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Blue Cross and Blue Shield Association

**September 2016**

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## BlueMedicare-covered Patients to Receive Colorectal Cancer Screening Kits

It's our mission to help our members achieve better health. This is why on September 23, Quest Diagnostics, on behalf of Florida Blue, began mailing colorectal cancer screening kits to more than 17,000 BlueMedicare HMO and PPO members, your patients. . These are BlueMedicare patients who do not have a current screening on record.

The screening kits include the attached letter from our Medical Director, Dr. Paul Kaplan. Dr. Kaplan asks members to use the kit to collect a sample for a fecal occult blood test and return this to Quest for processing. Once Quest processes the kit, Quest will reach out to the member with the results. We will also call members, starting in October, to remind them to return their sample so they can receive their results.

This mailing follows an earlier mailing in July where approximately 16,000 BlueMedicare members received a testing kit. These members are not included in our new outreach.

Should one of your patients ask you about the colorectal cancer screening kit they've received from us, please reassure them the kit was sent on behalf of Florida Blue. Encourage them to complete this screening to protect their own health.

Attachment



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4800 Deerwood Campus Parkway  
Jacksonville, Florida 32246  
**FloridaBlue.com**

Benjamin Franklin once said “an ounce of prevention is worth a pound of cure.” Colorectal cancer screening is a powerful defense for preventing colorectal cancer. A simple test could save your life. Florida Blue/Florida Blue HMO and Quest Diagnostics invite you to participate in the InSure<sup>®</sup> FIT<sup>™</sup> colorectal cancer screening program. It’s a quick and easy way to get tested without having to leave your home. And there’s **NO COST** to participate!

How it works:				
 <p><b>FOLLOW</b> instructions in enclosed kit.</p>	 <p><b>COLLECT</b> your samples.</p>	 <p><b>MAIL</b> to Quest Diagnostics for testing. No office or lab visit is required.</p>	 <p><b>RESULTS</b> will be mailed to your home within three weeks.</p>	 <p><b>Please return kit promptly after collections are complete.</b></p>

The enclosed kit contains everything you need to collect and submit your test samples for analysis. There are no special food or medication restrictions. Simply follow the instructions and return the kit in the provided envelope. Please mail the kit promptly following your second collection.

The deadline to return your kit to Quest Diagnostics is **December 31, 2016.**

### Why should I take this cancer screening?

- Colorectal cancer is the third-leading cancer-related cause of death in both men and women in the United States.
- When diagnosed early, survival rates can be as high as 90 percent. Even if you feel fine and have no family history of the disease, everyone 50 years or older should be tested for colorectal cancer.
- According to the American Cancer Society, it typically takes 10 to 15 years for abnormal cells to grow and develop into colorectal cancer. Regular screenings can find these cells, which can then be removed before they

have a chance to grow and turn into cancer.

If you have any questions about collecting the sample, you can call Quest Diagnostics at **1-866-908-9441** Monday - Friday from 7:00 a.m. to 8:30 p.m. and Saturday from 7:30 a.m. to 4:00 p.m. CST. TTY users, please call 711. For questions regarding your insurance plan, please call the Member Services number on the back of your plan membership card. Join us in the fight against colorectal cancer by taking charge of your health.

In good health,

A handwritten signature in black ink that reads "Paul Kaplan MD". The signature is written in a cursive, slightly slanted style.

Paul Kaplan, M.D.  
Florida Blue Senior Medical Director, Medicare

Florida Blue is a PPO, RPP0, and Rx (PDP) Plan with a Medicare contract. Enrollment in Florida Blue depends on contract renewal. Health coverage is offered by Blue Cross and Blue Shield of Florida, Inc., DBA Florida Blue. HMO coverage is offered by Health Options, Inc., DBA Florida Blue HMO, an affiliate of Blue Cross and Blue Shield of Florida, Inc. These companies are independent licensees of the Blue Cross and Blue Shield Association.

Quest Diagnostics is an independent diagnostic laboratory that does not provide Florida Blue/Florida Blue HMO products or services.

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