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“The MCC Challenge”

The *Community Guide's* Cancer Prevention and Control increasing breast, cervical, and colorectal cancer screening recommended strategies were promoted and implemented in the MCC Challenge. Organizations in the MCC were challenged to "practice what they preach" and increase screening rates among their own employee populations. To do this organizations who committed to the MCC Challenge completed an initial assessment to identify gaps in coverage, access and knowledge regarding cancer screening within their organizations. Organization's then reported their HEDIS screening rates for breast, cervical and colorectal cancer. Based on the initial assessment and HEDIS measures organizations then created an action plan to implement evidenced-based strategies to increase the employee screening rates. The organizations used The *Community Guide's* recommended strategies for increasing breast, cervical, and colorectal cancer screening as the menu of evidence-based strategies. The *Community Guide* was chosen because the strategies include policy, system, environmental, and educational strategies for organizations to implement.

The MCC Challenge was launched in March 2011. In the first year, eight organizations off the MCC participated and reported that approximately 7,000 employees and dependents were being impacted by the MCC Challenge. The MCC organizations participating in the MCC Challenge are currently implementing their action plans. There have been several successes celebrated by the MCC Challenge participants. Karmanos Cancer Institute instituted a new policy to use group education to inform employees of their insurance coverage for cancer screening and the benefits of being screened. Catherine's Health Center was able to obtain a group health plan for the first time, fully insuring covering all copayments and deductibles for breast, cervical, and colorectal cancer screenings. Northwest Health Department continued to enhance their wellness initiatives, which has a 98% participation rate, by including incentives for employees.

The health department did not have to increase premiums for their employees this past year due to the success of their program. HealthPlus of Michigan also offers incentives for their employees to complete their cancer screenings and uses small media to educate their employees. All of the organizations reported that they provide paid time off for employees to attend doctor's visits, have extended coverage for family members and reduce out-of-pocket costs by assisting with or covering the entire cost of the copayment. Some organizations first found it a challenge to work with their insurance providers, but once they were able to open the door of communication the insurers and employers were able to collaborate on implementing interventions.

The MCC's experience with using The *Community Guide* can serve as a model for other organizations looking to create a comprehensive worksite wellness program which includes cancer screening. As a statewide cancer coalition, made up of organizations dedicated to cancer prevention and control, the MCC found the recommendations of The *Community Guide*

extremely beneficial in reinforcing the importance of cancer screening for the population that makes up our own organizations.

After the success of the first year the MCC has decided to continue to encourage our organizations to take the MCC Challenge and implement strategies from *The Community Guide*. Organizations who are currently participating stated that the strategies from *The Community Guide* have encouraged a positive culture around cancer screening at their workplaces. Organizations have also reported stronger relationships with their insurance providers and therefore a more routine analysis of their HEDIS measures.

The MCC was able to work with C-Change to further promote evidence-based strategies to increase cancer screening, including access to free small media. The American Cancer Society (ACS) is a MCC member and took the MCC Challenge. ACS was able to offer their free worksite wellness initiatives to the other participating organizations. A new partnership with a National Cancer Institute Research to Reality (NCI R2R) Mentorship Program has formed with MCC Challenge participants. Organizations who are interested will work with the NCI R2R mentor to send client reminders for colorectal cancer screening. The mentor will assist with implementing *The Community Guide* recommended strategy of client reminders for the organization and follow-up at three and six months to assess the success of the intervention.

There are several technical assistance calls held throughout the MCC Challenge process. During the calls organizations share what barriers they have encountered and how they have succeeded in overcoming the challenges. Organizations measured their HEDIS screening rates for breast, cervical, and colorectal cancer when committing to the MCC Challenge. In August 2012, after one year of participating in the MCC Challenge, the organizations will again measure their HEDIS screening rates to see if the policies implemented were successful in increasing employee cancer screenings. The organizations who have had the greatest success in implementing *The Community Guide's* interventions will be used as a model for future organizations. The organizations participating in the MCC Challenge are very diverse, at the completion of the Challenge there will be a wide variety of successful implementation methods for future organizations to replicate.