
Breast Cancer Screening Outreach Program Uses Coordinated Teams and Health Information Technology

Kaiser Permanente (all regions)

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Kaiser Permanente found that its use of an electronic database to send routine reminder letters to women who where due or overdue for their mammogram screening was not enough. More direct and personalized intervention strategies were required to increase the number of women receiving mammograms.

Excerpted from:

Case Study: Breast Cancer Screening Better Care through Coordinated Teams and Health Information Technology

<http://xnet.kp.org/future/ahrstudy/032709bcancer.html>

Women have a 13.2 percent lifetime risk of being diagnosed with breast cancer, a risk that increases as women reach their sixties to a 1-in-7 chance. More than 96 percent of all early-stage breast cancers are curable, and early screening, detection, and treatment can reduce the death rate by 20-50 percent.

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To increase mammography screenings, care teams began conducting both outreach and in-reach programs. Through the use of up-to-date clinical information tied to an electronic scheduling system, trained call center staff personally called women who had not scheduled their mammography appointment and were typically able to schedule an appointment on the spot. Many care teams also encouraged staff and caregivers at various touchpoints to check if patients need a screening, and then schedule it. Kaiser Permanente's electronic medical record system notified physicians, clinicians and employees if a patient is due or overdue for a mammography screening. Some medical centers created incentive programs to further increase staff and clinicians to participate in the effort to remind women to get a mammogram at every point of service. These initiatives made Kaiser Permanente's Southern California region the national leader in breast screening rates in 2008.

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