



Breast Cancer Screening

*Quality Provider Program
Gather & Grow Conference
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Overview

- HEDIS Measure & Performance
- Barriers & Motivators
- Engagement Ideas & Resources
- Documentation & Corrections
- Select Health Action Plans



HEDIS Measure

Breast Cancer Screening Measure: Population and Frequency

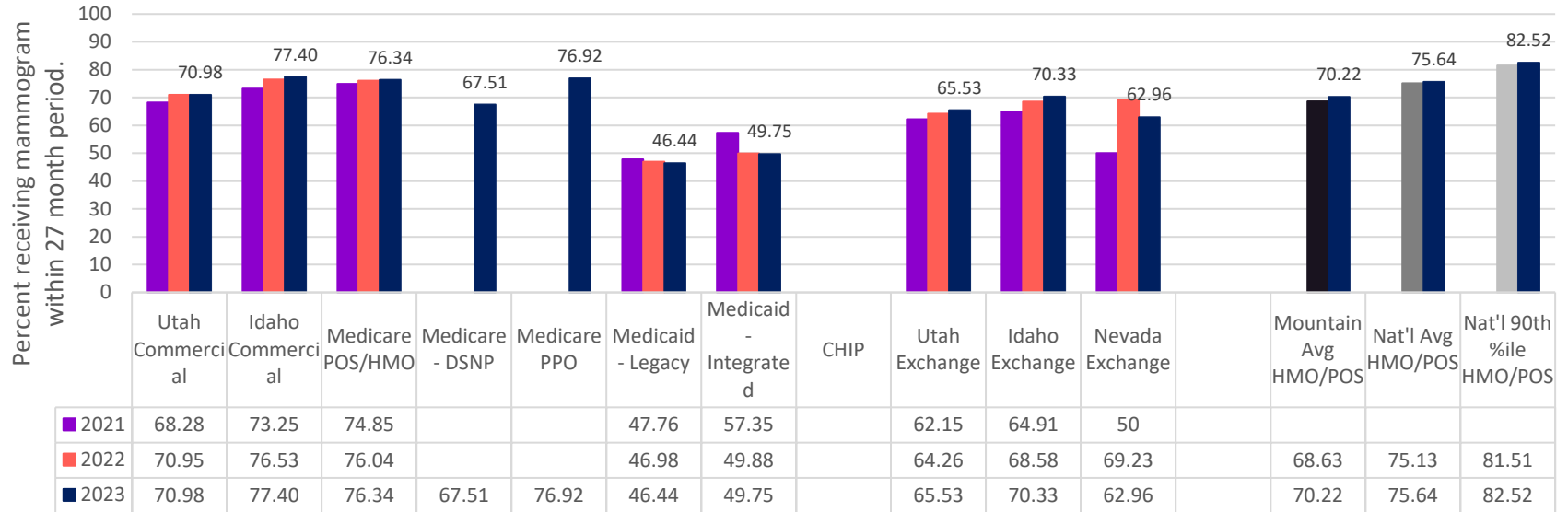
Population:

Women or transgender males
who haven't had a mastectomy
ages 50–74

Frequency: 27 months

- October 1st two years before measurement year through December 31st of measurement year
- **For 2024:**
10/01/2022–12/31/2024

