

## Long Valley Health Center Cervical Cancer Screening End of Year Campaign

### Plan

**Aim:** By 12/31/2024, Long Valley Health Center (LVHC) will increase the rate of women aged 21-64 who have a cervical cancer screening to the 57.1% 50<sup>th</sup> percentile NCQA benchmark. The July 2024 baselines for cervical cancer screening are 41% for PHC assigned patients and 45% for all UDS patients.

#### Measures:

##### Outcome Measure:

- % of patients with completed cervical cancer screening in last 3-5 years depending on HPV cotesting

##### Process Measures:

- # of patient contacted during cervical cancer outreach campaign
- # of patients scheduled for well woman exams

#### Prediction:

- LVHC predicts that promoting women's preventive health visits and screenings and offering gift cards will increase the rate of women completing cervical cancer screening.

#### Changes Being Tested:

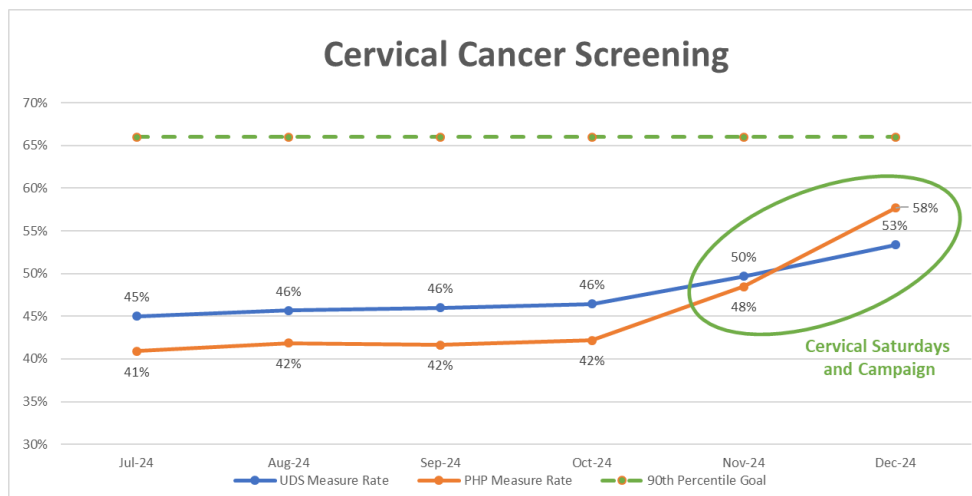
- In August 2024, Dr. Jodi Parungao joined LVHC as our new Medical Director. Dr. Parungao is a family medicine physician with expertise in Women's Health and Obstetrics. Our social media and patient outreach campaigns for the second half of the year have focused on encouraging patients to come in for their annual preventative health visits and meet our new Medical Director.
- **Women's Health Passports:** Dr. Parungao suggested using "health passports" to educate patients about the importance and timing of recommended screening. We ordered custom passports and starting giving them to women at their fall visits. If a woman was due for any screenings, she was encouraged to schedule to complete.
- **Cervical Cancer Screening Campaign:** In the past 5 years, LVHC has been consistently 10-15% lower than CA and national averages for cervical cancer screening. We decided to do an aggressive end of year gift card campaign targeting patients assigned to LVHC and/or seen in the last 2 years who were due for cervical cancer screenings. Our new CHW community health worker called patients to see if they had completed paps elsewhere or would like to schedule at LVHC. Personal calls included discussions about possible barriers to care. Emails and texts were also sent to enabled patients.
- **Patient Access:** Daily blocks were on each provider's schedule for women's health exams. Providers were open to doing "sneak-a-paps" at a visit if a patient was due and an exam room was setup to be ready if needed. Dr Parungao hosted 2 "cervical Saturdays" in November and December where child care was available.

### Do

## Results:

- A total of 70 cervical cancer screenings were completed at LVHC between August-December 2024. 79 women had well woman exams.
- The Partnership PHP measure improved from 41% to 58% (17%), just exceeding our goal of 57.1%. The all patients UDS measure improved from 45% to 53% (8%).

Study



### Event Outreach Results:

Patients Sent Outreach Text: 435  
Patients called by CHW: 197

### Process Measures:

Well woman exams: 79  
Cervical Cancer Screenings: 70

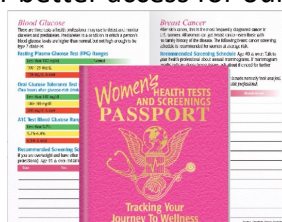
## Follow-up and Future Plans:

LVHC was thrilled we met our challenging goal and our Care Team was very involved in our success. Providers, Nursing, MAs, PSRs, CHWs and admin staff improved our workflows for outreach, chart prep, and visit procedures to help more women complete their preventative screenings. Regular updates and dashboards kept everyone informed of our goals. We celebrated our progress along the way and will continue to use and adapt these workflows.

Act

LVHC would like to expand our use of health passports to include men, children and prenatal care. They are great education tools relevant to a patient's health and the importance of recommended screenings. We plan to train staff on how to review the passports with patients and document services that have already been completed such as immunizations.

Our patients appreciated Saturday visits especially with childcare. In 2025, we are considering being open one Saturday a month for better access for our rural community.





LONG VALLEY HEALTH CENTER

# *Cervical* **SATURDAYS**

*A special monthly event dedicated to raising awareness about cervical health*

**SATURDAY NOVEMBER 23RD & DECEMBER 28TH**

*Why attend Cervical Saturdays?*

Convenient  
Weekend Hours

**Child Care  
Available**

Early Detection  
Saves Lives

**Pap smears and  
HPV tests help  
catch problems  
early**

Expert,  
Compassionate  
Care

**Personalized  
advice in a  
supportive  
environment**

Health  
Education  
**Learn about  
cervical cancer  
prevention, HPV,  
and more to stay  
informed**

**Cervical Cancer is the  
fourth most common  
cancer among  
women globally**



**Regular Pap Smears and  
HPV testing can prevent  
up to 93% of cervical  
cancer cases by  
detecting pre-cancerous  
changes early.**

**Dr. Jodi Parungao, MD**

Specialist in Obstetrics  
and Gynecology

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SCHEDULE YOUR APPOINTMENT TODAY!**

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