




No e cuses.

presented by
Central Valley Health and
Jamestown Regional Medical Center

LEGENDARY *Healthcare*




Learning objectives



- Describe CDC best practices for increasing mammography screenings
- Review how to assess the population of women for improved mammography rates.
- Identify barriers and overcoming excuses to mammography screening
- Discuss how to develop a public/private partnership.

LEGENDARY *Healthcare*



Region & Missions



Public Health
Prevent. Promote. Protect.

Central Valley Health District

- Stutsman & Logan Counties Public Health Department
- Helping communities to be the healthiest places to live, learn, work and play.



LEGENDARY Healthcare

Region & Missions



- Central North Dakota (nine-county area with 55,000 people)
- To exceed expectations and be the difference in the lives of those we serve.



LEGENDARY Healthcare

ND Women's Way Program



LEGENDARY Healthcare

Need for No Excuses



A LOOK AT NO EXCUSES: Healthy people 2020 goal 81%.

- Medicare enrollees ages 67-69 in 2014 was 63.3%. (Stutsman)
- Women's Way targets rarely or never screened women as part of their screening goals. Stutsman county goal is to screen 124 women.
- North Dakota women 40 and over who had mammogram in past 2 years was 65.3 (2015)
- 2014 there was a gap between insurance coverage for new technology and insurance payments.

LEGENDARY Healthcare

Best Practices



Cancer Screening Interventions by Strategy

Increase Community Demand	Increase Community Access	Increase Provider Delivery
<ul style="list-style-type: none"> o Group Education o One-on-one Education o Client Reminders o Client Incentives o Mass Media o Small Media 	<ul style="list-style-type: none"> o Interventions to Reduce Client Out-of-Pocket Costs o Interventions to Reduce Structural Barriers <ul style="list-style-type: none"> • Reducing Administrative Barriers • Providing Appointment Scheduling Assistance • Using Alternative Screening Sites • Using Alternative Screening Hours • Providing Transportation • Providing Translation • Providing Child Care 	<ul style="list-style-type: none"> o Provider Reminders o Provider Incentives o Provider Assessment and Feedback

Community Preventive Services Task Force

July 2017

<https://www.thecommunityguide.org/sites/default/files/assets/OnePager-CancerScreening-Multicomponent-BreastCancer.pdf>

LEGENDARY Healthcare

No Excuses- Reduces Barriers



ACCESS TO WOMEN'S HEALTH SCREENINGS

No Excuses targets females between 40 and 80 who experience barriers to screening services. These barriers include lack of:

- insurance
- time
- transportation
- understanding of the need

LEGENDARY Healthcare

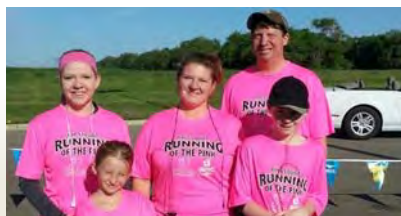
My WHY



Loss of a friend



How I can make a difference



LEGENDARY *Healthcare*

Our WHY



BRENDA'S STORY

- New to the community
- No insurance
- No provider.....no referral.....no awareness

LEGENDARY *Healthcare*

Patient Access & Education



HOW WE MADE IT HAPPEN

- Challenges
- Insurance
- Payment
- Paperwork
- Foundation

LEGENDARY Healthcare

Patient Access & Education



All in one call
NO CALL NEEDED!

LEGENDARY Healthcare

Patient Access & Education



CARE BEYOND THE SCREENINGS

What happens....

- Financial counseling
- Connecting patients to the next services

LEGENDARY *Healthcare*

Need for Partners



MULTI-AGENCY PARTNERSHIP

- Providers
- Funding partners
- Cross agency staffing
- Volunteers
- Community partners

LEGENDARY *Healthcare*

Need for Support



PROGRAM FUNDING

- R.M. Stoudt Running of the pink
- JRMC Foundation
- State legislation
- Women's Way
- Community Care

LEGENDARY *Healthcare*

No Excuses – How we made it happen



Engaged staff

- Attending events
- Marketing and spreading the word
- Working shifts extending in to the evening
- Guiding patients through their care
- Teamwork and coordination across departments and organizations

LEGENDARY *Healthcare*

No Excuses – How we made it happen



Evolution and Improvements

- Pre-planning and post event review meetings with everyone involved
- Providers – Dr. Runkles OB/GYN and Kara Falk NP
 - Provided additional women screening exams
 - Managed care for patients without a primary care provider
- Registration/patient coordinator
 - Streamlined scheduling
 - Assists the patient in navigating financial qualification

LEGENDARY Healthcare

No Excuses – How we made it happen



Mammography

- ACR practice parameters – screening mammogram starting at age 40
- Use the best technology of 3D tomography
- Stutsman county medicare mammo rates for patients age 67-69 at 63.3% in 2014 and 71% in 2017.

LEGENDARY Healthcare

No Excuses – Growth



Mammography

- Participation has increased
 - 8 patients at first event
 - 14 at the second event
 - 22 at the third event in 2017
 - Planning two events in 2018 – anticipate 20+ at each.
- Younger women with questions and concerns
- Impact extends beyond the day of the event
- Financial assistance is available year round

LEGENDARY Healthcare

What We've Learned



BRENDA'S STORY

A widow and mother of four sons, Brenda Skavroneck delayed obtaining her regular Pap test and mammogram because she couldn't afford it. She promised herself, and her children, she'd somehow budget for a physical in sometime 2018. That's when she noticed an ad for No Excuses on Facebook. She was new to the area and did not have a provider.

LEGENDARY Healthcare



Questions?

www.jrmcnd.com

www.centralvalleyhealth.org

LEGENDARY *Healthcare*



Thank you!

www.jrmcnd.com

www.centralvalleyhealth.org

LEGENDARY *Healthcare*