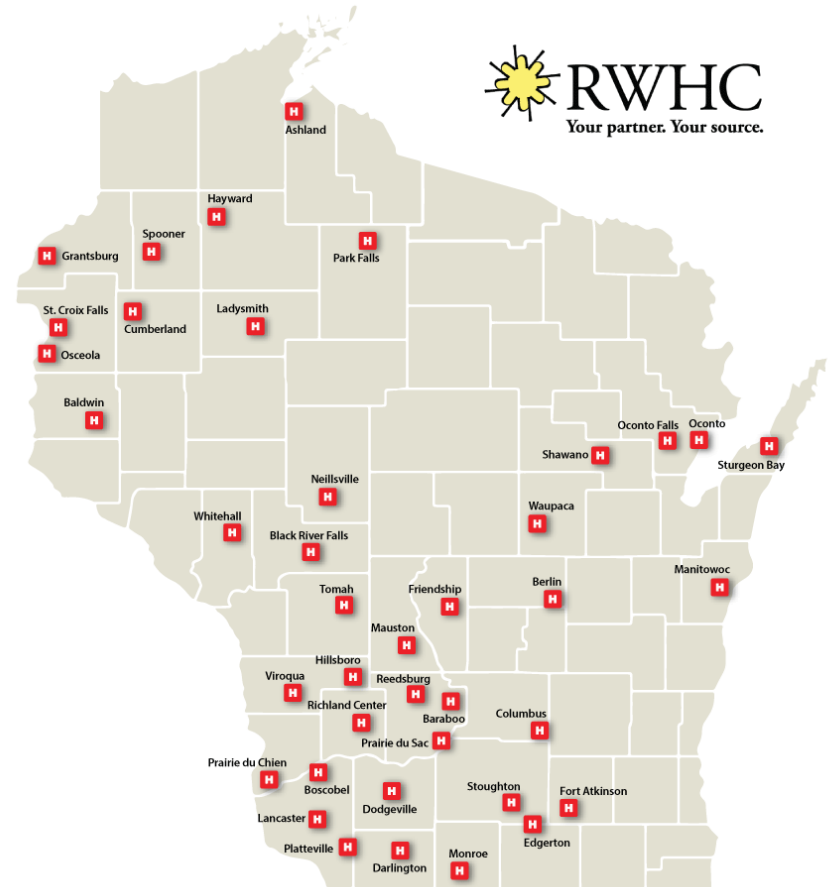


Closing the Cancer Gap: Prevention and Screening in Rural Wisconsin

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Primary Care Program Manager

Rural Wisconsin Health Cooperative (RWHC) Cancer Prevention Taskforce



22 Member Organizations Participating

- Black River Memorial
- Burnett Medical Center
- Crossing Rivers Health
- Cumberland Healthcare
- Door County Medical Center
- Fort HealthCare
- Grant Regional Health Center
- Memorial Hospital of Lafayette County
- Mile Bluff Medical Center
- Osceola Medical Center
- Prairie Clinic, S.C.
- Prairie Ridge Health
- Reedsburg Area Medical Center
- Sauk Prairie Healthcare
- Southwest Health Center
- St. Croix Health
- Tamarack Health – Ashland
- Tamarack Health – Hayward
- The Richland Hospital, Inc.
- Upland Hills Health
- Vernon Memorial Healthcare
- Western Wisconsin Health

Program Focus

- Goals
 - Increase cancer screening rates for breast, cervical, colon, and lung cancer
 - Reduce cancer mortality rates over time
- Activities
 - Collaboratively measure cancer screening rates
 - Convene to discuss and develop tools and strategies shown to increase screening rates
 - Implement these tools/strategies to drive screening increases

Cervical Cancer Screening Rates

RWHC Cancer Prevention Grant MIPS Measure Performance with CMS Deciles for 12-Month Period by Group

eCQM Measure ID	Measure	RWHC Target Rate	Group	End Date	Day of Date measures run	RWHC Target / Perf		Pop (Exc)	Numerator
CMS124	eCQM Cervical Cancer Screening	68.9%	A	12/24	10/1/2024	<div></div>	40.0%	1,675 (329)	670
			B	12/24	8/1/2024	<div></div>	60.0%	1,093 (148)	656
			C	12/24	10/1/2024	<div></div>	48.0%	4,070 ()	1,954
			D	12/24	11/1/2024	<div></div>	60.8%	5,552 (726)	3,377
			E	12/24	11/2/2024	<div></div>	65.9%	1,665 (431)	1,097
			F	12/24	10/1/2024	<div></div>	60.9%	1,021 (207)	622
			G	12/24	8/1/2024	<div></div>	65.9%	867 (213)	571
			H	12/24	11/2/2024	<div></div>	26.4%	3,525 (904)	929
			I	12/24	10/1/2024	<div></div>	67.4%	729 ()	491
			J	12/24	10/1/2024	<div></div>	70.3%	2,685 (485)	1,888
			K	12/24	7/1/2024	<div></div>	69.2%	3,515 (790)	2,432
			L	12/24	10/1/2024	<div></div>	37.4%	1,990 ()	744
			M	12/24	10/9/2024	<div></div>	21.0%	3,383 (667)	709
			N	12/24	7/25/2024	<div></div>	62.6%	3,356 (711)	2,100
			O	12/24	10/1/2024	<div></div>	72.4%	3,490 (698)	2,528
			P	12/24	7/25/2024	<div></div>	73.8%	1,519 (227)	1,121
Total						<div></div>	54.5%	40,135 (6,536)	21,889



