Breast Cancer Screening: Performance¹



Barriers & Motivators

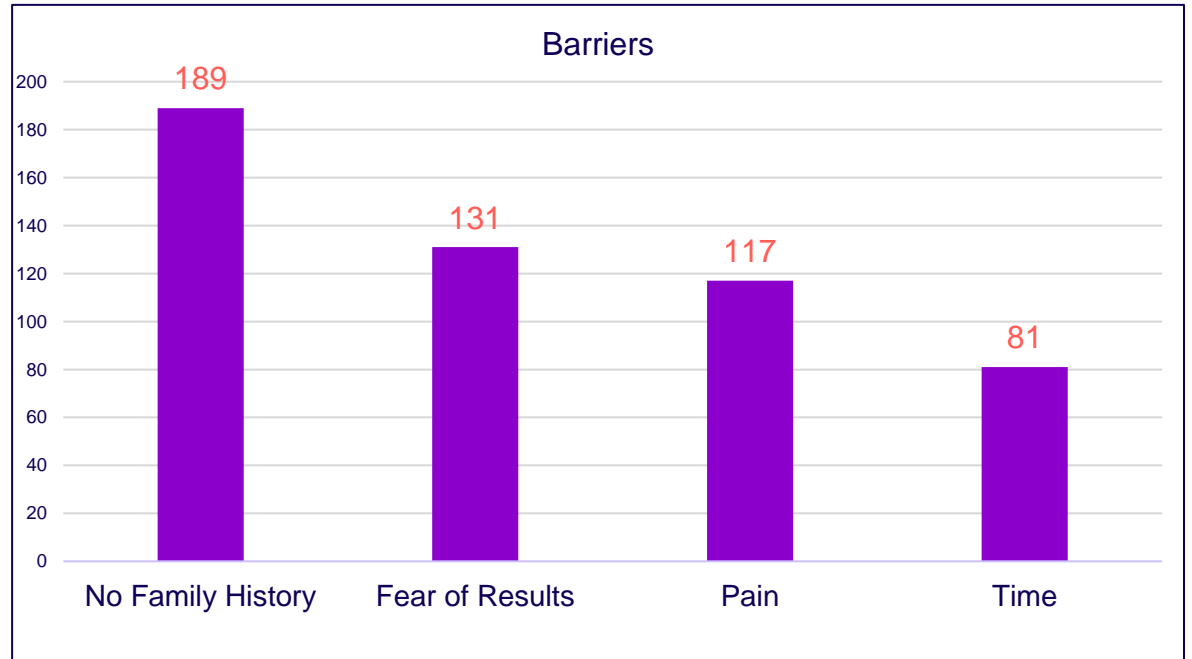
Data Gathering:

- 2016 focus group
- 2023 survey



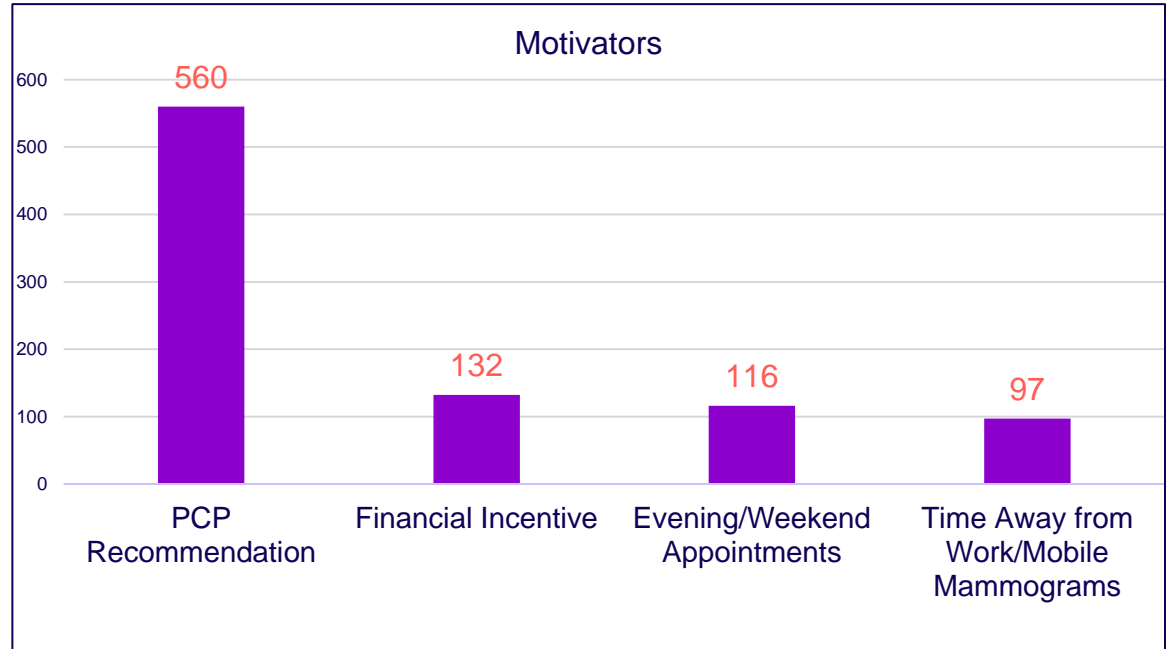
Top Barriers²

- Lack of Family History
- Fear of the Results
- Pain
- Time



Top Motivators²

- PCP Recommendation
- Incentive
- Evening/Weekend Appointments
- Time Away from Work/Mammography Van



