIRED OUTCOME:

- UHCCP members will complete a colorectal cancer screening successfully as evidenced by compliant claim submission.
- Increase members’ knowledge of the importance in discussing colorectal cancer screening options available for positive results.

## POPULATION IDENTIFICATION

- Population was identified by pulling “Current Enrolled Members” with the following criteria:
  - Eligible for Medicaid and Healthy Michigan Plan (HMP)
  - Ages: 50 to 59 years
    - Total # of Members for CRC Project
    - Total # of Members with COB per (DOB) Months = No Mailing
    - Total # of Members already Compliant= No Mailing
    - Total # of Members with Exclusions= No Mailing
    - Total # of Members Non-Compliant in Study= Mailing
- **17,321** unique members met the above criteria (as of 12/06/2018)

Table 1.1: (Numbers completed per Quarter for eligibility, COB, compliant claim, exclusions, and non-compliant)

COL Members 49-59 age group (DOB months)	January-March	April- June	July- September	October- December
Total # of Members for CRC Project (Medicaid & HMP)	24,366	24,366	24,366	24,366
Total # of Members with COB per (DOB) Months = No Mailing	-857	-857	-857	-857
Total # of Members already Compliant	-6,180	-6,180	-6,180	-6,180
Total # of Members with Exclusions	-8	-8	-8	-8
Total # of Members Non-Compliant in Study	17,321	17,321	17,321	17,321
Total # of Members per (DOB) Months	4,337	4068 (394 COB, not eligible, or already compliant)	4639 (930 COB, not eligible, or already compliant)	4277 (1134 COB, not eligible, or already compliant)
Total # of Members eligible per (DOB) Months	4,197	3,674	3,709	3,143
<b>Total # of Members mailed per month per (DOB) Months</b>	4,197	3,674	3,709	3,143

Source: Orbit Report, Claimsphere

**COMPLETED ACTION PLAN:**

Table 2.1

Plan of Action	Action Completed:
1st Meeting to discuss CRC project--	10/30/2018
Identify correct report for enrolled members, ages 50-59	10/31/2018
Identify detail claims report with colorectal screening codes; exclusion codes	10/31/2018
Determine number of members to be mailed birthday reminder (total)	10/31/2018
Determine number of members to be mailed birthday reminder by month or quarterly	10/31/2018
Review Flyers, postcards and information from websites provided by MCC (CDC-Screen for Life Materials)	11/5/2018
Check grade level on all material selected (per state requirement- less than 6.9)	11/5/2018
2nd Meeting to discuss process and next steps--	11/6/2018
Decide on flyer/brochure to be sent to eligible members	11/6/2018
Develop Happy Birthday CRC Reminder letter	11/28/2018
Send letter and flyer/brochure, through CTAG for state approval	11/28/2018
3rd Meeting to discuss process and next steps--	12/13/2018
Identify current enrolled members report, ages 50-59, who do not have a claim for colorectal cancer screening	12/6/2018
Bump claims report against member list- to determine the number of members/month/quarterly	12/13/2018
Develop spreadsheet for Tracking and Analysis Data.	12/13/2018
Discuss process for mailing reminders- best, most efficient way to handle mailing in-house	12/13/2018
Launch Project	1/3/2019

Table 2.2

RTA and Mail Completion	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
Date of RTA Intake	12/13/2018	3/4/2019	6/3/2019	9/3/2019
Date of Completed RTA Intake	12/19/2018	3/6/2019	6/6/2019	9/9/2019
Date of Mail Merge	12/20/2018	3/15/2019	6/19/2019	9/23/2019 Print shop
Dates of Printing	12/21/2018, 12/27/2018	3/19/2019, 3/20/2019	6/17/2019, 6/18/2019	9/23/2019 Print shop
Dates of Mass Mailing Assemble & Postage	12/27/2018-12/28/2018	3/25/2019	6/20/2019	9/23/2019 Print shop
Date of Mailing	1/3/2019	3/26/2019	6/27/2019	9/24/2019-9/30/2019

**DATA COLLECTION:**

Q2) Did your organization track positive FITs/colonoscopies? If so, what was the follow up procedure for positive results? Please share the numbers that your organization was able to track.

Following the UnitedHealthcare Reference Guide for Adult Health PATH 2019, the CPT codes were used for detail claims data and analysis: (COL- Colorectal Cancer Screening Quality Measurement)

- Colonoscopy (10 year measurement)
- Flexible Sigmoidoscopy (5 year measurement)
- FIT DNA Test- Cologuard (2 year measurement)
- FOBT (1 year measurement)

Mailings and Analysis data were conducted quarterly per birthday months.

