

Establishing your Medicare Advantage HEDIS strategy for the year

Innovative and unconventional approaches
from real-world experiences



Educational Webinar Series



Meet our speakers



Michelle Magnus, BHA, LSSBB
Value-Based Care Manager

- 17 years of healthcare experience
- Point-of-care PCP and specialist
- Health plan, quality, HEDIS, value-based contracting



Sarah Fitzharris, MBA, BHA, LPN
Value-Based Care Manager

- 30 years of healthcare experience
- Quality/clinical operations, HEDIS



**Yasty Puig, CPC, CRC, CPMA,
CDEO, ISTQB, BA**
Value-Based Care Manager

- 26 years of healthcare experience
- Risk adjustment, coding, quality operations, and HEDIS consultant

Polling question

What type of organization are you with?

- A. Health plan/payer
- B. Provider organization (IPA, MSO, ACO, etc.)
- C. Provider office
- D. Vendor

Objectives

Contracting

- Key quality components of value-based care Medicare Advantage contracts

Why HEDIS?

- How does it relate to patients' health outcomes?

Planning and strategies

- Unconventional ideas for a successful year

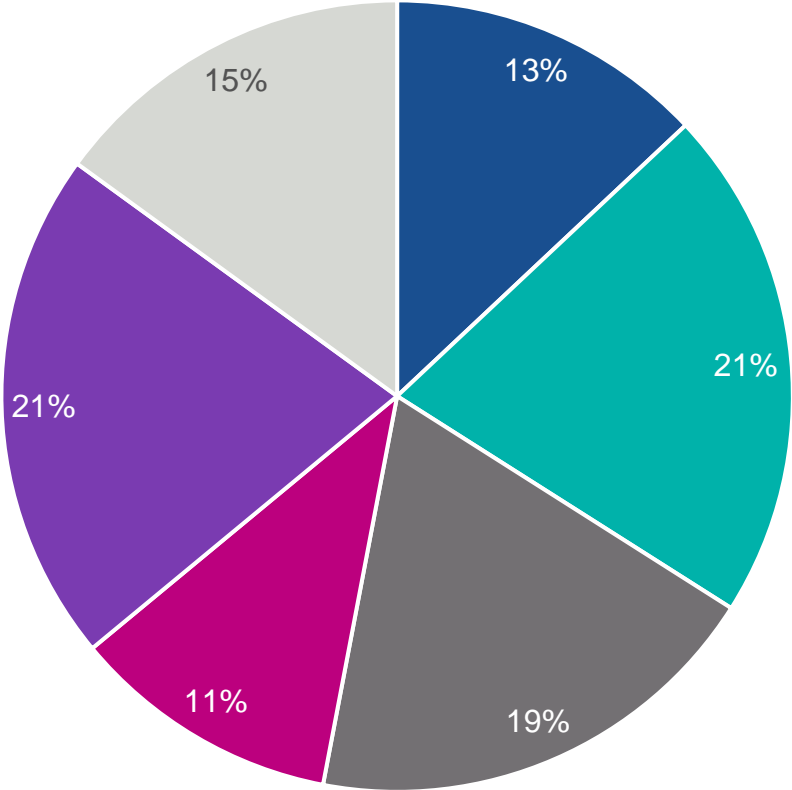


Medicare Advantage and value-based contracts

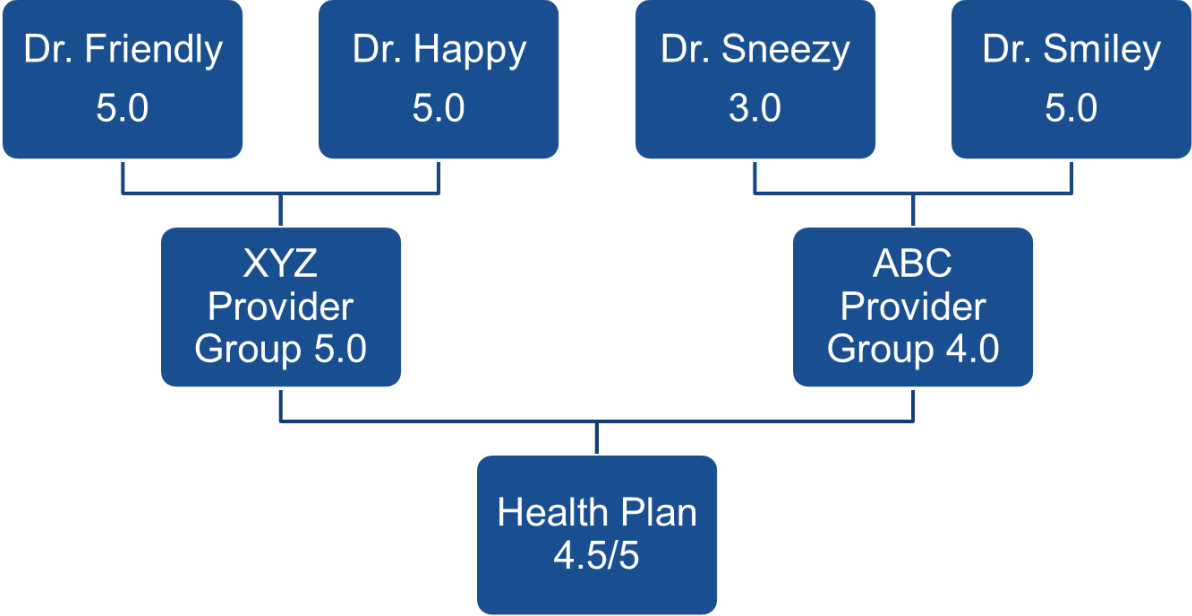
- Centers for Medicare & Medicaid Services contract with Medicare Advantage Organizations
- MAOs create Medicare Advantage Plans. Examples: Aetna, BCBS, Humana
- Medicare recipients can choose traditional Medicare or a Medicare Advantage Plan
- MAOs build their Medicare Advantage provider networks through provider contracts, often via a Medicare Advantage value-based contract
- MAOs' Medicare Advantage Plans are graded by CMS annually on their performance through a Star Rating system

