

Increasing Mammography Rates Utilizing Onsite Mobile Mammography

DESCRIPTION:

Provide on-site mammography services to women 40-74 who are in need of breast screening and one-on-one education around breast cancer prevention. The program will also help establish a medical home for participants that do not have one.

EVIDENCE BASED INTERVENTIONS UTILIZED:



The three screening event invoices submitted for reimbursement totaled \$16,822.13. A total of 48 women received breast screening services through the Onsite Mobile Mammography project. Cost per client was approximately \$350.46.

INGREDIENTS

- Collaboration with partners in community such as local Federally Qualified Health Center (FQHC) and/or clinics, radiologists, hospitals, and local health departments.
- Dedicated staff to call clients and reach out regarding the screening event.
- Health Risk Appraisals/Enrollments for clients – a system for delivery and for return.
- Mobile Mammography Van.
- List of women from the FQHC/Clinic who are 40+ and in need of screening (recruitment via email, direct mail, etc.).
- Relationship with local media (newspaper, radio, print, etc.) in order to promote the event.
- Promotional/educational information and resources for women that are language appropriate.
- Insurance coverage information – what's paid by insurance, what's not paid by insurance, programs and services available (i.e. EWM or State Pap Plus Programs for those who qualify).
- Information about community programs to support healthy lifestyles.
- Data about breast cancer in the region and/or Nebraska so you know where to focus efforts.

PREPARATION & IMPLEMENTATION

While there is not a “one size fits all” approach to offering a mobile mammography event, here is a step-by-step process to help develop the event. Steps include:

BUILD the foundation of your screening event.

- Brainstorm potential partners for the project.
- Collaborate with a committee of community venues that will assist in either recruiting clients to be screened and/or offer screening services, education, reading of the mammography screenings, etc.
- Connect and build a partnership with a mobile mammography van.

PREPARATION & IMPLEMENTATION (continued)

ASSESS your organization's needs and interests.

- o Collect data and mammography trends for the areas/counties that will be served through the mobile mammography event.
- o Communicate the results to potential partners.
- o Develop a memorandum of understanding between all partners so everyone involved knows their specific roles with the project.

PLAN the objectives that the mobile mammography screening event will address.

- o Build a budget. Apply for grant funding for event. Identify partners that can assist with the project.
- o Work with local community Federally Qualified Health Center (FQHC) to get list of women within target population to send out a postcard about the event.
- o Prepare to call clients that were sent the postcard in order to follow up regarding need for mammography appointment.

IMPLEMENT the activities that will help achieve objectives.

- o Develop enrollment forms, paper and electronic educational materials, such as emails, direct mail, brochures and posters.
- o Day or two prior to screening event contact women who have scheduled appointment in order to remind them of the day and their appointment time.
- o Day of event, coordinate with FQHC and/or clinic and communicate the appropriate channels to ensure all are following directions on how things need to be done.
- o Implement a mechanism for reporting results to clients within three weeks of screening.
- o Implement a mechanism for providing one-on-one education to clients at the same time results are given/received.
- o Develop a system to follow up on positive screening results and notify the person's physician of both positive and negative screenings.

EVALUATE the screening event.

- o Evaluate the process.
- o Measure outcomes.
- o Communicate the results and provide support to clients who were screened.

TIPS & KEYS TO SUCCESS:

- Provide community resources and education.
- Promote the event with a postcard and small media.
- Be sure to follow up before the event to remind those who signed up for an appointment.
- Find a supportive local health department, imaging, location and clinic/FQHCs to partner on the screening project.
- Be sure to figure out logistics (time, place, location, who's doing what, follow up on screening results, etc.) prior to event taking place.
- Be sure to have a Memorandum of Understanding among all partners so all partners know their role.
- Amend the medical release form that participants sign to stipulate that not only the participant and the provider receive the mammography results but also the health department. This would streamline the process for follow up with the participants.
- When someone registers to be screened, determine whether or not if all clients have insurance coverage. This way there is ample time to have Every Woman Matters paperwork filled out if the need arises.
- Consider having a screening event on a Saturday vs. during the week so that participants wouldn't have to leave work to attend.
- Engage with a local community employer to encourage employee participation.
- Reconsider wording used during advertising. Technically no out-of-pocket costs to the participant, but word items carefully to ensure the participants fully understand.