

2025 Exact Sciences Cologuard[®] campaign

An overview of our campaign to close colorectal cancer care gaps through at-home Cologuard test kits.

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A background of the Exact Sciences campaign

Through Exact Sciences' at-home Cologuard test kits, we're partnering with you to help close care gaps and improve HEDIS scores in the Colorectal Cancer Screening (COL-E) HEDIS measure.

How Does the Campaign Work?

In this campaign, your targeted Priority Health patients will be mailed free, at-home Cologuard test kits to complete and return to Exact Sciences. Exact Sciences' lab will run the tests and mail results back to patients and their attributed PCPs. Our quality team will also send a report of patient results to ACNs.

New this year: This campaign is now open to your eligible Priority Health patients across all lines of business.

How long will the campaign run?

ACNs can opt into this program any time throughout the year, however if you'd like your patients' CRC screening gap closures to count toward your 2025 PIP incentive, you must send your target list to us before Aug. 1, 2025. Introductory letters will be mailed to your targeted patients once this list is received. Note: You can also send multiple target lists throughout the year, as new patients are added to the COL-E measure.

The COL- E HEDIS measure description

Patients 45–75 years of age who had appropriate screening for colorectal cancer in 2025.

Test, service or procedure to close care opportunity:

- **Colonoscopy:** Performed in the measurement year or nine years prior
- **CT colonography:** Performed in the measurement year or four years prior
- **FIT/FIT DNA test:** Performed in the measurement year or two years prior
- **Flexible sigmoidoscopy:** Performed in the measurement year or four years prior
- **FOBT:** Performed in the measurement year
- Documentation of colorectal cancer or a total colectomy with date of occurrence

Tips for creating your target list

We recommend you use data from your PIP_11C report to begin creating your target list. Your target list must include the following patient information:

- Patient's name
- Patient's date of birth
- Patient's Priority Health member ID

Things to note as you determine which patients to target:

- Cologuard is indicated to screen adults age 45 years or older, who are considered an *average-risk* for colorectal cancer (CRC). Cologuard is not a replacement for diagnostic colonoscopy or surveillance colonoscopy in high-risk individuals, because of this, patients considered to be high-risk for CRC aren't eligible for this campaign
- Because gaps for the COL-E measure can be closed with historical data, patients who participated in the 2023 or 2024 Exact Sciences campaign shouldn't be included in your 2025 campaign

Cologuard contraindications

Cologuard was not clinically evaluated for the following types of patients:

- Patients with a history of colorectal cancer, adenomas, or other related cancers
- Patients who've had a positive result from another colorectal cancer screening method within the last 6 months
- Patients who've been diagnosed with a condition that is associated with high risk for colorectal cancer. These include but are not limited to:
 - o Inflammatory bowel disease (IBD)
 - o Chronic ulcerative colitis (CUC)
 - o Crohn's disease
 - o Familial adenomatous polyposis (FAP)
 - o Family history of colorectal cancer
- Patients who have been diagnosed with a relevant familial (hereditary) cancer syndrome, such as Hereditary non-polyposis colorectal cancer syndrome (HNPCCC or Lynch Syndrome), Peutz-Jeghers Syndrome, MYH-Associated Polyposis (MAP), Gardner's syndrome, Turcot's (or Crail's) syndrome, Cowden's syndrome, Juvenile Polyposis, Cronkhite-Canada syndrome, Neurofibromatosis or Familial Hyperplastic Polyposis

The patient outreach process

1. Once we receive your target list, we'll begin mailing introductory letters from Priority Health to your targeted patients. These letters explain our partnership with Exact Sciences and the importance of CRC screenings. They also offer patients the option to opt-out of the campaign, if preferred
2. Within 3-5 weeks of receiving their introductory letter, targeted patients will be mailed a Cologuard test kit from Exact Sciences, with the instructions to complete the test and mail their kit back to Exact Sciences (all shipping is covered)

3. Exact Sciences' lab will run the tests and results will be mailed to patients and faxed to patients' attributed PCPs. ACNs will also receive monthly reporting for their attributed patients from our Quality department
 - a. If a patient tests positive, Exact Sciences will also attempt to contact them via phone
4. To close care gaps, Exact Sciences will submit a claim for the patient's lab results to Priority Health. Gap closure in the COL-E measure can increase provider performance in our PCP Incentive Program (PIP)

Provider FAQs

Q. Which patients should be included in the Cologuard campaign?

A. Cologuard® tests are indicated for adults ages 45 and older who are at an *average* risk for colorectal cancer. **It's not indicated for individuals considered to be high risk.** See [Tips for creating your target list](#) for more information.

Q. If a provider asks why their patient was contacted by Exact Sciences, they should be informed of the following:

A. The patient was identified by their ACN as eligible for an at-home Cologuard screening and included in the patient target list. ACNs should notify primary care providers if their patients are being targeted for this campaign.

Q. Will the patient receive a copy of the lab results?

A. The patient will receive a copy of their lab results mailed directly from Exact Sciences. If the lab result is positive, Exact Sciences will conduct up to three (3) outbound phone calls with instructions for the patient to contact their PCP for follow-up care. If they're unable to make contact via phone, they'll also send a letter.

Q. Will the PCP receive a copy of the lab results?

A. Patient results will be available no more than two weeks after Exact Sciences receives the returned test kit. The attributed PCP will receive the lab results via fax directly from Exact Sciences to include in the patient's medical record.

Q. Will the ACN receive a copy of the lab results?

A. ACNs will receive a monthly Excel spreadsheet detailing the lab results for their attributed patients.

Q. If there is a positive result from the Cologuard test, does Priority Health cover the colonoscopy at 100%?

A. When a member requires a follow-up colonoscopy after a positive, non-invasive stool-based screening test or direct visualization screening test, Priority Health will cover this follow-up procedure and any resulting biopsies or pathology without member cost share. The provider must bill the claim correctly so that the member doesn't receive a bill

for the follow-up colonoscopy. Please refer to the attached knowledge article for additional information.

[New billing guidance for follow-up colon cancer screenings | Provider | Priority Health](#)

Q. What if my patient has already had a colorectal screening?

A. If the ACN has a record that the colorectal cancer screening or osteoporosis screening was completed or should be excluded based on medical history or family history, we're asking that the ACN submits the medical record documentation to the HEDIS team at HEDIS@priorityhealth.com so that we can close that care gap.

Q. What will be the cost for my patient to complete the test?

A. There will be \$0 cost to the patient for this test.

- If the patient has questions about completing Cologuard, please direct them to Exact Sciences Laboratories at **1-844-870-8870**. The Exact Sciences Laboratories Customer Care Center is available 24 hours a day, 7 days a week.

Q. Who will be the ordering provider?

A. A provider from Exact Sciences will be the ordering provider for this program and will take the responsibility to contact and notify the patient of their result. All patients will be notified once their results are available.

Q. How will the gap be closed with Priority Health?

A. For valid lab results, Exact Sciences will submit a claim to Priority Health. Claims for colorectal cancer screening are used to close care gaps for PIP and HEDIS measures.

Q. How will this impact the Provider Incentive Program (PIP) participation?

A. Patients who return their test kits to Exact Sciences by Dec. 31 will count towards your 2025 PIP incentive.

Q. What is the typical engagement rate for the Exact Sciences campaign?

A. Priority Health's average rate of return during the first three months of a campaign is 30%. Exact Sciences average rate of return is 24%.

Q. Will the Exact Sciences campaign impact an ACN's MLR expenses?

A. Yes, Exact Sciences will count towards the ACN's MLR.