

Increasing Breast Cancer Screening Rates: same-day mammogram and PCP visit

The Problem

- Screening mammograms increase early detection of breast cancer when they are more treatable and reduces mortality.
- Based on the 2010 National Health Interview Survey results, breast cancer screening rate for women 50-74 in the United States was 72.4%.¹
- 2012 Screening rates women 50-69 at Healthcare Associates (HCA), a large academic primary care practice at BIDMC, is 72%. While consistent with national averages, there are opportunities for improvement.

Aim/Goal

- Increase % of female patients (ages 50-69) who have mammogram every 2 years. Improve patient access and satisfaction.
- Enhance patient-centered practice and provide same-day mammogram access along with a PCP visit.

The Team

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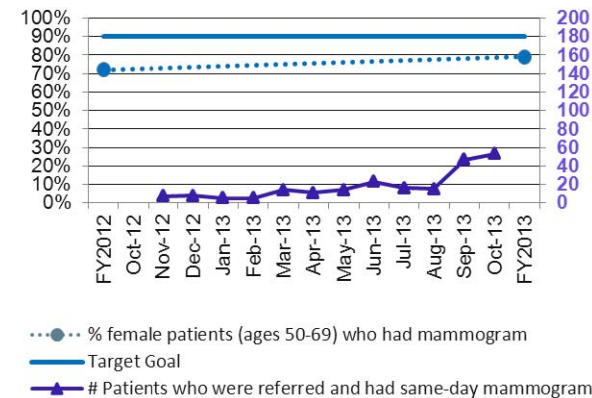
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The Context and Interventions

- BIDMC's HealthCare Associates (HCA), a large hospital based adult primary care practice (42,000 patients), initiated its transformation into a patient-centered medical home in 2012 and currently has achieved Level II NCQA PCMH certification.
- In our continuing efforts to enhance patient-centered care, HCA collaborated with the Radiology to offer same-day mammograms after the PCP visit.
- Medical assistants, primary care providers and clinical administrative assistants (CAAs) teamed up to identify female patients (50-69) who had not had a mammogram in the past 2 years.
- Providers discussed breast cancer screening and offered same-day option.
- At check-out, patients were referred to radiology for a mammogram.
- At Radiology, patients could either get breast imaging done at that time (goal <30 minute wait time) or schedule for a future date.
- Radiology tracked the number of patients who received same-day mammogram and time to wait and provided HCA with monthly data.
- Same day mammogram was initially rolled out in one suite in November 2012 and was rolled out to the entire practice in July 2013.

The Results/Progress to Date

Breast Cancer Screening: % female patients, ages 50-69, with mammogram and count of same-day referrals



Patient story:

"I probably would have delayed for another year on the mammogram if you hadn't made it easy for me to get it today."

Lessons Learned

- Patients valued having same-day access which made it more convenient and easier to follow-up on screening referral.
- A medical neighborhood approach, collaboration between primary care and radiology, can be effective model to increase screening rates and improve patient experience.

Next Steps

- Developed team-based reporting and pre-visit huddle worksheet to support patient care teams.
- Pilot team-based interventions to continue to improve breast cancer screening.
- Continue collaboration with radiology for same day mammogram access
- Explore ways to track patients referred at visit who did not follow-up.

¹ Klabunde CN, Brown M, Ballard-Barbash R, White MC, Thompson T, Plescia M. Cancer Screening — United States, 2010. Morbidity and Mortality Weekly Report (MMWR). January 27, 2012 / 61(03);41-45. Accessed at <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6103a1.htm>, February 10, 2014.