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of Illinois**

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

August 3, 2009

Dear Administrator:

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

- To encourage PCPs and WPHCPs to recommend colorectal cancer screening to their patients
- To improve IPA provision of colorectal cancer screening
- 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><b>Colorectal Cancer Screening QI Fund Project</b>            Payment for the HMO Colorectal Cancer Screening QI Fund Project requires submission of documentation for measurement of the IPA 2008 colorectal cancer screening rate for a random sample of members age 51-75 by the specified date. Payment will be made in accordance with the criteria sent with the project mailing. Colorectal cancer screening data submissions must be accompanied by an attestation of accuracy and completeness signed by the IPA Medical Director or Administrator. Payment will be made as follows:</p> <ul style="list-style-type: none"> <li>• IPA colorectal cancer screening rate <math>\geq 60\%</math>: 0.75% of Capitation Fees.</li> <li>• IPA colorectal cancer screening rate <math>\geq 50\%</math> but <math>&lt; 60\%</math>: 0.50% of Capitation Fees.</li> <li>• IPA colorectal cancer screening rate <math>\geq 40\%</math> but <math>&lt; 50\%</math>: 0.25% of Capitation Fees.</li> </ul> <p><b>An additional 0.25% of Capitation Fees will be paid to IPAs for colorectal cancer screening outreach efforts. To earn the payment, IPAs must provide documentation that between 4/1/2009 and 7/31/2009:</b></p> <ul style="list-style-type: none"> <li>• a list was obtained from the HMO reporting vendor’s website of members who, based upon claim and encounter data are due for colorectal cancer screening, and</li> <li>• for outreach purposes, the IPA provided PCPs and WPHCPs with a list of their members due for colorectal cancer screening, and</li> <li>• there has been member outreach to encourage colorectal cancer screening for identified members with no claim or encounter for current colorectal cancer screening. (Members for whom there is other evidence of screening, such as medical record or registry documentation, may be excluded from outreach.)</li> </ul>	<p>Up to 1.00%</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 colorectal cancer screening in 2009, the IPA must:

- download the Colorectal Cancer Screening - 2009 Measurement Year Interim IPA Rate – “Not Meeting Criteria” list to identify members 50-75 who need colorectal cancer screening
- 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 IPAs have not performed outreach for colorectal cancer screening, please follow the detailed instructions in Attachment 1.

The deadline for the 2009 Outreach Portion of the Colorectal Cancer Screening QI Fund Project has been extended to **October 30, 2009**. The IPAs 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 Colorectal Cancer Screening QI Fund Project, please call Janette Glenn, RN, MBA, Quality Management Specialist III, at (312) 653-3722. 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: 2009 Colorectal Cancer Screening QI Fund Project: Physician and Member Outreach
- 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 Colorectal Cancer Screening QI Fund Project**

The IPA may choose to combine physician and/or member 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 members:

- Age 50-75 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 members who meet the age and enrollment criteria for colorectal cancer screening. The 2009 Measurement Year Interim IPA Rate – “Not Meeting Criteria” list only includes members who based on BCBSIL claims and encounter data are due for colorectal cancer screening in 2009. Members who meet 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 Colorectal 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 Colorectal 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 members age 50-75 who need colorectal cancer screening. 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 applicable IPA PCPs and WPHCPs and the total number of members needing colorectal 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 of members who, based upon claim and encounter data are due for colorectal cancer screening was obtained from the D2 Web site. This list identifies members who are due for colorectal cancer screening, based on claim and encounter data.
- A list was distributed to the appropriate physicians, PCPs and WPHCPs, identifying members who need outreach for colorectal cancer screening along with information on how to use the lists.
- Member outreach for colorectal cancer screening was performed to members identified in the D2 tool.
- The IPA submitted the completed Attestation Form and the 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 Colorectal 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 Colorectal 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 Janette Glenn, RN, MBA, Quality Management Specialist III at (312) 653-3722.

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, 24<sup>th</sup> Floor**  
**Chicago, IL 60601**  
**Attn: Janette Glenn, RN, MBA**

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

[http://www.cdc.gov/cancer/colorectal/pdf/Basic\\_FS\\_Eng\\_Color.pdf](http://www.cdc.gov/cancer/colorectal/pdf/Basic_FS_Eng_Color.pdf)