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**Q1** Name of Roundtable Representative:

Mary Doroshenk

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**Q2** Organization's Name:

Exact Sciences

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**Q3** Email Address:

mdoroshenk@exactsciences.com

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**Q4** Do we have your permission to share your results on nccrt.org via a members-only password protected webpage? **Yes**

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**Q5** Professional Education/Practice Implementation

Interactions with providers begin with CRC screening education and the burden of the disease. The field-based Medical Science Liaison team has provided unbiased, fair-balanced scientific education with respect to CRC screening to gastroenterologists, primary care physicians & advanced practice providers with the goal of educating on screening options and the overall science of CRC.

Further, until providers believe that an issue exists with CRC screening in the United States, they may view a screening modality conversation to be unwarranted. As such, Exact Sciences launched physician-to-physician speaker programs in 2019 to elevate CRC screening education and advance the practice of shared decision making in the screening conversation to help increase screening rates. These programs have reached thousands of primary care providers in 2019.

Educational webinars and presentations for Population Health and Medical Quality leaders continued in 2019 through engagements with our Population Health team and health systems and payers. These programs have reached hundreds of Quality & Population Health leaders.

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## 2019 NCCRT Member Organizational Report

### Q6 Systems Change (working with providers, health systems, payers or employers to support screening)

We have engaged over 100 health systems, insurers and employers in dialogue regarding the epidemiology surrounding colorectal cancer in the 45-49 age population and their intention to amend medical policy to support screening in this age group as a preventive service.

Our Health Systems, Payer, and Employer teams work closely with our central laboratory and Population Health team to improve screening programs with a focus on patient awareness, evidence-based provider education, highly reliable processes for screening programs, and the use of data to drive quality improvement initiatives.

Further, we have just initiated our work with employers as a customer segment. Our initial message with employers has focused on the need for early identification of CRC and how this can be achieved via screenings. The early uptake by the employers that we have had meetings with has garnered agreement and questions on how low screening rates can be improved. Our discussions have also focused on how Exact Sciences can assist in educating, engaging and empowering employees to take action. If employers are self-insured they likely are very interested in addressing ways that can mitigate long-term costs (direct and indirect) by improving access and effectiveness of the screening process for employees.

Additionally, Exact Sciences Laboratories recently implemented the Epic system to improve the provider's ability to order CRC screening and receive information. This unique collaboration will improve system integration, ordering and result mechanisms, set up and implementation. Additionally, it provides patients with an on-line portal to not only access statements, but also apply for financial assistance, grant proxy access to records, and communicate with Patient Support to have questions answered.

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### Q7 Public Awareness and Outreach

Beginning in 2016, Exact Sciences has advertised directly to consumers, letting them know that there is an effective noninvasive screening option for average-risk adults 50 and older and encouraging them to ask their healthcare providers about screening. As of 2018, the company invests significantly in media buys that reach millions of screening-eligible adults across television, digital, and social channels; many people in the target audience see these commercials ~40-50 times per year. 2018 NCCRT market research found that over 40% of age-eligible, unscreened consumers became aware of CRC screening through television ads versus 14% in 2014, which is largely credited to Exact Sciences.

Further, Exact Sciences served as the title sponsor of the PGA TOUR Champions Cologuard® golf tournament in Tucson, Arizona, for the second consecutive year. In 2019, the tournament helped raise \$150,000 for colorectal cancer research and advocacy. Additionally, Exact Sciences continues to work closely with some of the nation's leading colon cancer advocacy organizations. In 2019, the company contributed more than \$250,000 to support advocacy efforts.

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### Q8 Policy

Exact Sciences supports efforts to advance common policy and legislative solutions to patient coverage and access issues, namely the following:

- a. Ensure coverage for the full range of recommended CRC screening options
- b. Ensure full patient coverage for the CRC screening continuum, including follow-up colonoscopy after a positive first line screening test
- c. Advance the effort to increase CRC screening coverage for patients aged 45 to 49
- d. Solve individual system/payer CRC screening coverage issues

Further, Exact Sciences empowers patients by leveraging the Affordable Care Act (ACA). We have information, publicly available on our website, that helps patients challenge coverage denials if the denial conflicts with the coverage protected in the ACA by directing patients to their state Insurance Commission.

### Q9 Quality

Exact Sciences has established a robust nationwide navigation system that supports people across racial and ethnic groups and settings assisting them in CRC screening adherence. Patients are supported with systematic reminders, instructions, individualized assistance, and multilingual support in more than 100 different languages, no matter their location.

Furthermore, Exact Sciences Laboratories, that performs the Cologuard screening test, subscribes to the highest level of quality for patient testing. The state-of-the-art clinical facility is certified by the Clinical Laboratory Improvement Amendment (CLIA) & accredited by the College of American Pathologists (CAP).

Finally, Exact Sciences established a Population Health function to collaborate with our central laboratory, health systems, and payer teams. The Population Health function works closely with Medical Quality leaders to improve screening rates in alignment with quality related goals for health systems, payers, and providers.

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### Q10 Health Equity

Exact Sciences continues its work aligned with a goal of achieving "access for all" for colorectal cancer screening. This includes working with commercial and National and Managed Medicaid insurers. We have completed Medicaid enrollment in over half of all states, including California, New York and Mississippi, to further patient access to colorectal cancer screening.

Additionally, we have a financial assistance program for eligible patients that is in line with industry standards.

