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**HMO Illinois / BlueAdvantage HMO Outreach Portion
For the 2009 Cervical Cancer Screening QI Fund Project**

August 3, 2009

Dear Administrator:

Enclosed are details for the Outreach Portion of the HMO Illinois / BlueAdvantage HMO 2009 Cervical Cancer Screening QI Fund Project. The goals of this project are as follows:

- To encourage PCPs and WPHCPs to recommend Pap testing to their patients
- To improve IPA provision of Pap tests
- To provide IPAs with a tool to identify populations for outreach based on eligibility and administrative data
- To motivate IPAs to develop systems to perform outreach

This outreach project has two components:

- Physician Outreach
- Member Outreach

The 2009 Medical Service Agreement indicates that IPAs can earn additional compensation for participation in the outreach project as outlined in the bolded portion of the text below:

QI Activity	% of Capitation available
<p>Cervical Cancer Screening QI Fund Project Payment for the HMO Cervical Cancer Screening QI Fund Project requires submission by the specified date of documentation for measurement of the 2006-08 IPA cervical cancer screening rate for the population of female members age 24-64. Payment will be made in accordance with the criteria sent with the project mailing. Cervical Cancer Screening QI Fund Project data submissions must be accompanied by an attestation of accuracy and completeness signed by the IPA Medical Director or Administrator. This is a population-based project, utilizing only administrative data. Payment will be made as follows:</p> <ul style="list-style-type: none"> • IPA Cervical Cancer Screening rate $\geq 55\%$: 0.50% of Capitation Fees. • IPA Cervical Cancer Screening rate $\geq 40\%$ but $< 55\%$: 0.25% of Capitation Fees. <p>An additional 0.25% of Capitation Fees will be paid to IPAs for cervical cancer screening outreach efforts. To earn the payment, IPAs must provide documentation that between 4/1/2009 and 7/31/2009:</p> <ul style="list-style-type: none"> • a list was obtained from the HMO reporting vendor's website of members who, based upon claim and encounter data, are due for cervical cancer screening, and • for outreach purposes, the IPA provided PCPs and WPHCPs with a list of their members due for cervical cancer screening, and • there has been member outreach to encourage cervical cancer screening for identified members with no claim or encounter for current cervical cancer screening. (Members for whom there is other evidence of screening, such as medical record or registry documentation, may be excluded from outreach.) 	<p>Up to 0.75%</p>

Release of the Preventive Care Management Report through D2 was delayed. Therefore, IPAs were allowed to perform outreach using their own IPA data. For IPAs that have already performed outreach for cervical cancer screening in 2009, the IPA must:

- download the Cervical Cancer Screening - 2009 Measurement Year Interim IPA Rate – “Not Meeting Criteria” list to identify female members 21-64 who need a Pap test
- compare the IPA outreach population to the outreach list obtained from the D2 tool
- perform physician outreach
- perform outreach to all members identified on the D2 list who were not on the IPA list. Members who have already had services may be excluded.

If the IPA has not yet performed outreach for cervical cancer screening, please follow the detailed instructions in Attachment 1.

The deadline for the 2009 Outreach Portion of the Cervical Cancer Screening QI Fund Project has been extended to **October 30, 2009**. The IPA must submit the completed and signed Attestation Form along with supporting documentation to BCBSIL by the designated deadline.

If you have any questions about the Outreach Portion of the 2009 Cervical Cancer Screening QI Fund Project, please call Pat Madigan, RN, Quality Management Specialist, at (312) 653-5558. If you have questions regarding the QI Fund, please contact your Network Consultant.

Sincerely,



Carol Wilhoit, M.D., M.S.

Medical Director, Quality Improvement

cc: BCBSIL Network Consultants

Enclosures:

- Attachment 1: Instructions for the Outreach Portion of The 2009 Cervical Cancer Screening QI Fund Project
- Using Verisk Health (D2 Hawkeye) BCBSIL HMO Illinois and Blue Advantage HMO Provider Quality Initiatives: Provider User Guide

Attachment 1

HMO Illinois / BlueAdvantage HMO Outreach Portion For The 2009 Cervical Cancer Screening QI Fund Project

The IPA may choose to combine outreach efforts for breast cancer screening, cervical cancer screening and colorectal cancer screening. Physicians may receive one member list that identifies which screenings each member needs. Members due for more than one cancer screening may receive one outreach that identifies the particular cancer screenings for which the member appears to be due.