Star Ratings and the impact from your provider network

Example of Star Composition



■ Improvement ■ HEDIS ■ Pharmacy ■ HOS ■ CAHPS ■ Admin



| Star Level | Description |
|------------|---------------|
| 5 | Excellent |
| 4 | Above Average |
| 3 | Average |
| 2 | Below Average |
| 1 | Poor |

Medicare Advantage value-based contracts (VBCs)

What is a value-based contract?

Agreement is tied to specified measures of effectiveness and appropriateness. Provider can earn additional incentives for the value of the care they provide, not just for the quantity of services rendered.

Why do Medicare Advantage Plans have value-based contracts?

To promote the triple aim:

- better patient outcomes
- improved health of a population
- lower per capita cost

Levers of a value-based contract

Utilization rates

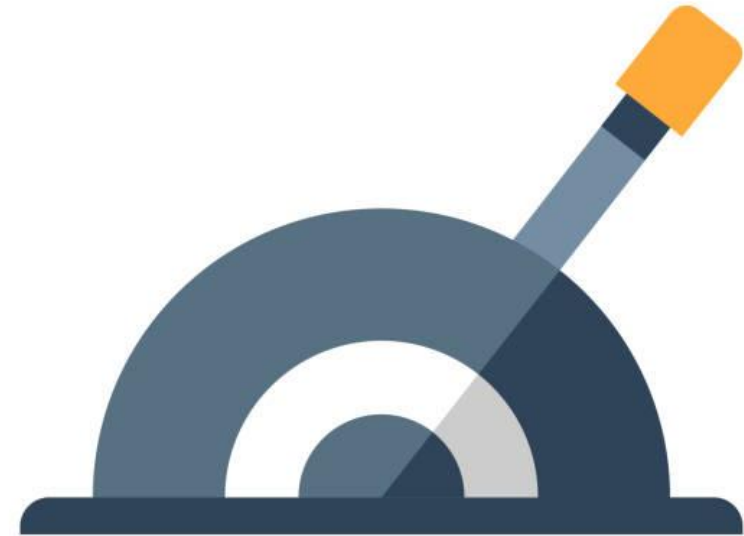
- Emergency department visits
- Hospital admissions and readmissions

Risk adjustment improvement

- HCC code capture

Quality metrics

- Annual visit completion rates
- **HEDIS / Part D measures**



Example of quality performance impact on VBC payments

| Measures | 1 Star payout | 2 Stars payout | 3 Stars payout | 4 Stars payout | 5 Stars payout |
|--|---------------|----------------|----------------|----------------|----------------|
| Breast cancer screening | \$0.00 PMPM | \$0.00 PMPM | \$1.00 PMPM | \$2.00 PMPM | \$3.00 PMPM |
| Colorectal cancer screening | \$0.00 PMPM | \$0.00 PMPM | \$1.00 PMPM | \$2.00 PMPM | \$3.00 PMPM |
| Controlling blood pressure | \$0.00 PMPM | \$0.00 PMPM | \$1.00 PMPM | \$2.00 PMPM | \$3.00 PMPM |
| Diabetes care - blood sugar controlled | \$0.00 PMPM | \$0.00 PMPM | \$2.00 PMPM | \$3.00 PMPM | \$5.00 PMPM |
| Eye exam for patients with diabetes | \$0.00 PMPM | \$0.00 PMPM | \$1.00 PMPM | \$2.00 PMPM | \$3.00 PMPM |
| Statin use in person with diabetes | \$0.00 PMPM | \$0.00 PMPM | \$2.00 PMPM | \$3.00 PMPM | \$5.00 PMPM |

Provider earned: \$7 PMPM, with 1,000 members = \$84,000

Lost opportunity: \$15 PMPM, with 1,000 members = \$180,000

Tips for success in your value-based contract

Know your contract

- ✓ Identify the value levers of your value-based contract
- ✓ Understand the metrics you're being scored on
- ✓ Weigh the impact of each metric on your overall payout
- ✓ Strategize accordingly and choose the right value-based contract



Polling question

How knowledgeable are you of your Medicare Advantage contract in terms of quality incentives?

- A. I have no idea of what's in our contract.
- B. I'm somewhat familiar.
- C. I'm very knowledgeable and strategy is planned accordingly.

