

## TODAY'S MESSAGE

# ATTENTION PCPs: SELECT MEDICARE ADVANTAGE MEMBERS TO RECEIVE FREE COLORECTAL CANCER SCREENING KITS

Because routine screening for colorectal cancer can lead to early detection and treatment that can save lives, we are offering select Highmark Medicare Advantage members the opportunity to complete a free, convenient and easy colorectal cancer screening test.

Starting this month, Highmark, in cooperation with Quest Diagnostics®, is mailing letters along with at-home fecal immunochemical tests (the Insure® FIT™ kit) to select Medicare Advantage members who were identified via claims data as being due for colorectal cancer screening. Reliable, convenient and simple to use, the Insure FIT kit is specific for lower intestine bleeding, does not require dietary or medication restrictions and, best of all, doesn't require unpleasant stool smearing. Additionally, there is no cost to the member.

Instructions are enclosed with the kit, and your Highmark Medicare Advantage patients will be asked to complete the screening within two weeks and mail the test card back to Quest Diagnostics in the included postage-paid mailing envelope. Quest Diagnostics will mail the results to the Highmark member and to his/her primary care physician.

Thank you for your support in helping to ensure that your Highmark patients receive the best care available. If you have any questions regarding this initiative, please contact Tracy Stubblefield, RN, Clinical Quality Management Consultant, at [tracy.stubblefield@highmark.com](mailto:tracy.stubblefield@highmark.com).

## HELPFUL GUIDEBOOK AVAILABLE ON PROVIDER RESOURCE CENTER

To promote the importance of colorectal cancer screening for our members ages 50 to 75, Highmark now offers a helpful guidebook that gives you and your office staff an overview of screening options that will help to plan care for eligible patients and increase compliance with the HEDIS® Colorectal Cancer Screening measure. This informative guidebook outlines FIT options, processed either through a network laboratory or in the physician's office, and also offers insights into billing. The guidebook is available now on our online Provider Resource Center under the *Clinical Reference Materials* link in two locations:

- Click *Quality Management Partners In Quality Tool Kit*. Then, under the Practitioner Tools and Member Educational Resources section, click *Colorectal Cancer Screening Options*.
- Click *Geriatric Resource Binder*. Under the Tools section at the bottom of the page, click *Colorectal Cancer Screening Options*.

You may want to bookmark the guidebook in your web browser so you can easily share it with the physicians, other patient care staff and billing staff in your practice.

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