- Cervical Screening Rates: 21% - 73.8%
- **Taskforce Goal: 84.3%**

Breast Cancer Screening Rates

CMS125	eCQM Breast Cancer Screening	80.5%	A	12/24	10/1/2024	<div></div>	50.9%	2,223 (149)	1,132
			B	12/24	8/1/2024	<div></div>	68.3%	486 (194)	332
			C	12/24	10/1/2024	<div></div>	73.3%	3,960 ()	2,904
			D	12/24	11/1/2024	<div></div>	68.3%	4,205 (27)	2,870
			E	12/24	11/2/2024	<div></div>	79.0%	1,274 (39)	1,007
			F	12/24	10/1/2024	<div></div>	75.6%	1,088 (54)	823
			G	12/24	8/1/2024	<div></div>	70.5%	888 (20)	626
			H	12/24	11/2/2024	<div></div>	76.8%	2,978 (94)	2,287
			I	12/24	10/1/2024	<div></div>	78.2%	1,195 ()	934
			J	12/24	10/1/2024	<div></div>	71.9%	1,900 (56)	1,366
			K	12/24	7/1/2024	<div></div>	67.0%	2,564 (65)	1,719
			L	12/23	3/31/2024	<div></div>	71.8%	1,747 ()	1,254
			M	12/24	10/9/2024	<div></div>	61.4%	3,593 (63)	2,206
			N	12/24	7/25/2024	<div></div>	70.7%	2,609 (106)	1,844
			O	12/24	10/1/2024	<div></div>	77.3%	2,402 (110)	1,856
			P	12/24	7/25/2024	<div></div>	73.6%	1,229 (206)	905
			Q	12/23	4/19/2024	<div></div>	76.1%	1,270 ()	967
			Total			<div></div>	70.3%	35,611 (1,183)	25,032