HEDIS

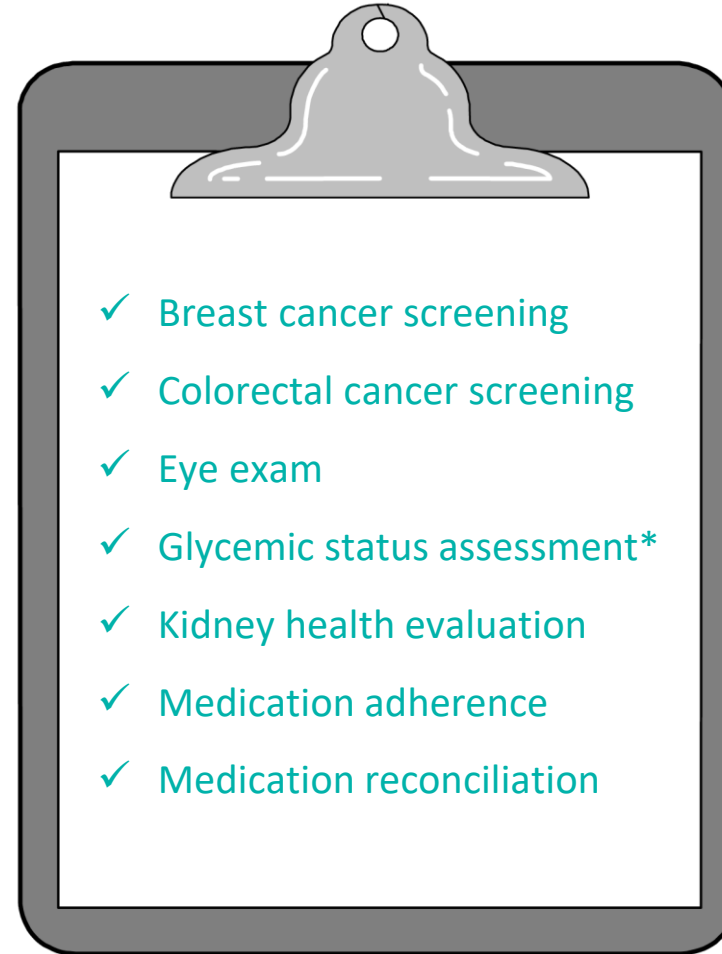
Healthcare Effectiveness Data and Information Set, a standardized set of performance measures developed by the National Committee for Quality Assurance (NCQA).

- Used by more than 90% of America's health plans
- Makes it possible to compare the performance of health plans on an "apples-to-apples" basis
- Measures are continuously reviewed based on published guidelines and scientific evidence
- Assists in identifying gaps in care
- Helps improve patient outcomes and reduce care costs

Why does it matter?

Address a broad range of important health issues, such as:

- Cancer
- Care for older adults
- Diabetes
- Heart disease
- Medication management
- Transitions of care



*New measure title for Diabetes Care – Blood Sugar Controlled

Team-based care

- Teamwork
- Create templates
- Develop screening/standing order policy
- Identify, address SDOH barriers
- Patient education
- Patient outreach
- Persistent reminders



Let's review



Know
your
contracts



Stay
patient
focused



Outreach and
persistent
reminders



Teamwork



Multi-Level Patient Insights

Clinical Care Gap Report

Location(s) Selected: ProviderGroup: Good Doctor's Office
 LOB(s): MEDR Product(s): All Payer(s): AvMed Patient(s): Demo, Patient
 Total Active Members in selected Location(s)/Payer(s)/LOB(s)/Product(s): 220 Total Selected Members: 1
 A = Accepted condition
 P = Conditions that have been accepted in the past

| Attributed To | Member Name Member ID Member Phone # DOB Member Gender | Status ① | Version | Category | DOS Year | CMS Disease Group | Diagnosis Code Description | HCC Capture Rate Accepted in MY / Total HCCs | Paid RAF Proj RAF | RAF Score Period | HEDIS Gap Closure % (Closed/Elig) Open Gaps | Last Office Visit Annual Wellness Visit |
|---------------|--|-------------|----------|------------|-------------|--|---|--|----------------------|--------------------------|--|---|
| Dr. Best | Demo, Patient ABC12345678 (111)222-3333 01/10/1951 F | A | 24 28 | 19 38 | 2023 | Diabetes with Glycemic, Unspecified or No Complications | E11.9 Type 2 diabetes mellitus without complications | 66.67% 2/3 | 0.7310 0.7310 | 07/01/2023 12/31/2023 | 80.00% 1/5 COL | 10/9/2023 N/A |
| | | A | 24 28 | 22 48 | 2023 | Morbid Obesity | Z68.41 Body mass index [bmi] 40.0-44.9, adult | | | | | |
| | | P | 24 28 | 111 280 | 2023 | COPD, Interstitial Lung Disorders, and Other Chronic Lung Disorders | J43.9 Emphysema, unspecified | | | | | |