- Quarter 1: Members with birthdays in January thru March
- Quarter 2: Members with birthday in April thru June
- Quarter 3: Members with birthdays in July thru September
- Quarter 4: Members with birthdays in October thru December

Table 3.1

COL Members 49-59 age group (DOB months)	January-March	April- June	July-September	October-December	1 Month Post Claim Run
Quality Checks	Quarter 1	Quarter 2	Quarter 3	Quarter 4	FINAL Numbers
Total # of members non-compliant in study	4,197	7,871	11,580	14,723	<b>14,723</b>
<b>Total # of members mailed who completed COL</b>	Total 273	Total 397 (124 Quarterly )	Total 746 (349 Quarterly)	Total 1211 (465 Quarterly)	Total 1212 (1 Final Post Claim)
Claim run dates	2/21/2019	6/27/2019	10/1/2019	12/26/2019	1/30/2020
# of member calls received	19	17	6	1	X
<b>Colonoscopy</b>					681
<b>Flexible Sigmoidoscopy</b>					0
<b>FIT DNA Test (Cologuard)</b>					346
<b>FOBT</b>					185
<b>Total</b>					<b>1212</b>

Source: Orbit Report

Data Analysis Overview: (Table 1.1 and Table 3.1)

- 17,321 Total number of non-compliant members for CRC screening at the beginning of project (Table 1.1)
- 14,723 Total number of members after eligibility, COB, compliancy checks per quarter (Table 1.1)
- 14,723 Total number of members mailed happy birthday reminder letters including the “Screen for life” educational brochure
- 1212 out of 14,723 (8.23%) Total members completed a colorectal cancer screening
- 681 out of 1212 (56.19%) completed a Colonoscopy
- 346 out of 1212 (28.55%) completed FIT DNA testing
- 185 out of 1212 (15.26%) completed FOBT testing
- 0 out of 1212 (0%) completed a Flexible Sigmoidoscopy
- 43 members called with additional information about colorectal cancer screening

#### ADDITIONAL QUESTIONS:

**Q3) Does your organization feel that this project is worthwhile to continue? Does your organization plan to continue this initiative?**

It was beneficial to participate in the MCC Colorectal (CRC) Priority Workgroup: 50<sup>th</sup> Birthday/Client Reminder Project for 2019 because it gave us the opportunity to educate the members on the importance of colorectal cancer screening by using the educational brochure from the “Screen for Life” National Colorectal Cancer Action Campaign and CDC publication. The brochure encouraged open communication for members to ask appropriate questions and understand the preventive measure. By conducting the initial member enrollment report, ages 50-59, this allowed us to check Medicaid and HMP members still in need of a colorectal cancer screening and a baseline number of members needing educational materials to increase compliancy for colorectal cancer screening.

UnitedHealthcare Community Plan will discuss the benefits of this project and continuing this initiative for our Medicaid and HMP population. We recognize that member education for CRC preventive care is very important. Many feel continuing with the happy birthday reminder letter and educational materials would be a positive intervention to continue.

**Q4) What support materials would other organizations need to participate in this project?**

Given the ability to use published educational materials from the “Screen for Life” CRC materials (free from the CDC): [Screen for Life materials](#) made the happy birthday reminder letter an easy way to educate the members of the importance of colorectal cancer screening. We used the opportunity to send a simple birthday acknowledgment, then, let the educational material from the National Colorectal Cancer Action Campaign give the message needed for members to understand colorectal screening.



One barrier to using publication educational materials included: appropriate grade level state requirement on the materials for Medicaid and HMP population.

**Q5) Would you be willing to share a template of the reminder letter/postcard that your agency used? Please attach via email. Please note: This may be shared among the MCC.**

- **Attachment #1:** UnitedHealthcare Community Plan Happy Birthday COL CRC Reminder Letter. Quality RN’s phone number included for any questions if needed.
- **Attachment #2:** CDC Educational brochure material- “Questions to ask your doctor”. This material was chosen, due to, grade level and material included: “Know before you go” educational information, resource information, questions to ask the doctor on the brochure and areas for member/provider to write information if needed.

**Q6) Is your organization able to provide your current CRC screening rate?**

The Colorectal Cancer Screening (COL) rate is currently available for members enrolled in the Dual Special Needs Plan (DSNP). This rate is based on the percentage of members ages 50-75 who had an appropriate screening for colorectal cancer. UnitedHealthcare Community plan does not currently monitor CRC/COL rates for our Medicaid and HMP population at this time.

Table 4.1 (DSNP Rate, up-dated 1/29/2020)

Measure ID	Sub Measure Description	Compliance Count	Compliance %	Non Compliant Count	Non Compliance %
COL	Colorectal Cancer Screening	111	63.43%	64	36.57%
COL	Colorectal Cancer Screening	111	63.43%	64	36.57%
<b>Total</b>	Eligible 350	222	<b>63.43%</b>	128	36.57%

Source: Orbit Compliance\_by\_Member\_-\_Prospective\_crosstab COL