Identification of Members

BCBSIL identified female members:

- Age 21 to 64 as of December 31, 2009
- Enrolled with the HMOI or BlueAdvantage HMO in 2009
- Enrolled with the IPA in 2009

The 2009 25.1.2 Preventive Care Management Member Detail Report includes all women who meet the age and enrollment criteria for cervical cancer screening. The 2009 Measurement Year Interim IPA Rate – “Not Meeting Criteria” list only includes women for whom BCBSIL does not have a claim or encounter for a Pap test in 2007, 2008 or 2009. Women meeting exclusion criteria have also been removed from the “Not Meeting Criteria” list.

Member List

1. Log on to the McKesson Web site to access D2 Hawkeye. To download your 2009 Measurement Year Interim IPA Rate – “Not Meeting Criteria” list for Cervical Cancer Screening, follow the detailed instructions in the *Provider User Guide*.
2. There is a lag between the date of service and the date that information is available in the D2 tool. To reduce the number of members for whom outreach is required, the IPA may elect to review IPA data to identify additional members who have already received the recommended services or met exclusion criteria.

Outreach to Physician Requirements

1. Match the members on the Cervical Cancer Screening - 2009 Measurement Year Interim IPA Rate – “Not Meeting Criteria” list, including those who have not selected a PCP, to the appropriate PCP and/or WPHCP. Each member should be on at least one physician list. IPAs are encouraged to include women who have selected a WPHCP and a PCP on both physicians’ lists.
2. Distribute the lists of members needing outreach to the appropriate physicians along with information on how to use the lists.

Outreach to Member Requirements

Physician recommendations are more likely to motivate members to receive preventive services than outreach by the HMO or the IPA. The physician, or the IPA on behalf of the physician, should reach out to female members age 21-64 who need screening for cervical cancer. Types of member outreach regarding screening include:

- written
- telephonic
- e-mail
- face to face recommendation

Please note that the IPA only needs to perform one of these types of outreach. One of the project requirements is for IPAs to work with the PCPs/WPHCPs to develop the plan for member outreach.

Attestation Form Completion

Complete the Attestation Form and submit supporting documentation as indicated.

The physician list must contain the names of all the applicable IPA PCPs and WPHCPs and the total number of members needing cervical cancer screening who were identified for each physician.

For member outreach, submit a sample of the type(s) of outreach utilized.

Scoring

To earn the payment, IPAs must provide documentation that between 1/1/2009 and 10/30/2009:

- The 2009 Measurement Year Interim IPA Rate – “Not Meeting Criteria” list was obtained from the D2 Web site. This list identifies members who are due for cervical cancer screening, based upon claim and encounter data.
- A list was distributed to the appropriate physicians, PCPs and WPHCPs, identifying members who need outreach for cervical cancer screening along with information on how to use the lists.
- Member outreach for cervical cancer screening was performed to members identified in the D2 tool.
- The IPA submitted the completed Attestation Form and supporting documentation.

Important Reminders

Please record ALL of the requested information on the Attestation Form and submit supporting documentation with the completed form. In addition, provide the following information:

- Name, phone number and e-mail of the IPA contact for the Outreach Portion of the 2009 Cervical Cancer Screening QI Fund Project
- Signature of IPA Medical Director or Administrator attesting that the submission is complete and accurate

The deadline for the Outreach Portion of the 2009 Cervical Cancer Screening QI Fund Project is **October 30, 2009**. We encourage you to keep a copy of your supporting documentation for both outreach initiatives. If you have any questions, please call Pat Madigan, RN, Quality Management Specialist, at (312) 653-5558.

Send supporting documentation and the completed and signed Attestation Form, postmarked by the project deadline to:

Blue Cross and Blue Shield of Illinois
300 E. Randolph, 24th Floor
Chicago, IL 60601
Attn: Pat Madigan, RN

The CDC Web site has an educational brochure available for download that can be used as part of the IPA's cervical cancer outreach initiative. The file can be found at:

http://www.cdc.gov/cancer/cervical/pdf/cervical_facts.pdf