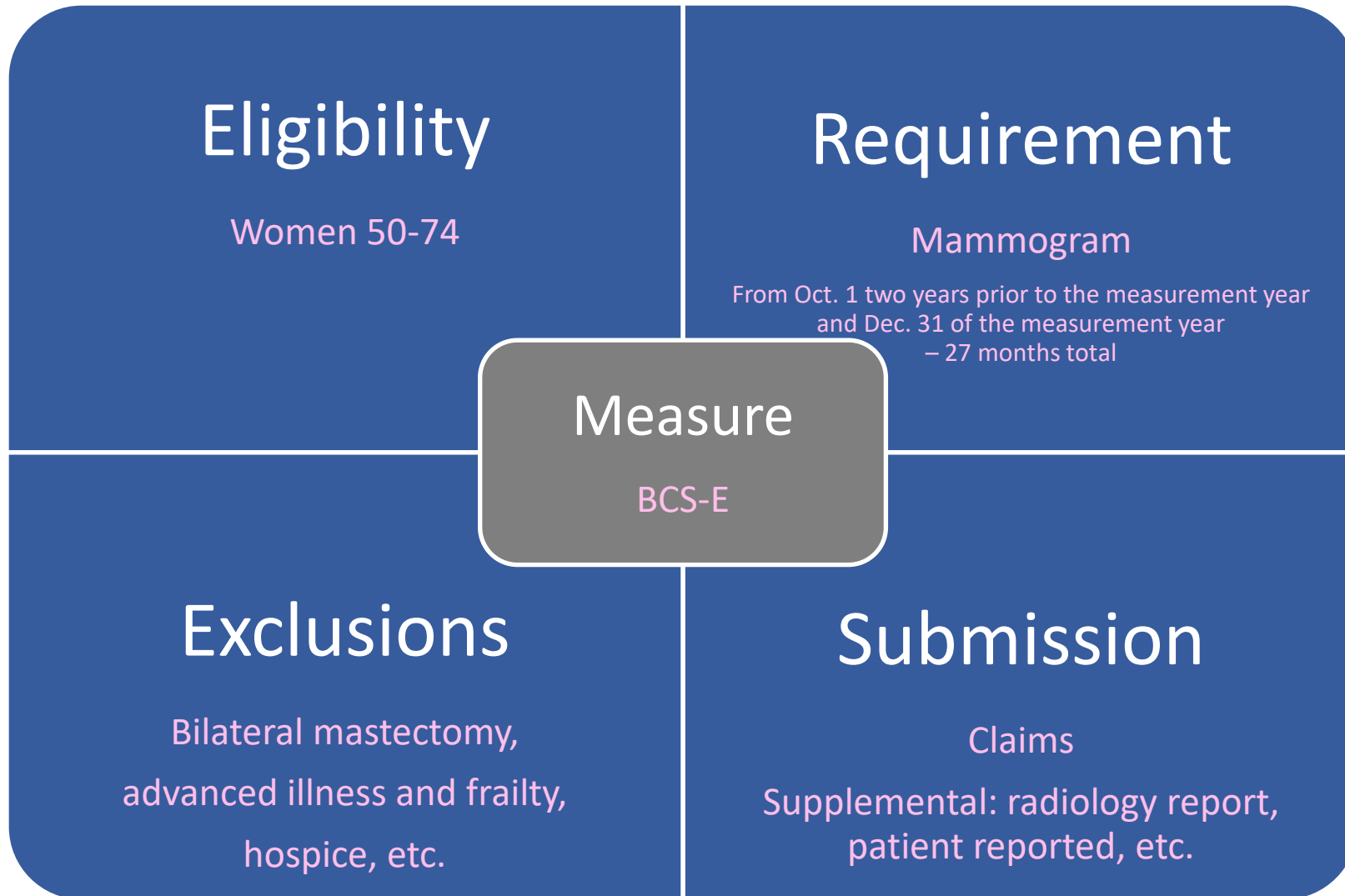
| Controlled Blood Pressure 18-85 yrs | Care of Older Adult (COA) 66+ SNP only | Diabetes A1C - 18-75 yrs |
|--|--|--|
| SYST up to 129 3074F | Advanced Care Planning: | A1c up to 6.9 3044F |
| SYST 130-139 3075F | Discussed 1158F | A1c 7.0 - 7.9 3051F |
| SYST 140 or higher 3077F | Surrogate documented in chart 1123F | A1c 8.0 to 9.0 3052F |
| AND | Legal Document in chart 1157F | A1c > 9.0% 3046F |
| DIAST up to 79 3078F | Meds Documented in chart 1159F | Eye Exam for Patients with DM (EED) 18-75 yrs |
| DIAST 80-89 3079F | Medication Reviewed 1160F | No evidence of retinopathy in PRIOR year's dilated exam 3072F |
| DIAST 90 or higher 3080F | Functional Status 1170F | |
| Hospital Discharge Meds Reconciled (MRP) (within 30 days of DC) 1111F | Pain Screening | |
| | Persistent Pain 1125F | |
| | Not Persistent 1126F | |



Strategy



Understand the measures



Education and communication

Payer

- Resource guides
- Quarterly webinars

Engagement manager

- Discuss a measure on each monthly call
- Provide printed resource guides



Practice administrator

- Educate during staff meetings
- Monthly or quarterly themed focus

Vendor

- Blogs
<https://datalinksoftware.com/latest-blog/>
- Newsletters
- Webinars
<https://datalinksoftware.com/resources/webinars/>

Polling Question

**How well do you understand Medicare Advantage
HEDIS and Pharmacy measures?**

- A. I've heard of it, but that's about it.
- B. I know the basics and can explain them to someone.
- C. I'm pretty good and feel comfortable educating others on them.

