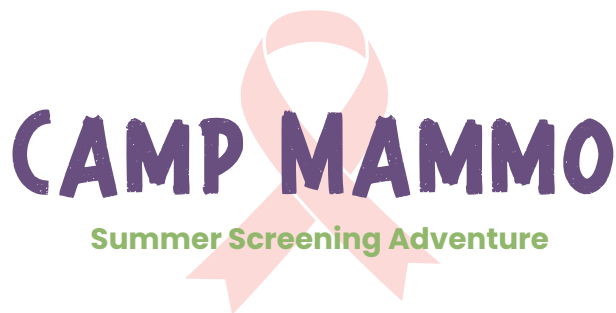




Camp Session:
July 22–September 21

Unfortunately, breast cancer doesn't take a summer vacation.

With generally lighter schedules in the summer, we'd like to take this opportunity to focus our efforts on capturing women who may have otherwise missed or delayed their care. **Please join us for Camp Mammo 2024 and choose your own adventure(s).**

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.

1

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. Work with your practice contact to set up weekly reports with the week-after-next well-woman exam (40+) schedule
2. Comb the list to determine which patients need to add-on a mammogram and mark them accordingly
3. Contact (or work with the office scheduling staff to contact) the eligible patients to get their mammo added on
4. For patients you are unable to reach, provide a list of patients coming in that day, that need a mammo, to the front desk to add on at check in AND the checkout desk to confirm if mammo was completed or offered/declined
5. Ask the front desk/check-out to note declination reasons by patient name
6. Capture additional patients!
7. Load these reports directly into the "Camp Mammo Documentation" folder within their center-specific folder on the network weekly

Raffle: \$1000 Bonus*

How to Qualify: Send a notice to your Regional Director that you are continually combing well-woman exam schedules for improved patient capture

2

Phone-a-Thon

Keep your patients up to date on screening mammography

Recapture patients who are overdue for screening mammos.

Process:

1. Run your recapture lists
2. Comb the list to determine which patients need to add-on a mammogram (confirm the patient is eligible for mammo)
3. Contact directly (or work with the office scheduling staff to contact) the eligible patients to get their routine mammogram scheduled - starting with those that were due to return in 2023 and working your way backward down the list
4. While scheduling mammogram, if patient states she needs her well-woman exam, let her know to call the practice and they can tie her well-woman exam to her mammogram
5. Recapture patients overdue for mammograms!
6. Load the reports directly into the "Camp Mammo Documentation" folder within their center-specific folder on the network weekly. Notate which patients were rescheduled.

Raffle: \$750 Bonus*

How to Qualify: Send a notice to your Regional Director indicating you have spent at least 8 hours contacting patients overdue for mammograms; minimum of 50 patients must be contacted.

For more information, connect with your Onsite Women's Health Regional Director or Area Manager.

CAMP MAMMO

Summer Screening Adventure



3

Special Events

Engage patients, practices, and the community

Host a special event open to scheduled 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

- Book club – summer reading!
- Coupons to local book store with a raffle for a gift card
- Bring a book/take a book – book swap

Ice Cream Social

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

Raffle: \$500 Bonus* (+ OT pay as applicable)

How to Qualify: Share your idea with your Regional Director for approval and complete the event; report back on patients screened

4

Team Brainstorm

Optimize patient capture rates

Collaborate with office staff over lunch in a workflow session; map out best practices to ensure all eligible women are getting scheduled for mammograms alongside well-woman exams.

Process:

1. Set up a lunch with practice leadership (admin + provider) and key scheduling staff
2. Review mammo capture rate data and opportunities to improve
3. Map out all patient touchpoints for scheduling mammo
4. Agree upon best processes to ensure all eligible patients are scheduled for mammo at the time of scheduling the well-woman exam
5. Put those new processes into place!

Raffle: \$500 Bonus*

How to Qualify: Regional Director to participate alongside mammo team

**Each site participating per initiative is entered; 1 will win; \$ bonus will be split with OWH mammo staff supporting initiatives; multiple initiatives are encouraged and come with full raffle bonus potential.*