2011 Breast Cancer Screening QI Fund Project

The purpose of the Breast Cancer Screening QI Fund Project is to promote breast cancer screening for early detection of breast cancer in women age 42 to 69. This project was based on a two-year rate, assessing services performed in 2009 and 2010. The 2011 goal was ≥71%.

<table>
<thead>
<tr>
<th>Project Year</th>
<th>Reporting Year</th>
<th>Initial Population</th>
<th>Total Number of Exclusions</th>
<th>Final Population</th>
<th>Number of Women with a Mammogram (2-Year Rate)</th>
<th>Breast Cancer Screening Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>2005-2006</td>
<td>115,751</td>
<td>129</td>
<td>115,622</td>
<td>80,139</td>
<td>69%</td>
</tr>
<tr>
<td>2008</td>
<td>2006-2007</td>
<td>114,269</td>
<td>243</td>
<td>114,026</td>
<td>78,615</td>
<td>69%</td>
</tr>
<tr>
<td>2009</td>
<td>2007-2008</td>
<td>129,690</td>
<td>52</td>
<td>129,638</td>
<td>91,173</td>
<td>70%</td>
</tr>
<tr>
<td>2010</td>
<td>2008-2009</td>
<td>128,518</td>
<td>197</td>
<td>128,321</td>
<td>91,904</td>
<td>72%</td>
</tr>
<tr>
<td>2011</td>
<td>2009-2010</td>
<td>126,666</td>
<td>133</td>
<td>126,533</td>
<td>89,257</td>
<td>71%</td>
</tr>
</tbody>
</table>

Identified Barriers to Breast Cancer Screening:

Members:
- May not be aware that mammograms are a covered benefit
- May not have accurate information about screening recommendations
- May dislike the pain/discomfort experienced during the mammogram procedure
- May have experienced scheduling conflicts
- May fear a negative outcome of the mammogram

Physicians:
- May not routinely recommend mammograms to their patients
- May not have a systematic method to track preventive services

IPAs:
- May not have a method to motivate their physicians to improve care
- Some IPAs may not understand the process regarding administrative data.

Interventions Implemented to Address Identified Barriers:

Members:
- Mailed the Celebrate Healthy Birthdays! mammography reminder cards to women age 40-69 during their birthday month.
- The reminder:
  - Provides information on the screening recommendations for mammography
  - Encourages members to discuss the starting age and frequency of mammography with their physicians
- Published an article in the Fall 2011 edition of Blueprints for Health for HMO members included an article “The Building Blocks of Wellness: Preventive care helps you build wellness throughout your life” which included information on breast cancer screening.

The number of members who received the monthly mailing is detailed in the table below.

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>102,055</td>
</tr>
</tbody>
</table>

Physicians/IPAs:
- Awarded a QI Fund payment for those IPAs who met or exceeded thresholds
- Completed the Breast Cancer QI Project and provided feedback to IPAs
- QI staff conducted IPA HMO QI Fund Training
- Continued public reporting through the Blue Star Medical Group/IPA Report
- Reviewed best practices on ways to improve breast cancer screening
- Conducted IPA training as needed
The percentage of women screened for breast cancer has remained stable. Although the goal of ≥71% was met, there remains an opportunity for improvement in the breast cancer screening rate. The interventions implemented to increase the number of women who have breast cancer screening include continued outreach efforts by the IPAs and ongoing member education.