Planning – overview



Planning – visit reporting



Office Visit Summary

| Office Visit Quality Measure | Total Visits | Unique Members | Compliant Members | Non-Compliant Members | Compliance % | Prior Year Compliance % |
|------------------------------|--------------|---------------------|---------------------|-----------------------|--------------|-------------------------|
| Office Visits | 4,187 | 546 | 512 | 34 | 93.8% | 94.7% |
| Annual Wellness Visits | 232 | 546 | 221 | 325 | 40.5% | 43.5% |

Planning – HEDIS reporting

HEDIS Summary

| Total Eligible | Total Passed | Pass % | HEDIS Star Level | Patient Safety Star Level | Overall Star Level |
|----------------|--------------|--------|------------------|---------------------------|--------------------|
| 360 | 240 | 66.7% | 2.67 | 0.00 | 2.67 |

| Measure | Category | Wgt | Elig | Pass | Gap | Pass % | Star Lvl | Gap Star 2 | Gap Star 3 | Gap Star 4 | Gap Star 5 |
|---|----------|-----|---------------------|------|--------------------|--------|----------|------------|------------|------------|------------|
| Breast Cancer Screening | HEDIS | 1 | 93 | 57 | 36 | 61.2% | 2 | 0 | 3 | 10 | 17 |
| Care for Older Adults - Pain Assessment | HEDIS | 1 | 40 | 33 | 7 | 82.5% | 3 | 0 | 0 | 3 | 7 |
| Colorectal Cancer Screening | HEDIS | 1 | 227 | 150 | 77 | 66.0% | 3 | 0 | 0 | 16 | 37 |

HEDIS Detail - Gaps Only

| Attributed to | Member Name Member ID DOB Mbr Phone | Last Office Visit | Elig Meas | Open Gaps | Measure | Pass Ind | Measure Compliance Date | Measure Compliant Prior Year | Screening Type | Base Event Date | Last Impact Date | Results | Servicing Provider |
|---------------|--|-------------------|-----------|-----------|---|----------|-------------------------|------------------------------|----------------|-----------------|------------------|---------|--------------------|
| | | 08/10/2022 | 3 | 3 | Colorectal Cancer Screening | N | | | | | | | |
| | | 08/10/2022 | 3 | 3 | Care for Older Adults - Pain Assessment | N | | Yes | | | | | |
| | | 08/10/2022 | 3 | 3 | Breast Cancer Screening | N | | | | | | | |
| | | 04/25/2023 | 2 | 2 | Colorectal Cancer Screening | N | | No | | | | | |
| | | 04/25/2023 | 2 | 2 | Breast Cancer Screening | N | | No | | | | | |



Measures

| |
|--|
| Breast Cancer Screening |
| Care for Older Adults - Medication Review |
| Care for Older Adults - Pain Assessment |
| Colorectal Cancer Screening |
| Controlling High Blood Pressure |
| Glycemic Status Assessment |
| Eye Exam for Patients With Diabetes |
| Follow-up after ED Visit |
| Kidney Health Evaluation for Patients With Diabetes |
| Medication Adherence for Cholesterol Medications |
| Medication Adherence for Diabetes Medications |
| Medication Adherence for Hypertension (RAS antagonists) |
| Osteoporosis Management in Women who had a Fracture |
| Plan All-Cause Readmissions |
| Statin Therapy for Patients with Cardiovascular Disease |
| Statin Use in Persons with Diabetes (SUPD) |
| Transitions of Care - Medication Reconciliation Post-Discharge |
| Transitions of Care - Notification of Inpatient Admission |
| Transitions of Care - Patient Engagement After Inpatient Discharge |
| Transitions of Care - Receipt of Discharge Information |

