

## POSTER ABSTRACTS

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### Cancer 33

#### **Impact of Direct-to-Consumer Advertising for Hereditary Breast and Ovarian Cancer Testing**

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**Background:** Myriad Genetic Laboratories, Inc., which holds the patent on sequencing for the BRCA1 and BRCA2 genes, operated a direct-to-consumer advertising campaign (DTC) in Denver and Atlanta, September 2002-January 2003.

**Objective:** The objective of this study is to describe the impact of Myriad's DTC within a large, non-profit managed care organization.

**Methods:** Kaiser Permanente Colorado (KPCO) in Denver served as the test site. Henry Ford Health Systems (HFHS) in Detroit served as the control site. The increase in number of referrals, and the differences in reasons for referrals for breast/ovarian cancer genetic services during the 3<sup>rd</sup> and 4<sup>th</sup> quarters of 2001 and the same time period during the following year were compared. A written survey was mailed to 1000 female members to assess knowledge, attitudes, and behavior towards genetic testing. An economic analysis was performed based on the health plan changes in costs associated with services attributable to the DTC, and the memberships' perceived value of those services.

**Results:** KPCO instituted provider education during the 3<sup>rd</sup> quarter of 2002, and in September 2002 instituted a dedicated phone line for members to leave messages for a call back from a genetic counselor, a recorded phone message regarding hereditary breast and ovarian cancer, group educational sessions occurring 3 times monthly, and the opportunity to receive mailed materials. During September-December 2002, KPCO received on average 100 inquiries per day to one of the modalities. Among persons with breast cancer, referrals at KPCO increased by XX% over the 2 time periods compared, vs. a referral increase of XX% at HFHS ( $p=0.001$ ). Referrals of lower pre-test probability for a BRCA1/2 mutation increased from 5% to 15% at KPCO vs. maintained at 5% over the 2 times periods at HFHS ( $p=0.001$ ). Bivariate and multivariate analyses are currently pending. The patient survey and economic analyses are pending.

**Conclusions:** Myriad is planning a national DTC advertising campaign, which has the possibility of huge financial impact on Medicare as well as MCOs and private payers. We report here what payers can expect to happen in terms of referral numbers and costs, balancing for values placed on such services.