



**2007 COLORECTAL CANCER SCREENING QI FUND PROJECT**

The purpose of the Colorectal Cancer Screening QI Fund Project is to promote colorectal cancer screening for prevention and early detection of colorectal cancer in members age 51 – 80. The 2007 goal was to establish a baseline.

A Network rate is not reported because this project represents results from 80 random samples combined. Results for the 80 IPAs that participated in the project are summarized in the following table:

| <b>Year</b> | <b># of Sampled Members for all IPAs Combined</b> | <b>Total Number of Exclusions</b> | <b>Final # of Sampled Members</b> | <b># Members Screened for Colorectal Cancer</b> |
|-------------|---|-----------------------------------|-----------------------------------|---|
| 2007        | 14,499  | 137                               | 14,362                            | 6,141   |

**Identified Barriers to Colorectal Cancer Screening:**

Members:

- May be unaware that colorectal cancer screening tests are a covered benefit
- May have inaccurate information about screening recommendations
- May fear discomfort experienced during a screening procedure
- May be uncomfortable about the preparation required for a screening test
- May deny the potential risk of colorectal cancer
- May have insufficient information on importance of screening

Physicians:

- May not routinely recommend colorectal cancer screening to their patients
- May lack a systematic method to track preventive services

IPAs:

- May not have ten years of colorectal cancer screening data
- May not have a process in place to improve data collection and performance
- May not have a method to motivate their physicians to improve care

**Interventions Implemented to Address Identified Barriers:**

Members:

- Published an article in the Spring 2007 issue of *blueprints for health* entitled “Colorectal Cancer: Screening Is Your Best Defense”
- The Special 2007 fall issue of *blueprints for health* included the importance of colorectal cancer screening in the article “Practice Prevention Now For a Healthier Future”.
- Provided online resources, including Personal Health Manager and Ask a Nurse

Physicians:

- Updated and published the Preventive Care Guidelines

IPAs:

- Made a QI Fund payment to IPAs with project results that met or exceeded established thresholds

- Discussed “Best Practices” at the QI Forum on 12/3/07 with presentations from two IPAs explaining the interventions implemented to increase the IPA’s colorectal cancer screening rates.
- Mailed an article to the IPAs entitled “How To Increase Colorectal Cancer Screening Rates in Practice”
- Paid additional compensation to IPAs on the basis of colorectal cancer screening rates
- Conducted IPA HMO QI Fund Training in March 2007 and held quarterly QI Forums

Analysis of the 2007 Colorectal Cancer Screening QI Fund Project results demonstrates that there is an opportunity to increase the colorectal cancer screening rate for HMO members. It is anticipated that the interventions implemented in 2007 will affect the number of members who are screened for colorectal cancer.