| Measures | Jan | Feb | March | Apr | May | June | July | Aug | Sept | Oct | Nov | Dec |
|--|--|--|---|---------------------------------|--------------------------------|--------------------------------|----------------------------------|-------------------------|---|-------------------------------|---|-------------------------------------|
| | Cervical Health Month | National Cancer Prevention & Heart Month | National Colorectal Cancer & Kidney Month | National Stress Awareness Month | Osteoporosis Awareness Month | National Cancer Survivor Month | Medication Adherence Month | National Eye Exam Month | National Cholesterol & Pain Awareness Month | Breast Cancer Awareness Month | American Diabetes Month | National Influenza Vaccination Week |
| Breast Cancer Screening | | | | | | | | | | | | |
| Care for Older Adults - Medication Review | | | | | | | | | | | | |
| Care for Older Adults - Pain Assessment | | | | | | | | | | | | |
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| Eye Exam for Patients With Diabetes | | | | | | | | | | | | |
| Follow-up after ED Visit | | | | | | | | | | | | |
| Kidney Health Evaluation for Patients With Diabetes | | | | | | | | | | | | |
| Medication Adherence for Cholesterol | | | | | | | | | | | | |
| Medication Adherence for Diabetes | | | | | | | | | | | | |
| Medications | | | | | | | | | | | | |
| Medication Adherence for Hypertension (RAS antagonists) | | | | | | | | | | | | |
| Osteoporosis Management in Women who had a Fracture | | | | | | | | | | | | |
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| Transitions of Care - Receipt of Discharge Information | | | | | | | | | | | | |
| | AWV - Pts without visits Focus on most gaps | | Review Roster | Pts without visits | | AWV | | Pts without visits | | | AWV - Pts without visits | |
| | 90 Days Rx Conversions | | Declined Tests - Exclusions Coding | | Address Barriers to Compliance | | Mid Year Review Workflow changes | | Declined Tests - Exclusions Coding | | End of Year Clean Up All Hands on Deck | |
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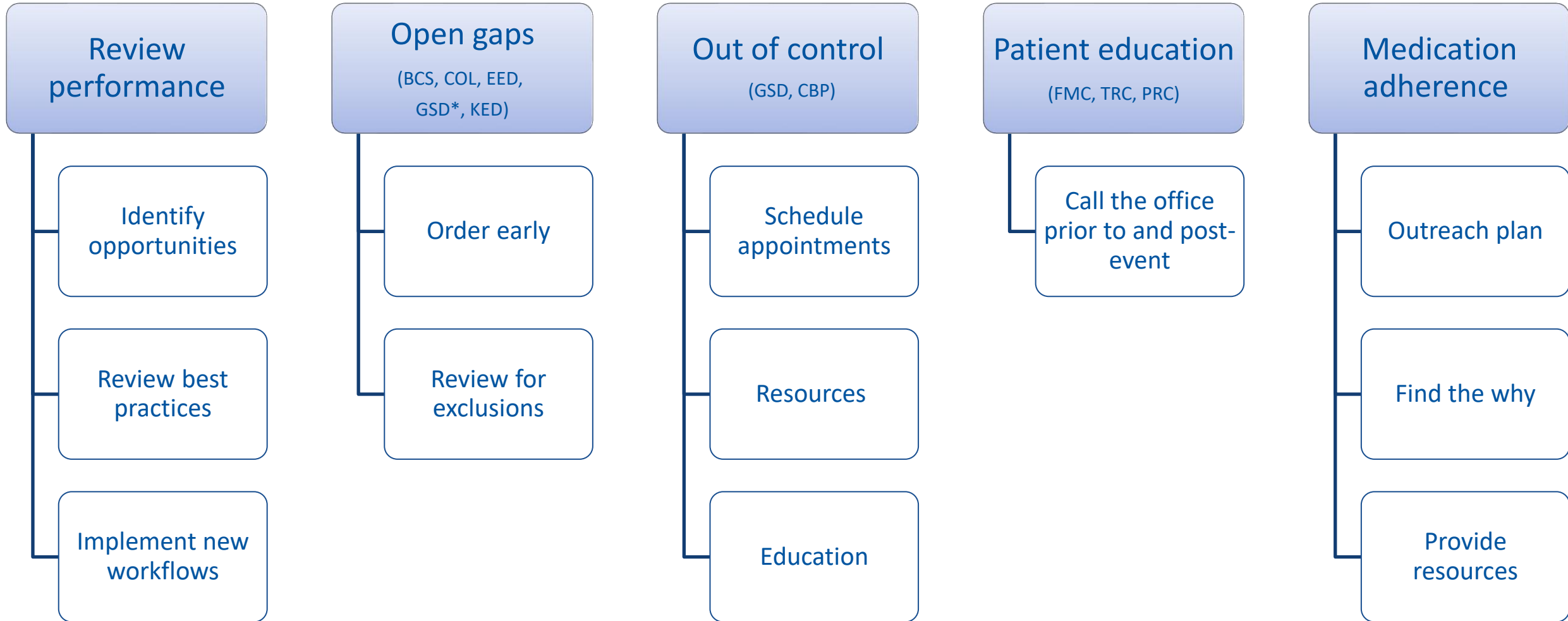
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| Breast Cancer Screening | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| | | | | | | <table border="1"> <thead> <tr> <th colspan="5">Goals</th> </tr> <tr> <th></th> <th>AWV</th> <th>OV</th> <th>HEDIS</th> <th>Rx</th> </tr> </thead> <tbody> <tr> <td>Q1</td> <td>15%</td> <td>25%</td> <td>2.5</td> <td>5</td> </tr> <tr> <td>Q2</td> <td>25%</td> <td>60%</td> <td>3</td> <td>5</td> </tr> <tr> <td>Q3</td> <td>40%</td> <td>75%</td> <td>3.5</td> <td>5</td> </tr> <tr> <td>Q4</td> <td>65%</td> <td>90%</td> <td>4</td> <td>4.5</td> </tr> </tbody> </table> | | | | | | | Goals | | | | | | AWV | OV | HEDIS | Rx | Q1 | 15% | 25% | 2.5 | 5 | Q2 | 25% | 60% | 3 | 5 | Q3 | 40% | 75% | 3.5 | 5 | Q4 | 65% | 90% | 4 | 4.5 |
| Goals | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Q2 | 25% | 60% | 3 | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Q3 | 40% | 75% | 3.5 | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Q4 | 65% | 90% | 4 | 4.5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Polling question

How do you address the quality gaps for your members?

- A. We wait for the report from the payers and get to it when we have time.
- B. We have a team focused, but we don't really have a strategy.
- C. We're very strategic, and closing gaps is a priority.

