



HOT TOPIC

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COLORECTAL CANCER AWARENESS: AVAILABLE RESOURCES FOR HIGHMARK PROVIDERS

Colorectal Cancer is the third most common cancer (excluding skin cancer) in men and women and the third leading cause of cancer related deaths.

The Centers for Disease Control and Prevention and the National Cancer Institute note a decline in cancer related diagnoses and deaths, which is attributed to modification of risk factors, utilization of screenings, and improvements in treatment. As our population grows and ages it is likely the number of new diagnoses and deaths will rise.

Free Resources Available on the Provider Resource Center

Screenings are essential to colorectal cancer prevention. Highmark provides the free resources below to share the importance of prevention with your patients and staff. You can order printed copies to make available to your patients during office visits or for mailing to their homes.

- Colorectal Cancer Brochure
- Colorectal Cancer Screening Flyer
- Colorectal Cancer Screening Reminder Card
- Health Screening and Vaccination Tracker (Spanish version available)

To access and order these free resources, select **EDUCATION/MANUALS** from the main menu on the Provider Resource Center, and then click on **Educational Resources – Member and Provider** in the submenu.

Highmark Preventive Health Guidelines

Highmark Preventive Health Guidelines include colorectal cancer screenings for eligible members. To access the Preventive Health Guidelines on the Provider Resource Center, select **EDUCATION/MANUALS**, and then click on **Preventive Health Guidelines**.

NOTE: Most, although not all, Highmark members have coverage for services on the preventive schedule. You can verify that your patient is covered for a preventive health screening, use the Eligibility and Benefits transaction in NaviNet® to perform an electronic HIPAA 270 Eligibility/Benefit Inquiry transaction, or call the Provider Service Center.

References: U.S. Cancer Statistics Working Group. U.S. Cancer Statistics Data Visualizations Tool, based on 2019 submission data (1999-2017); U.S. Department of Health and Human Services, Centers for Disease Control and Prevention and National Cancer Institute; www.cdc.gov/cancer/dataviz, released in June 2020.



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