

BeneFITS For Increasing Colon Cancer Screening



BeneFITS for increasing colon cancer screening is a study designed to increase rates of colorectal cancer (CRC) screening among individuals enrolled in Medicaid or who are dual-eligible for Medicaid and Medicare. The study was funded by the Centers for Disease Control in September 2015, and will last 4 years.

BeneFIT is supported by the x under Award Number xx. BeneFIT is a partnership among, University of Washington, Group Health Research Institute, and KP Center for Health Research.

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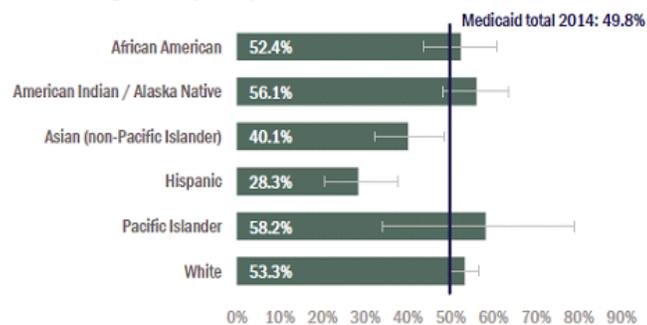
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Why partner with Medicaid Health Plans?

Medicaid health plans offer a unique opportunity to implement centralized CRC screening programs. In Oregon, rates of CRC screening among Medicaid enrollees are below the targets set by Healthy People 2020 (70.5%), and are marked by a pronounced health disparity.

Percent of members who had recommended colorectal cancer screening, by race and ethnicity.

Bars show average rates. Gray lines represent confidence intervals.



Our specific aims are:

Aims

Aim 1: To collaborate with health plans and clinics to identify patients who are due for FIT mailings.

Aim 2: To implement a direct-mail FIT program for Medicaid and dual-eligible enrollees in Oregon and Washington;

Aim 3: To evaluate BeneFIT using mixed-methods (driven by the Consolidated Framework for Implementation Research¹⁵) and the RE-AIM framework, assessing Reach, Implementation, Effectiveness, and Maintenance.

What will be done?

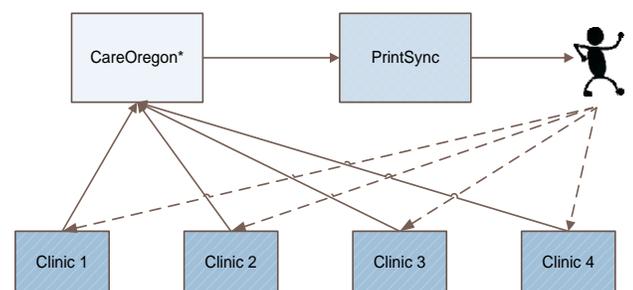
We will collaborate with Medicaid health plans in Washington and Oregon to implement a direct-mail FIT program for Medicaid and dual eligible enrollees.

This pilot will serve as a model for large-scale adoption of population-based strategies to improve CRC screening in largely low-income and underserved populations. The program may serve as a model for increasing CRC screening rates among the 11 million low-income individuals projected to gain Medicaid coverage through the Affordable Care Act.

How will the program work?

Partnering health plans in Oregon (Care Oregon) and Washington State (Molina) will likely implement the program in different ways. In Oregon the proposed workflow is given below. Care Oregon will partner with 6 – 10 clinics to deliver the program. We would like to involve ~ 5,000 enrollees.

Figure 1. Possible Data Flow Map



* CareOregon reconciles patient lists and provides to clinics names of patients with completed colonoscopies.