Quarter 1 proactive strategies



*Glycemic status assessment (GSD) -New measure title for Diabetes Care – Blood Sugar Controlled

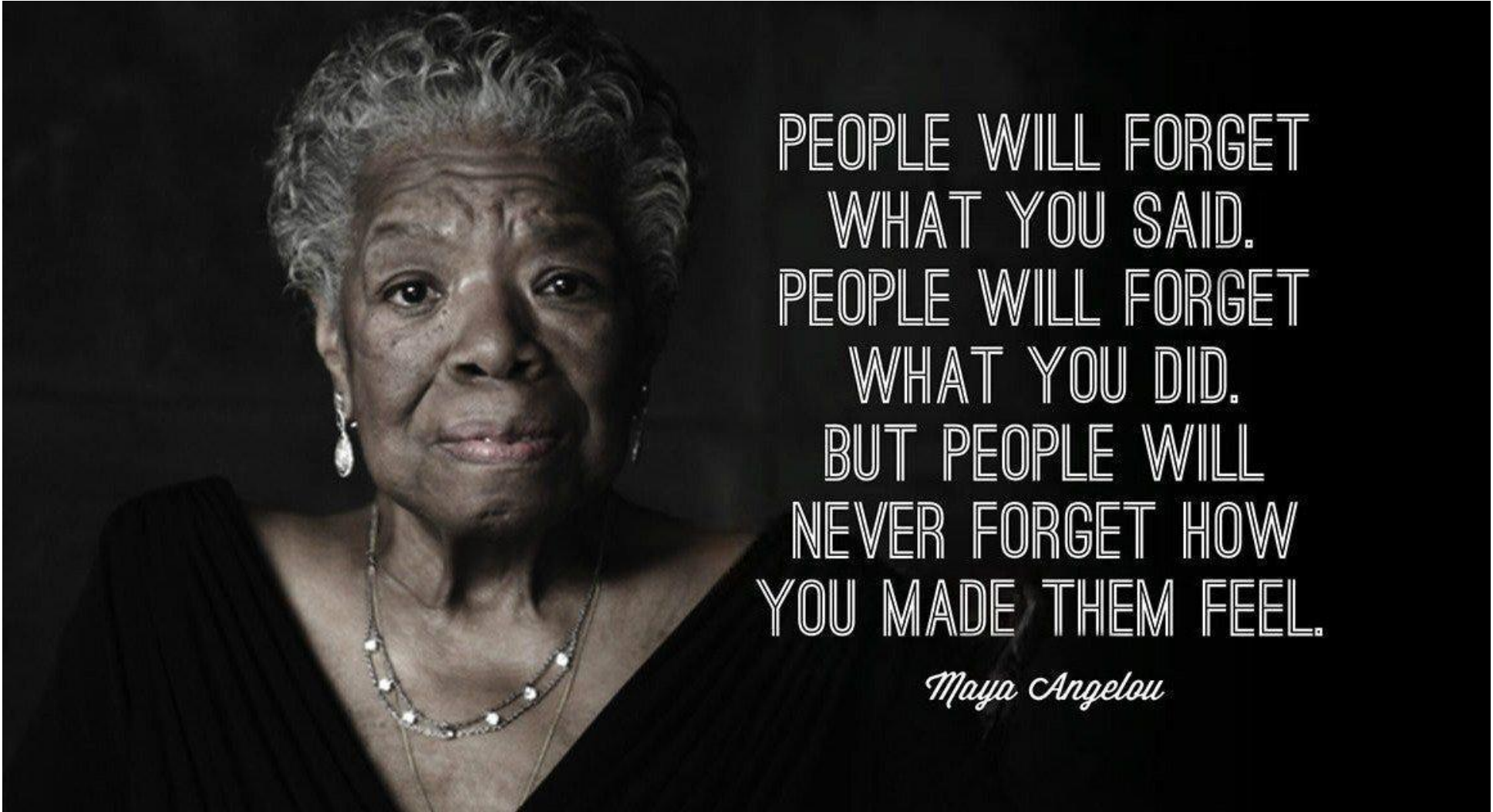
Measure Gap Closure



TIPS

- Questionnaires
- Patient Reported Measures
- EMR
- Declined Test
- Results that matter
- Timeframes

Don't Assume – Close the Loop!



DATALINK
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Be creative, be memorable, be fun, be unconventional

Breast Cancer Screening

- Organize on-site theme events: survivor speakers, games, giveaways, and mobile mammography
 - Mardi Gras theme party
 - Save the TaTas party
- Posters with a QR code for scheduler at local facility.
- Show breast cancer survivor video office waiting room

If I'm going to have to keep flashing by boobs for strangers I should at least get some beads for it!

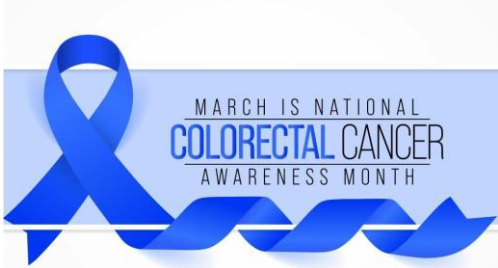


October is Breast Cancer Awareness Month.
Get those puppies checked!



