



## Quality Improvement Initiative: Colorectal Cancer Screening

### Problem Statement

The purpose of this quality initiative is to increase colorectal cancer screening in adults. Colorectal cancer is one of the leading causes of cancer-related deaths for both men and women in the US, and according to a recently published cancer statistics analysis, colorectal cancer is projected to be the second highest cause of all cancer deaths in Missouri in 2021. <sup>1</sup> However, early detection of precancerous polyps through colorectal cancer screenings can drastically improve survival rates (to approximately 90% after 5 years) through the removal of polyps before cancer fully develops or is in its early stages. <sup>2</sup>

Risk of colorectal cancer development increases with age, and because polyps may not cause any symptoms, preventive screenings are the most effective way to reduce the risk of cancer and increase success of treatment if found. <sup>2</sup> The USPSTF current recommendation that all adults aged 50 to 75 years be screened was extended to include the 45 to 49 years age group, effective January 1, 2022. <sup>3</sup>

### Performance Goals

Our goal is to reach the NCOA benchmark for Commercial PPO plans, which was 61.8% of members at the time of the establishment of this initiative. This goal may need to be evaluated following changes in national benchmarks after this measure was updated during HEDIS Measure Year 2022 to include the new age range. Data will be measured at least annually to monitor performance.

### Data Collection Plan

To measure colorectal cancer screening, CHP will monitor the percentage of members 46-75 years of age who were screened. Adults who have "aged in" are the denominator and the numerator is the total of that population who were screened. The data will be divided into QHP and Commercial plans. The data will be divided into QHP, Commercial plans, and the CoxHealth employee plan (CHEP). Prospective data collected for Commercial plans and CHEP will be annualized for year-end reporting. QHP data is collected after final rates are reported after year end. It is important to note that in 2021 screening data was collected only for the 50-75 age range due to the prior measure specifications.

### Data Collection

CHP will continue to add to the chart as more data is collected for this initiative over time. Year-end data is annualized from prospective Commercial and CHEP reporting. HEDIS data was not collected for CHEP in 2021.

**QHP**

Year	Measure	Numerator (Total # screened)	Denominator (Total # members)	Rate	Goal
2021	Colorectal cancer screening	29	86	33.7%	61.8%
2022	Colorectal cancer screening	27	76	35.5%	61.8%
2023*	Colorectal cancer screening	40	96	41.67%	61.8%

\*December 2023 prospective data

**Commercial Plans**

Year	Measure	Numerator (Total # screened)	Denominator (Total # members)	Rate	Goal
2021	Colorectal cancer screening	4,039	8,311	48.6%	61.8%
2022	Colorectal cancer screening	3,111	6,752	46.1%	61.8%
2023*	Colorectal cancer screening	2,795	6,817	41.0%	61.8%

\*December 2023 prospective data

**CHEP**

Year	Measure	Numerator (Total # screened)	Denominator (Total # members)	Rate	Goal
2022	Colorectal cancer screening	1,969	3,567	55.21%	61.8%
2023*	Colorectal cancer screening	1,766	3,513	50.27%	61.8%

\*December 2023 prospective data

**Data Analysis and Statistical Testing**

CHP uses chi-squared testing to demonstrate the statistical significance of our collected data. Chi-squared is a statistics test that measures how expected data compares to actual data. Results will be displayed in the chart below and indicate year to year changes in statistical significance. Statistical significance will be at  $p < 0.05$ . CHP will also address findings and/or barriers here that effect statistically significant results, as applicable. Year-end data is annualized for Commercial and CHP reporting.

