

# The Michigan Cancer Consortium (MCC) Challenge

## Improving Screening Rates through Worksite Wellness Initiatives

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### BACKGROUND

#### The Michigan Cancer Consortium (MCC):

- A statewide group of organizations working together to reduce cancer morbidity and mortality.

#### The MCC Challenge Initiative Focus:

- The secondary prevention of breast, cervical, and colorectal cancers by encouraging employers to implement policy, system, and environmental changes to support employees and their dependents in being screened for these cancers.



#### How The MCC Challenge Started:

- Centers for Disease Control and Prevention funded 13 states for policy, systems, and environmental changes for cancer prevention.
- How Policy, System, and Environmental changes are defined<sup>1</sup>:
  - Policy interventions** may take the form of a law, an ordinance, a resolution, a mandate, a regulation, or a rule (either formal or informal).
  - Systems interventions** are changes that impact all areas of an organization, institution, or community.
  - Environmental interventions** involve physical changes to the economic, social, or physical environment.

#### The Business Case For The MCC Challenge<sup>3</sup>:

- Colorectal, cervical and breast cancer screenings are all "High-Value Clinical Preventive Services", and were evaluated in terms of the preventable burden of disease and cost-effectiveness<sup>2</sup>.
- Employers should invest in preventive services** that are proven to be cost-effective and improve their employee's overall health.
  - Employers benefit:** Reduced direct healthcare costs, sick time and absenteeism, disability, lost productivity or having to replace an employee.
  - Employees benefit:** Reduced monetary costs and increased quality of life associated with diagnosing and treating cancer at an earlier stage.

### INTERVENTIONS

#### Assessments:

- Organizations completed initial assessments to determine which breast, cervical and colorectal cancer screening company policies were already in place.
- The initial assessment allowed organizations to see where gaps or weaknesses in their organizational policies may be. Many of the organizations had the recommended policies from *The Community Guide for Preventive Services* already in place.
- Organizations also self-reported aggregate screening rates for their employee population.

#### Action Plan:

- Based on the initial policy assessment and the aggregate baseline screening rates, organizations were able to create action plans to implement over the next year.
- Organizations used evidenced-based policy, system, and environmental change interventions in their action plans.
- If organizations already had recommended policies in place, then educational or environmental changes to support those policies were encouraged.

### RESOURCES USED IN INTERVENTIONS

#### The Community Guide for Preventive Services Recommended Policies, System and Environmental Change Interventions<sup>4</sup>:

- Provide incentives
- Reduce out-of-pocket costs
- Extend coverage to spouses and dependents
- Work with health plan
- Work with insurance provider to use client reminders
- Use small media
- Create group education
- Make one-on-one education available
- Reduce structural barriers

#### ACS Workplace Solutions<sup>5</sup>:

- Provides free resources for worksites to help them engage and energize their employees with evidence-based health and wellness programs that help reduce their risk of cancer and other serious illnesses.

#### CEO Gold Standard<sup>6</sup>:

- Provides a comprehensive way for employers to have a healthier workplace by focusing on cancer risk reduction, prevention, early detection, and access to clinical trials and high-quality care.

### RESULTS

#### The MCC Challenge—Year 1:

- The MCC Challenge was rolled out in March 2011.
- Eight organizations enrolled to take the Challenge of increasing screening rates within their own organization.
- Participating organizations reported results in August 2012.
- Approximately 7,000 eligible employees and their dependents were impacted in the first year.
- Five of the organizations were able to turn in updated screening information. Many of which showed increased rates in all three cancer screenings.
- Some organizations were not able to report data due to changes in health insurance providers and staff.

#### Sample Policies Implemented:

- Obtained an employer-based health plan.
- Created a mandatory educational module for its employees to complete which described employee benefits and the importance of screening.
- Worked with their insurance provider to use systematic reminders for employees who were not compliant with recommended colorectal cancer screenings.
- Reduction co-pays for employees.
- Developed wellness incentives for employees.

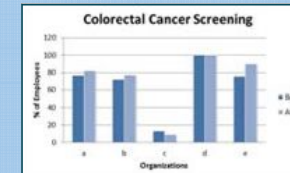
#### Barriers:

Though organizations did not directly report barriers encountered during the first year of the MCC Challenge, some anecdotal barriers included:

- Staff turnover** within participating organizations.
- Concerns about HIPAA** when obtaining employee screening data impacted ease of obtaining aggregated data on employee screening. (NOTE: The MCC Challenge uses all aggregate data and does not encourage obtaining employees' personal health information.)
- Participating organization's **relationship with their health insurer** and their ability to access data supplied by the insurer.
- Employees of participating organizations found it **difficult to comprehend their organization's involvement**.
- Each organization has **different resources and abilities**.
- In order to provide incentives, a **timeline** was needed, but may have kept some organizations from participating.

#### Lessons Learned:

- Participants found the MCC Challenge to be **successful and worthwhile** for their organization.
- No organization is too big or too small** to take on the MCC Challenge and **make an impact** on cancer screening.



<sup>1</sup> The Socio-Ecological Model: <http://www.cdc.gov/cancer/crcp/sem.htm>  
<sup>2</sup> By The National Business Group on Health  
<sup>3</sup> Purchaser's Guide to Preventive Services: <http://www.businessgrouphealth.org/benefistopics/topics/purchasers/fullguide.pdf>  
<sup>4</sup> The Community Guide: <http://www.thecommunityguide.org/cancer/screening/client-oriented/index.html>  
<sup>5</sup> American Cancer Society's Employer Initiative Workplace Solutions Programs: <http://www.acsworkplacesolutions.com/>  
<sup>6</sup> CEO Gold Standard: <http://www.cancergoldstandard.org/>