

# CAMP MAMMO

## Summer Screening Adventure

Camp Session: July 22–September 21

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

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

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

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

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).**



### FOR MORE INFORMATION

Connect with your Onsite Women's Health  
Regional Director or Area Manager

# 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:

- OWH will work with practice staff to set up weekly reports with the week-after-next well-woman exam (40+) schedule
- 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
- 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
- OWH will likewise ask the front desk/check-out to note declination reason if applicable

# 2

## Phone-a-Thon

### Keep your patients up to date on screening mammography

Recapture patients who are overdue for screening mammos

#### Process:

- OWH will assess “overdue” patients from tracked recapture lists to determine which patients need to add-on a mammogram (with confirmation of eligibility)
- OWH will then work directly with practice scheduling staff to contact patients to get their routine mammogram scheduled, starting with patients due for 2024 returns
- OWH will work with practice to get mammo-eligible patients scheduled for well-woman exam if applicable

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# 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

# 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:

- OWH will set up a lunch with practice leadership and key scheduling staff to review mammo capture rates, and determine improvement opportunities by mapping out patient touchpoints
- Best processes to ensure all eligible patients are scheduled for mammo at time of scheduling the well-woman exam will be assessed, and put into practice