**QHP**

Year	Numerator	Denominator	Rate	Chi-square test	Statistical Significance
2021	29	86	33.7%	N/A	N/A
2022	27	76	35.5%	2021 to 2022: Chi-square 0.0282477 p-value 0.8665	Not statistically significant
2023*	40	96	41.67%	2022 to 2023: Chi-square 0.297149 p-value 0.5857	Not statistically significant

\*December 2023 prospective data

### Commercial Plans

Year	Numerator	Denominator	Rate	Chi-square test	Statistical Significance
2021	4,039	8,311	48.6%	N/A	N/A
2022	3,111	6,752	46.1%	2021 to 2022: Chi-square 3.39408 p-value 0.06543	Not statistically significant
2023*	2,795	6,817	41.0%	2022 to 2023: Chi-square 13.9863 p-value 0.0001841	Statistically significant

\*December 2023 prospective data

### CHEP

Year	Numerator	Denominator	Rate	Chi-square test	Statistical Significance
2022	1,969	3,567	55.21%	N/A	N/A
2023*	1,766	3,513	50.27%	2022 to 2023: Chi-square 5.34091 p-value 0.02083	Statistically significant

\*December 2023 prospective data

## Comparison to Goal

CHP is working to meet the colorectal cancer screening goal in 2024 and to increase members screened for colorectal cancer. Year-end data is annualized for Commercial and CHP reporting.

### QHP

Year	Numerator	Denominator	Rate	Goal
2021	29	86	33.7%	61.8%
2022	27	76	35.5%	61.8%
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### Commercial Plans

Year	Numerator	Denominator	Rate	Goal
2021	4,039	8,311	48.6%	61.8%
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\*December 2023 prospective data

## CHEP

Year	Numerator	Denominator	Rate	Goal
2022	1,969	3,567	55.21%	61.8%
2023*	1,766	3,513	50.27%	61.8%

\*December 2023 prospective data

## Interventions

CHP and CoxHealth are implementing the following interventions to improve its colorectal screening measure:

Date	Intervention	Barrier Addressed
2022	<ul style="list-style-type: none"> <li>- Education to members about colonoscopies</li> <li>- Highlighted HEDIS measure update in provider communications</li> </ul>	<ul style="list-style-type: none"> <li>• Blog post created to educate members about what to expect with their first colonoscopy</li> <li>• Encouraged timely information sharing and discussion of measure change</li> </ul>
2023	<ul style="list-style-type: none"> <li>- Education to members about importance of preventive colorectal cancer screening</li> <li>- CHN improved workflow to reduce scheduling barriers to colonoscopy</li> <li>- Fall 2023 Pop Health FIT card campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Blog post created to educate members about why they should be screened if they are eligible</li> <li>• Decreased wait times to screening</li> <li>• Increased screenings among noncompliant members</li> </ul>
2024	<ul style="list-style-type: none"> <li>- Education to members about importance of preventive colorectal cancer screening</li> <li>- Semi-annual reminders (Spring/Fall) for members who are 46-75</li> <li>- Social media campaign from CHP platforms (Facebook, LinkedIn, Twitter)</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>

## Re-Measurement

CHP will re-measure colorectal cancer screening at least annually to evaluate progress towards meeting its goal. Goals can be re-evaluated during this time and adjusted accordingly.

## Additional Corrective Actions

Additional corrective actions are identified on the intervention grid above. CHP will initiate additional corrective actions each year, where necessary.

## Findings and Outcomes

The findings and outcomes of this quality initiative will be shared with CHP employees, members, providers, the Quality Improvement Committee and the Board of Directors. We may add and/or modify goals and interventions, when necessary, based on findings and outcomes. If the findings at any time

during the initiative lead to needed training and education for staff, the education will be created and distributed within the following quarter.

References:

1. CA: A Cancer Journal for Clinicians. 2021. "Cancer statistics, 2021". [Cancer Statistics, 2021 - Siegel - 2021 - CA: A Cancer Journal for Clinicians - Wiley Online Library](#) (September 17, 2021)
2. CDC. 2021. "Basic Information About Colorectal Cancer". [Basic Information About Colorectal Cancer | CDC](#) (September 17, 2021)
3. USPSTF. 2021. "Colorectal Cancer: Screening". [Recommendation: Colorectal Cancer: Screening | United States Preventive Services Taskforce \(uspreventiveservicestaskforce.org\)](#) (September 17, 2021)