

Tips to Increase Colorectal Screenings

Remind patients to schedule a colorectal cancer exam starting at age 45. A screening can detect cancer early, when it's easier to treat.

Follow up with patients who are overdue for their colorectal cancer screening and, whenever possible, help resolve their barriers to getting screened. Members who need help with scheduling appointments can contact the appropriate Healthfirst Member Services team (see page 3 for Member Services phone numbers).

Inform patients of their screening options

FIT (Fecal Immunochemical Test) kit – mailed directly to the member from a designated Healthfirst vendor.

- Targeted Healthfirst members are in our Essential Plan, Medicare Advantage plan, and Medicaid/Personal Wellness Plan who:
 - are 45+ years old and
 - have not completed their colorectal cancer screening as recommended.*
- Your patients can return their completed tests to the vendor via an enclosed pre-paid postage envelope.
- You will get a letter from the vendor with your patients' results.

Cologuard® at-home test kit

- To order Cologuard test kits and have them mailed directly to your patients or to your practice, visit cologuardtest.com/hcp/resources/how-to-order.
- This service is available to targeted:
 - Healthfirst Commercial plan (QHP, HFIC) members 45–75 years old*
 - Essential Plan and Medicaid/Personal Wellness Plan members 45+ years old*
 - Medicare Advantage plan members 45–85 years old*

- Tell patients that they will receive information to complete the screening.
- UPS® will pick up completed tests from the specified address.
- Results will be shared with you to review with your patients.

Colonoscopy, CT colonography, flexible sigmoidoscopy, and fecal occult blood test (FOBT)

– referral for GI specialist required*

- This screening is a HEDIS measure to target:
 - – Essential Plan and Medicaid/Personal Wellness Plan members 45+ years old*
 - – Medicare Advantage plan members 65+ years old*

Best practices and tips

- Document colorectal cancer exams on preventive health flowsheets, lab and surgical reports, and in progress notes—with type of screening, dates, and results.
- If exact dates are not known, document screening type, month, and year.
- Utilize EMR trigger reminders and preventive health flowsheets to know when patients are due for colorectal cancer screening.
- View our [Colorectal and Bladder Cancer Coding Tip Sheet](#) to assist providers and coding staff with the documentation and ICD-10-CM selection on services submitted to Healthfirst.

Member wellness rewards

Advise your patients that they may be eligible to receive Wellness Rewards if they complete a colorectal cancer screening. Reward eligibility and reimbursement amounts may vary depending on the member's Healthfirst plan participation and screening modality. Members can call Member Services for additional information.

Provider Alert

Member Services' contact information

Medicaid Managed Care	1-866-463-6743 1-855-659-5971 Personal Wellness Plan (TTY 1-888-542-3821)	Monday to Friday, 8am–6pm
Healthfirst Medicare Plans Comprise All Medicare Plans (including CompleteCare and Signature Plans)	1-888-260-1010 1-833-350-2910 Signature PPO 1-855-771-1081 Signature HMO (TTY 1-888-542-3821)	7 days a week, 8am–8pm (October through March), and Monday to Friday, 8am–8pm (April through September)
Senior Health Partners Managed Long-Term Care Medicaid Plan	1-800-633-9717 (TTY 1-888-542-3821)	24 hours a day, 7 days a week

*For information regarding your member's eligibility for colorectal screening options, please reference their plan's summary of benefits and coverage.

Coverage is provided by Healthfirst Health Plan, Inc., Healthfirst PHSP, Inc., and/or Healthfirst Insurance Company, Inc. (together, "Healthfirst").

0114-24 PRX24_30

Updated as of February 2024