



UNFORTUNATELY, BREAST CANCER DOESN'T TAKE A SUMMER VACATION.

With generally lighter schedules in the summer, we're taking this opportunity to focus our efforts on capturing women who may have otherwise missed or delayed their care.

Please join us for Camp Mammo 2026 and choose your own adventure(s).

July 15–Sept. 16

THE DAILY WORK

Optimize your mammo + well-woman exam capture rates!

Capture more women for mammograms that are already coming into the office for provider visits.

Process:

1. OWH will work with practice staff to set up weekly reports with the week-after-next well-woman exam (40+) schedule.
2. OWH will comb the schedule to determine which patients need to add-on a mammogram and mark them accordingly; OWH will then work directly with scheduling staff to contact eligible patients to add mammo.
3. OWH will provide a list of patients needing a mammo the day of to the front desk. This is done to prompt add-on mammos at check in AND to confirm if mammo was completed or offered/declined.
4. OWH will likewise ask the front desk/check-out to note declination reason if applicable.

★ Typically, we see lower screening mammo exam volume throughout the summer months.

★ A refreshed focus on the screening program has been welcomed by our partners.

★ The incidence of breast cancer diagnoses that are late stage is up due to delays in receiving screening mammos.





PHONE-A-THON

Keep your patients up to date on screening mammography!

Recapture patients who are overdue for screening mammos.

Process:

1. OWH will assess “overdue” patients from tracked recapture lists to determine which patients need to add-on a mammogram (with confirmation of eligibility).
2. OWH will then work directly with practice scheduling staff to contact patients to get their routine mammogram scheduled, starting with patients due for 2026 returns.
3. OWH will work with practice to get mammo-eligible patients scheduled for well-woman exam if applicable.

DIGITAL OUTREACH

Capture patients in a new way!

Collaborate with the practice to designate an email, text or social media outreach campaign directed at mammo-eligible patients.

Process:

1. OWH staff will connect with practice on which type of digital outreach campaign.
2. OWH will provide social media, text, email, and/or graphics templates to assist with the campaign.

SPECIAL EVENTS

Engage patients, practices and the community!

Host a special event to schedule patients and walk-ins; fill up the schedule!

Ideas for extended hours/weekend events—feel free to make it your own!

Healthcare Heroes

- Healthcare teammate focused time slots

Ladies Nights/Mammos by Moonlight

- Drinks, bra fittings, nails, spa swag bags

Mammo Club

- Same day add on
- Raffle for front desk, scheduling and/or MA
- Provide list of same day eligible patients.
- Complete turndown sheet and return it to the AM and GD each Friday to be entered in the raffle.

Ice Cream Social

- Contract with local ice cream vendor and provide practice staff with tickets to redeem for ice cream.