Finally, we continue to generate evidence to better understand the performance and acceptability of Cologuard® in underserved populations, specifically looking at differences in patient preference, uptake, and adherence. We plan to publish these data and use the findings to engage more patients in screening and to enhance efforts to close the health equity gap around colorectal cancer.

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### Q11 Other

Exact Sciences is proud to have screened over 3 million people for colorectal cancer since 2014. According to self-reported data, nearly half of these patients have never been screened before. Further, as of October 1, 2019, more than 94% of Cologuard patients have no out of pocket costs for screening.

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## 2019 NCCRT Member Organizational Report

### Q12 Professional Education/Practice Implementation

In 2020, the field-based Medical Science Liaison team will enhance the unbiased, scientific educational outreach across multiple healthcare provider groups, including gastroenterologists, gastroenterology fellows, primary care physicians and advanced practice providers with the goal of enhancing CRC screening education.

The physician-to-physician speaker programming will continue and be expanded in 2020 in order to highlight the unmet need in CRC screening, advance education on CRC screening, and underscore the importance of the provision of choice when offering a screening modality to help increase overall screening rates. Additionally, Exact Sciences is building enhanced informational resources so practitioners can compare their CRC screening rates to peers and the 80% screening goal established by the NCCRT.

Webinars and presentations for Population Health and Medical Quality leaders will continue and be expanded in 2020 through engagements with our Population Health team and health systems and payers. Education themes include a focus on best practices to increase the likelihood of patients completing the screening process, shared decision making, and improving patient adherence through the use of enterprise and provider level screening data.

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### Q13 Systems Change (working with providers, health systems, payers or employers to support screening)

We will further access and health system changes through population health programs, expanded policy and contracting, as well as engagement with self-funded employers and purchasers of healthcare that are following ACA as well as those that are not required to, but will do so for colorectal cancer screening.

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### Q14 Public Awareness and Outreach

Exact Sciences will continue its marketing efforts and its work in support of CRC awareness and screening advocacy. We also announced an extension of our title sponsorship of the Cologuard Classic through 2025 with the intention of using the tournament as a platform to continue to raise awareness of colon cancer and the importance of screening.

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### Q15 Policy

Exact Sciences has budgeted for and plans to provide appropriately structured funding to support the advancement of state advocacy efforts. The goal of this plan is to provide funding and technical assistance to support grassroots activities and coalition-building at the state level that will lead to state-level legislative and policy changes to advance colorectal cancer screening.

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### Q16 Quality

Exact Sciences is grounded in innovation & quality. We will continue to improve the robust nationwide navigation system with enhancements rooted in research & behavioral science and intended to further increase CRC screening adherence. Furthermore, the Epic platform implemented by the laboratory will create opportunities for streamlined interfaces with providers and allow Exact Sciences to pivot & adapt smoothly with changes in healthcare landscapes.

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### Q17 Health Equity

We will continue to engage underserved communities through alternative ordering channels for colorectal screening. We will continue expanding our coverage in state Medicaid programs and will continue our financial assistance program.

**Q18** Other

We are proud to share that in collaboration with the Mayo Clinic, Exact Sciences has launched the Voyage study to ascertain longitudinal health care utilization and outcomes among patients who received a valid Cologuard order. Voyage is a prospective, observational study designed to enroll more than 150,000 people who received Cologuard and follow them for at least seven years to evaluate clinical outcomes. This study is a part of the larger effort to expand our evidence based around colorectal cancer screening implementation and impact.

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**Q19** Has your organization embraced the 80% in Every Community shared goal? **Yes**

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**Q20** Please describe why or why not.

Exact Sciences is a committed partner in the effort to increase CRC screening rates. Exact Sciences recognizes it is just one part of the overall effort to increase CRC screening rates. We are appreciative of the leadership provided by the National Colorectal Cancer Roundtable, the American Cancer Society, the Centers for Disease Control and Prevention, the National Cancer Institute, the CRC survivor groups, state health departments, the GI medical professional societies and academic institutions. Indeed, over 1,750 organizations signed the NCCRT's 80% pledge, many of which are organizations active at the state and regional level. Given this breadth of engagement and activity, Exact Sciences is committed to serving as a trusted and committed partner at all levels.

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**Q21** Did the 80% in Every Community goal factor into your strategic planning in the past year? **Yes**

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**Q22** If yes, please share how.

Exact Sciences prioritizes work with our customers, clients, stakeholders, thought leaders and partners so that achieving the shared goal to reach an 80% CRC screening becomes a reality.

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**Q23** What is your organization's main goal around colorectal cancer screening?

To help eradicate colorectal cancer through early detection.

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**Q24** Does your organization track your colorectal cancer rate? **No**

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**Q25** If yes and if you are comfortable sharing, please describe your current rate and how this rate has changed over the last few years (or from when you started measuring it).

Under active discussion.

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## 2019 NCCRT Member Organizational Report

**Q26** On the NCCRT website, we share a public-facing list of all current NCCRT members (<https://nccrt.org/about/roundtable-members/member-organizations/>). We'd like to invite our members to also provide a brief, public description of your organization and its commitment to improving colorectal cancer screening rates. We ask that you keep responses to no more than 200 words.

### CHANGING HOW CANCER IS DETECTED

Exact Sciences is improving patient outcomes by ensuring access to minimally invasive tests, optimizing screening programs to improve compliance, and continually providing high-quality data to guide clinical decision making. We are a committed partner in the effort to increase colorectal cancer screening rates.

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**Q27** Do you have any additional comments or suggestions you would like to share with the Roundtable?

Thank you for all you do.

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