

Payer-initiated programs that aim to close **Colorectal Cancer (CRC)** screening gaps with the Cologuard[®] test

About Payer Care Gap Programs

For decades, health insurance companies have sent their members at-home (collection), no-cost preventive screenings to help their members stay up to date with screening guidelines. To support CRC screening, health insurance companies often request the Cologuard test for their members and choose to partner with Exact Sciences to facilitate the programs.

How do these programs account for patient privacy?

- Payers are permitted to share essential member information with CLIA-certified labs like Exact Sciences for treatment purposes, such as preventive cancer screenings.
- Only the minimum necessary patient information is provided to Exact Sciences Laboratories to initiate a program.
- Exact Sciences is required by law to maintain the privacy and security of patient information, including test results.

How do payers determine who should get screened?

- Payers are incentivized to identify and provide the opportunity for overdue members to get screened for CRC.
- Payers utilize ICD-10 codes and other records in their possession (like HEDIS[®]) to identify patients who are due for screening and to exclude high-risk individuals who are not appropriate candidates for the Cologuard test.
- All patients in payer care gap programs are also provided clear descriptions of whom Cologuard testing may not be appropriate.

Who prescribes the Cologuard test in these programs?

Telehealth providers are engaged to support care gap programs. Licensed clinicians issue prescriptions, where clinically appropriate, based on review of patient eligibility information provided by health plans. All providers are appropriately enrolled to issue prescriptions based on patient geographies.

How are patients notified of a payer care gap program?

Prior to an order being placed, each patient should receive communication (letter, text, email, live phone call, or any combination thereof) notifying them of their inclusion in the program. These communications explain why the patient is receiving the kit and address for whom Cologuard testing may not be appropriate. After the order is placed, patients are enrolled in the Cologuard standard patient navigation program.

How do primary care providers (PCPs) receive test results?

- If the payer supplies Exact Sciences with the patient's PCP information, Exact Sciences will send the results to the PCP by fax and/or mail; however, PCP notifications will depend on the program design and data available to a payer.
- Providers can also obtain results by contacting Exact Sciences directly, using EpicCare Link, or accessing Care Everywhere (Epic EHR system only).
- If a provider receives results for someone who is not their patient, they should notify Exact Sciences and shred the communication.

How do patients receive results through a payer care gap program?

Patients are notified of results through Exact Sciences' patient navigation program and also receive their result in the mail. The ordering provider also contacts patients with positive results via a phone call.

Do providers receive HEDIS credit for CRC screening if a patient completes a Cologuard test sent from a payer?

For most value-based care agreements, gap closure is based on member attribution. If the patient completes the screening, the provider would also receive the credit because they are the attributed primary care physician or specialist.

Find additional support online at cologuardhcp.com or by calling +1 844-870-8870, every day, 6 AM to 10 PM CT.



The Healthcare Effectiveness Data and Information Set (HEDIS®) is a registered trademark of NCQA.

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