



Convenience Drives Compliance and Compliance Saves Lives.

How many times have you heard patients say,
"I'm too busy for a mammogram"?

They have a point.

Mammograms often require a separate appointment at a different location. It's easy to put off or forget. As healthcare providers, what can we do to boost compliance? Onsite has years of experience working alongside our practice partners to establish scheduling best practices.

Scheduling Framework: Key Patient Touchpoints

Phones

The most important channel for driving scheduling compliance is a phone call. Speaking to women directly gives practices the opportunity to build trust and establish a relationship with women, a critical piece of the process (especially for women changing facilities).

Check-In/Check-Out

Both touchpoints are great opportunities to schedule a mammogram in person. Staff at the front desk can also provide patient education through materials and community event information.

Nurse/Physician

During a patient's visit, both the nurse and physician should take the opportunity to discuss the patient's mammogram history and remind them to schedule appointments. Providers can't assume that someone else is talking about it.

The most successful centers identify a person who will take ownership in managing mammography scheduling, known as a mammography liaison or patient navigator. Not every practice has the capacity for a staff member dedicated to mammography scheduling. If that's the case, then accountability must be shared across the entire team. Practices who struggle with compliance usually lack accountability.



Key Scheduling Tips

- + **Hold staff accountable** to scheduling mammograms and offer incentives for improving mammogram compliance.
- + **Don't just call from a list.** Build a scheduling strategy based on 12-months out and track how mammogram schedule is building.
- + **Develop a communication cadence** with mailers and phone call reminders with a continuous focus on building out the 12-month calendar. According to the ACR, practices that follow up a letter with a phone call increase the potential of scheduling success.
- + **Marry the mammogram to the annual appointment**, when possible.
- + **Personalize patient outreach.** Make patients feel known and seen. This will build trust and encourage compliance.