



**2007 CERVICAL CANCER SCREENING QI FUND PROJECT**

The purpose of the Cervical Cancer Screening Project is to increase the rate of cervical cancer screening in women 24 to 64 of age. This project was based on administrative data including BCBSIL claims and IPA encounter data and therefore did not require medical record review. While the Preventive Care Guidelines recommend that a Pap test be performed every three years, only two years of encounter data (2005-2006) was available. Project thresholds were lowered and a two year cervical cancer screening rate was calculated for each IPA. This project aimed to utilize IPA encounter data and to identify any potential deficiencies.

The 2005-2006 Network rate is displayed in the following table.

Year	Initial Population	Total Number of Members Excluded	Final Population	Number of Women with a Pap Smear 1/1/05 - 12/31/06	2-Year Administrative Cervical Cancer Screening Rate
2005 - 2006	218,562	5,447	213,115	87,234	41%

**Identified Barriers to Cervical Cancer Screening:**

Members:

- May not be aware that Pap smears are a covered benefit
- May not have accurate information about screening recommendations
- May be concerned about the potential for discomfort and/or embarrassment associated with the Pap smear procedure

Physicians:

- May not routinely recommend Pap smears to their patients
- May not have a systematic method to track preventive services
- May not consistently code visits at which a Pap test was performed with a qualifying code specific to the service

IPAs:

- May not have submitted complete encounter data
- Encounter data may not have included lab vendor data
- May not have a method to motivate their physicians to improve care

**Interventions Implemented to Address Identified Barriers:**

Members:

- Provided online resources, including Personal Health Manager and Ask a Nurse
- Mailed the “*Give Yourself the Gift of a Lifetime*” reminder cards to women age 18-69 during their birthday month. The reminder:
  - provides information on the screening recommendations for Pap smear
  - informs members that Pap smears are a covered benefit when ordered by their PCP or WPHCP
  - encourages members to contact their PCP or WPHCP for preventive services

2007	Number of Members
Reminder Mailings	310,989

- Provided computerized phone reminders (in English or Spanish) for Pap smear and mammography screenings for women age 40-52 in September of 2007 who had not had a mammogram since 1/1/2006 based on BCBSIL claims and IPA encounter data. The script:
  - provides information on the screening recommendations for Pap smear
  - informs members that Pap smears are a covered benefit when ordered by their PCP or WPHCP
  - encourages members to contact their PCP or WPHCP for preventive services

2007	Results
Reminder Telephone Calls	41% (21,281/51,891)

Physicians/IPAs:

- Made a QI Fund payment to IPAs with project results that met or exceeded established thresholds
- Updated and distributed the BCBSIL Preventive Care Guideline
- Reviewed and distributed the brochure “The Importance of a Pap Test” to the IPAs
- Rewarded IPAs based on performance through the QI Fund payment
- Quality Improvement staff conducted IPA HMO QI Fund Training in March 2007 and held quarterly QI Forums
- May not have a method to motivate their physicians to improve care

Results of the 2007 Cervical Cancer Screening QI Fund Project were based on a two year rate using BCBSIL claims and IPA encounter data only. One benefit of reporting IPA cervical cancer screening rates using administrative data only is that it identified IPAs appearing to have incomplete lab encounters. Some IPAs were previously unaware of this deficiency.