- Current Screening Rates: 50.9% - 79%
- **Taskforce Goal: 80.5%**

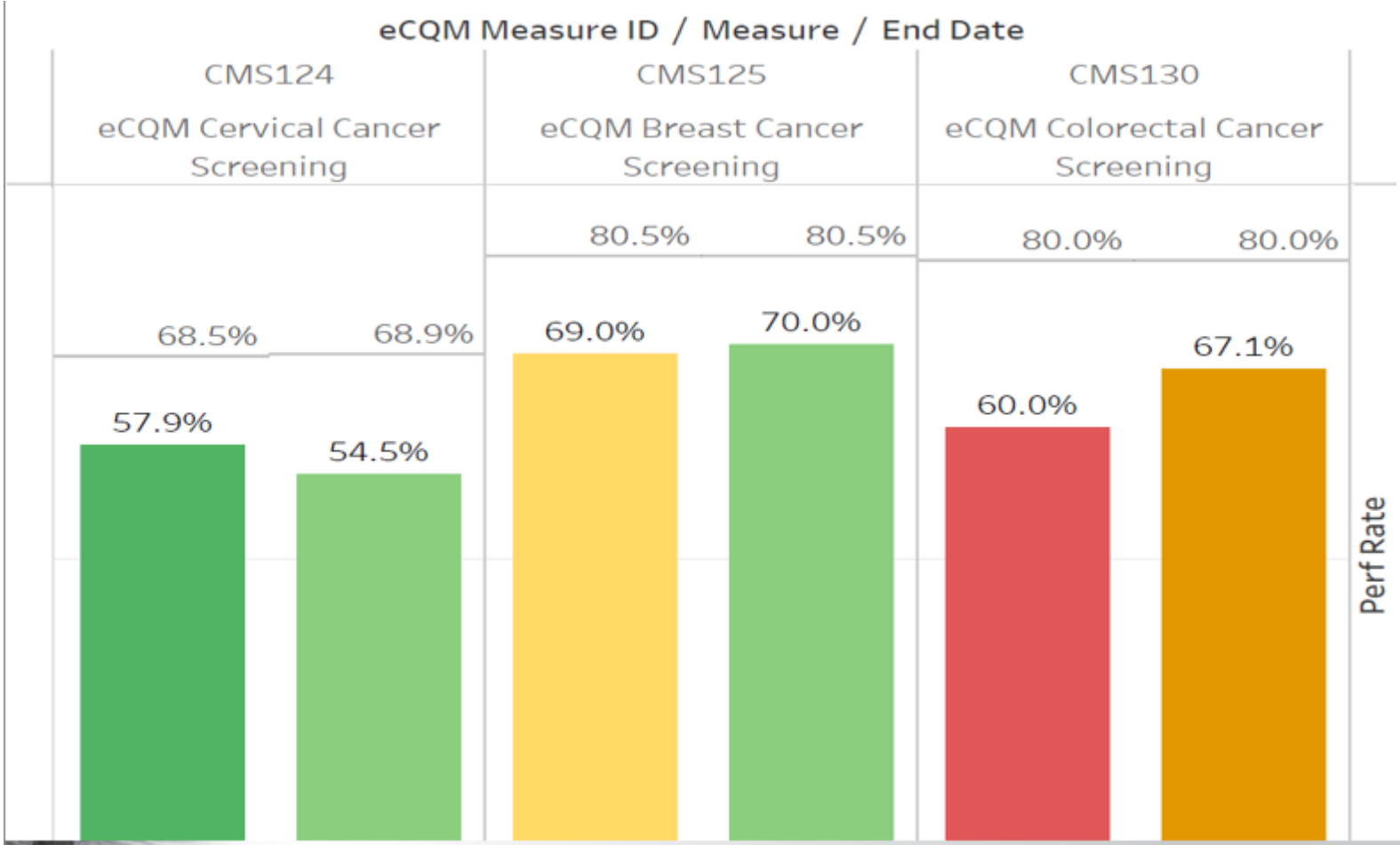
Colorectal Cancer (CRC) Screening Rates

CMS130	eCQM Colorectal Cancer Screening	80.0%	A	12/24	10/1/2024		61.3%	4,929 (308)	3,021
			B	12/24	8/1/2024		61.8%	1,460 (104)	903
			C	12/24	10/1/2024		89.5%	12,069 ()	10,796
			D	12/23	1/15/2024		66.8%	10,206 (89)	6,813
			E	12/24	11/2/2024		55.9%	2,938 (115)	1,641
			F	12/24	10/1/2024		71.5%	2,323 (135)	1,662
			G	12/24	8/1/2024		50.5%	2,214 (57)	1,119
			H	12/24	11/2/2024		56.6%	7,071 (176)	3,999
			I	12/24	10/1/2024		75.7%	2,389 ()	1,809
			J	12/24	10/1/2024		70.6%	4,105 (133)	2,899
			K	12/24	7/1/2024		60.0%	5,787 (145)	3,470
			L	12/23	3/31/2024		48.9%	3,927 ()	1,921
			M	12/24	10/9/2024		48.5%	8,354 (87)	4,055
			N	12/24	7/25/2024		68.0%	5,692 (181)	3,871
			O	12/24	10/1/2024		75.9%	5,502 (224)	4,175
			P	12/24	7/25/2024		69.1%	2,917 (139)	2,017
			Q	12/23	4/19/2024		75.3%	2,629 ()	1,979
			Total						

- Current CRC Screening Rates: 48.5% - 89.5%
- **Taskforce Goal: 80%**

MIPS Measure Performance with CMS Deciles

Year-over-Year



What's Happened in One Year

- Evidence-based resources for education and marketing
- Resources for marketing that can be co-branded
- Education on types of screenings available
- Shared Decision Making education
- Developing workflows for reaching out to patients for screening, and for positive screenings
- Coding tips and resources
- Colorectal Cancer Screening:
 - Screenings beginning at age 45
 - Cologuard demo kits in the clinics for educations
- Low-dose Lung Cancer Screening:
 - 20 pack-year or more smoking history, and
 - Smoke now or have quit within the past 15 years, and
 - Are between 50 and 80 years old
- Tobacco cessation with UW Quit Line
- Cervical Cancer Self-Screening with HPV testing

Opportunities

- Continue to get members involved, and various departments including: clinic, marketing, radiology, quality, behavioral and mental health...
- Continue to “build connections”
 - Bringing awareness of programs currently available in our rural areas
 - Connecting with resources and developed programs that want to collaborate in rural areas
- Wisconsin Cancer Collaborative Survivorship Community of Practice
 - Cancer survivorship begins from the time of diagnosis and continues throughout the rest of life
 - Slightly less than half of those who completed treatment received a survivorship care plan. Those in rural areas are less likely to receive a plan

Contact Information

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