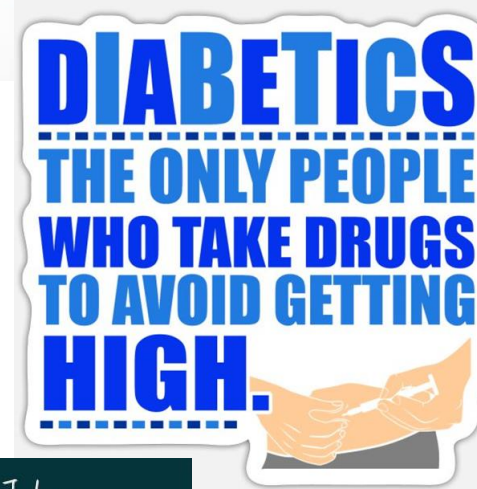
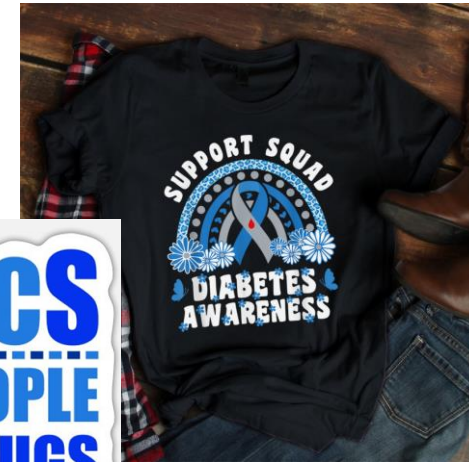
Colon Cancer Screening

- Decorate the office and have the staff wear buttons or shirts.
- Partner with the local lab to have test kits in office.
- Set up texting campaigns / email reminders. 🍌
- Inflatable walk-through colon for health fairs.



Diabetes

- Host a sugar-free party for patients with uncontrolled diabetes, bring a diabetes educator and patient testimonials.
- Hand out diabetes meal idea flyers.
- Set up text reminder campaigns before holidays:
 - Valentines – “Like insulin, I can’t live without you.”
 - Mother’s Day – “Take care of your diabetes, your family still needs you.”
 - 4th of July – “Hopefully your diabetes isn't as sky high as the fireworks.”
 - Thanksgiving – “Don’t get high this thanksgiving, watch your sugar.”
 - Christmas – “Leave the cookies for Santa.”



Strategy – from reactive to proactive



Q&A

SOFTWARE

REQUEST INFO



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empowering better health



DataLink's suite of flexible data-driven solutions facilitate the delivery of high-quality, cost-effective, value-based care with measurable outcomes.



Your partner for value-based care



RESOURCES



Sandip Patel
727-599-1360
sandip_patel@datalinksoftware.com
datalinksoftware.com

- Improve quality performance
- Optimize risk accuracy

95%
5:1
100%



DATA LINK

empowering better health

Visit us in the VBC Exhibit Hall

VBCExhibitHall.com





Thank you

Contact us for more information

info@datalinksoftware.com

datalinksoftware.com

Medication adherence - find the why, provide Solution

❑ Forgetfulness

- Pill box
- Reminders on their phone or Alexa

❑ Cost

- Verify patient's formulary to ensure patient is on the most cost-effective drug
- Patient assistance programs or discount cards
- Low-income subsidy
<https://www.cms.gov/medicare/enrollment-renewal/part-d-plans/low-income-subsidy/eligibility-low-income-subsidy>

❑ Inconvenience

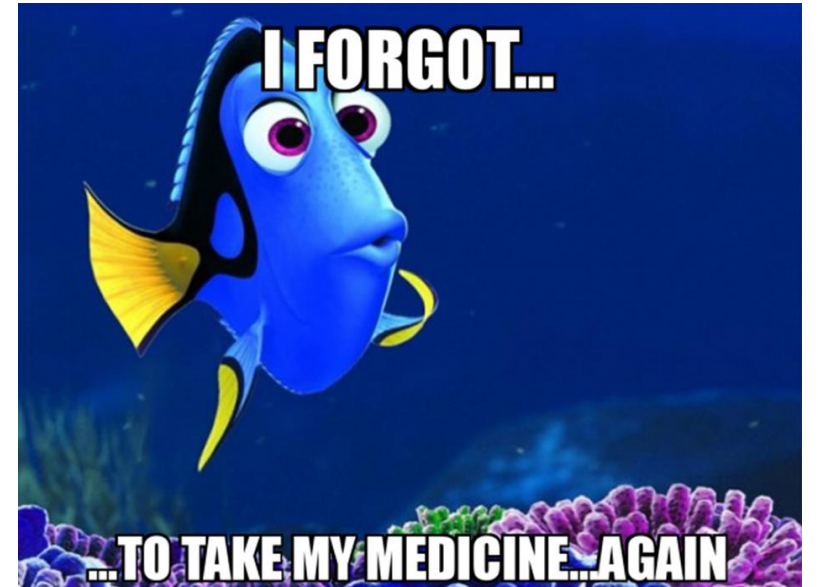
- 90- or 100-day supplies
- Suggest medication delivery or mail order
- Complicated dosing scheduled for multiple medications - ask pharmacy to synchronize refill dates (exactcarepharmacy.com)

❑ Attitude around medication or disease state

Offer a visit with the provider to further educate on member

❑ Low health literacy

[Health literacy and patient safety: Help patients understand - YouTube](#)



Appendix and Resources

- <https://www.ncqa.org/>
- <https://www.asge.org/home/resources/publications/practical-solutions/practical-solutions-national-colorectal-cancer-awareness-month>
- <https://www.adirondackdailyenterprise.com/news/local-news/2019/03/coasters-remind-people-to-get-screened-for-colon-cancer/>
- <https://www.exactcarepharmacy.com/>
- [Health literacy and patient safety: Help patients understand – YouTube](#)
- <https://www.tmc.edu/news/2020/08/lbj-hospital-nationally-recognized-for-colorectal-cancer-awareness-and-prevention/>
- <https://www.amazon.com/Fun-Express-Breast-Cancer-Awareness/dp/B00YQCPGNO?th=1>