

Long Valley Health Center

Breast Cancer Screening: Mobile Mammography

Aim: By 12/31/2024, Long Valley Health Center (LVHC) will increase the rate of women aged 50-74 who have a mammogram for breast cancer screening. Our goal is to improve by 5% from the July baselines of 40% for PHC assigned patients and 51% for all patients.

Plan

Measures:

Outcome Measure:

- % of patients with completed breast cancer screening in last 27 months

Process Measures:

- # of patients scheduled for mobile mammography
- # of patient who cancelled or no showed for scheduled mammograms
- % of mammograms requiring additional screening (BI-RADS 0)

Prediction:

- LVHC predicts that having local access to mobile mammography and adding a patient chair massage incentive will increase the rate of women completing mammograms.

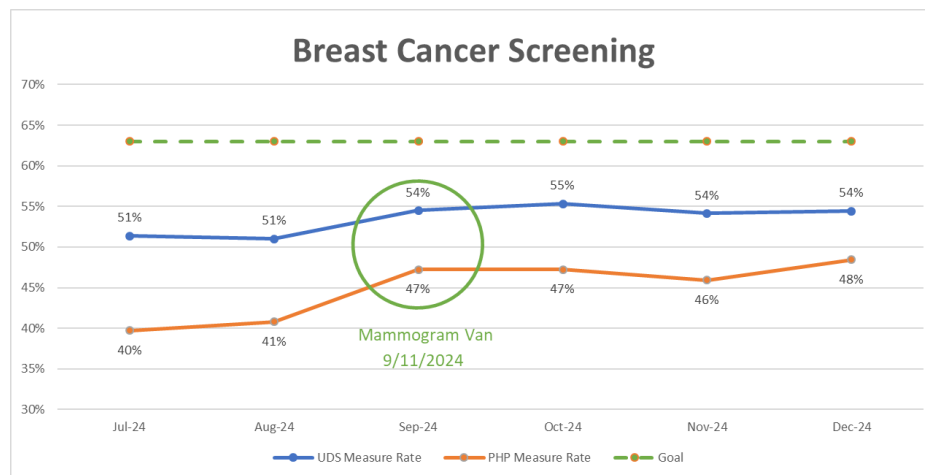
Changes Being Tested:

- LVHC hosted its first Alinea Medical Imaging mobile mammography event in July 2023 where 37 women completed mammograms. 2 goals from that successful event were offering more Women's Health services and better result coordination with our hospital.
- **Women's Health Day:** This year we had a Women's Health theme and campaign focused on scheduling well women exams, mammograms and/or paps (see attached flyer). At our event, we offered blood pressure cuffs, patient education, snacks, goody bags, and chair massages to all patients who completed a mammogram or pap.
- **Hospital Coordination:** We notified our local hospital in advance and clarified workflows for sending imaging CDs for patients who may have BI-RADS 0 results.
- **Gap in care list for patients age 40-50:** Given that PHC's Quality Improvement Program will lower the age for patients needing breast cancer screening to 40, a targeted list of patients aged 40-50 was provided by the health plan and used for patient outreach.
- **Patient Outreach:** LVHC started social and patient outreach 6 weeks before the event. Outreach included letters, phone calls, emails and bi-directional texts sent to patients assigned to LVHC, with current provider referrals, and/or seen in the last 2 years and due for a mammogram. Phone outreach was most successful for scheduling patients.
- **Scheduling Workflow:** All mobile mammography appointments were booked through the Alinea online scheduling platform by LVHC staff. Well woman exams and paps were offered if due. Alinea sent 2 text/email reminders, 1 week before the patient appointment and 1 the day of. LVHC made patient reminder phone calls the day before.

Do

Results:

- A total of 35 mammograms were completed during the September 11, 2024 mobile mammography event and 5 cervical cancer screenings.
- The Partnership PHP measure improved from 40% to 47% (7%), exceeding our 5% goal. The all patients UDS measure improved from 51% to 54% (3%).
- 28 of the 35 patients (80%) received chair massages as an incentive.
- There were 5 Bi-RADS 0 results that required re-screening (14%), a 15% improvement over our prior mobile mammography event.



Event Outreach Results:

Patients Sent Outreach Text:	581
Patients Sent Outreach Email:	369
Patients Originally Scheduled:	39
Patients Seen:	35

Process Measures:

No Shows (2):	5.4%
Cancellations (2):	5.1%
Patients who had a chair massage:	80%
Patients needing additional screening:	14.3%

Future Plans: ADOPT

Overall our Women's Health Day was a success and LVHC plans to have another mobile mammography event next fall. Patients gave good reviews of their experience and appreciated completing a mammogram locally. LVHC was pleased with the patient turnout, low no show rate, our engaged Care Team, and Alinea and Partnership's support.

We feel a best practice is pre-preparing paperwork and mammogram orders for the patients. PSRs greeted the patient who reviewed the forms before their mammogram. Having the paperwork ready in advance made the day run smoothly.

For future events, we plan to continue our Women's Health theme with a dedicated provider throughout the day to offer more services for women such as labs, screenings, blood pressure checks, and education. We also plan to offer child care and invite other local partners to participate that help support women and families in our rural community.

Goody bags

Well women
exams

Snacks

Health
education

WOMEN'S HEALTH DAY

WED SEPT 11 | 9AM - 4PM

MAMMOGRAM VAN ONSITE



Free chair massage with a mammogram or pap appointment

Call to schedule at 707-984-6131 x114

50 BRANSCOMB RD, LAYTONVILLE
WWW.LONGVALLEY.ORG