Engagement Ideas & Resources



Engagement Ideas

- PCP recommendation and education
 - Stress importance
 - Personalize by starting age and frequency
 - Answer questions
- Help schedule while in the office

Engagement Resource: Genentech Patient Info³

Logo



Tent Card for Offices

All women are at risk
for breast cancer¹

The American College of Obstetricians and Gynecologists recommends that **women aged 40 years and older*** get screened for breast cancer²

*Experts say: Women with a higher risk of breast cancer may need to begin screenings earlier.³ Talk with your doctor about what is right for you.

 In more than 8 out of 10 cases of breast cancer, there is **no family history of the disease.**⁴



Schedule your mammogram today.

Navigation Script

Breast Cancer Screening Navigation Script

This document supports your conversations with breast cancer screening candidates. Development of the navigation script is based on field research, conducted with a diverse set of women, to identify common barriers to being screened for breast cancer. This navigation script is intended to help you convey the importance of breast cancer screening and address those barriers.

The goal of a conversation is to ensure that **eligible candidates will complete their breast cancer screening according to the recommendations set forth by your organization.**

Please keep in mind that women may have various concerns ranging from simple educational needs to complex emotional fears. In addition, screening candidates will have varying levels of education and understanding about breast cancer and mammograms. You may find the following framework useful when answering questions:

- 1 Clarify**
Ask questions to learn the nature of her concern/question to ensure that you are addressing her true concerns.
- 2 Empathize**
Acknowledge that her question/concern is valid and express empathy (if applicable).
- 3 Respond**
Respond to her question/concern with transparency and specificity. Consider relating a personal story about the importance of breast cancer screening to help connect with the screening candidate.
- 4 Schedule**
After all her questions and concerns have been addressed, ensure that she has a mammogram appointment scheduled. If she does not have an appointment already scheduled, ask if you can schedule a mammogram appointment for her.

Documentation & Corrections



Breast Cancer Screening: Documentation and Corrections

- Claims
- EHR data mining
- Corrections
 - Missing mammograms
 - ✓ Use most recent list
 - ✓ Wait 6 weeks from date of service
 - ✓ MRI, ultrasound, thermogram, or biopsy don't count
 - Exclusions: Mastectomy

Select Health Action Plans



Action Plans: Support

- Women's Health Member Mailing
- QPP Measure
- Collaboration
- Medicare Incentive
- Corrections

Women,
how does your
health stack up?

Screenings are critical to staying healthy. Most Select Health plans cover preventive care at 100%.

What screenings are recommended*?
Here's a handy checklist to keep you on track.

Every year health screenings

- Blood pressure
- Depression
- Diabetes
- Cholesterol
- Recommended vaccination(s)

Ages 16-24

- Chlamydia screening

Ages 21-64

- Cervical cancer screenings

Ages 40-74

- Breast cancer screenings

Ages 45-75

- Colorectal cancer screenings

Schedule your screenings today.



Learn more.
Visit selecthealth.org/womens-health,
or scan the QR code.

*ncqa.org/hedis
Most plans cover preventive care at 100%. Visit selecthealth.org/wellness/preventive-care to learn more.

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ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística.

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New Breast Cancer Screening Measures

Documented Assessment After Mammogram (DBM-E)

- BI-RADS assessment within 14 days of mammogram
- Ages 40–74

Follow-Up After Abnormal Mammogram Assessment (FMA-E)

- Follow up within 90 days for high-risk or inconclusive BI-RADS assessment
- High-risk = BI-RADS of 4 or 5: Biopsy
 - Inconclusive = BI-RADS of 0: Mammogram or Ultrasound

References

1. Select Health Internal Data. Breast Cancer Screening Rate Data. 2023.
2. Select Health Internal Data. Quality Improvement Member Survey Results. 2023.
3. Genentech USA, Inc. *What's Your Reason for a Mammogram?* Genetech-pro.com website. <https://www.genentech-pro.com/disease-education/screening-programs/reason-for-mammogram.html>. Accessed October 10, 2024.