

STANDARD 4.2 SCREENING PROGRAM: BREAST CANCER OUTREACH PROGRAM*Opportunity Identified: Outreach Breast Cancer Screening*

Through our Community Needs Assessment and Cancer Registrar data, Bellin has identified breast cancer as one of the top 4 most prevalent cancer diagnoses in the health care system.

In the initial data assessment in January of 2015, Bellin Medical Group (BMG) records indicate the total patients eligible for Breast Cancer Screening in 2014 were 29,653; of this total, 14,529 have had a screening. This indicates BMG's 2014 screening rate was at 51%.

Until recently, Bellin Health was only offering mobile mammogram services in outreach areas. Bellin Health, in its mission to have the healthiest population in the nation, strives to increase screening rates. In 2017, Bellin began to plan for capital budget spending and expansion of fixed mammogram services for 2018 in the Marinette and Iron Mountain communities.

MOBILE MAMMOGRAPHY

- Bellin Health implemented mobile mammography in January 2015
- Marinette provided mobile mammography services twice weekly, consistently at capacity (23 patients per day)
- When Marinette opened fixed mammography, Crivitz closed their fixed site due to older technology and decreasing volumes
- The Crivitz community continues to have access to mobile mammography once weekly, with ability to increase capacity
- The mobile mammography located at varying sites 5 days per week across the region, closing only due to inclement weather or maintenance
- The mobile mammography unit provides services in Crivitz, Oconto Falls, Pulaski, Algoma, Sturgeon Bay, Kewaunee, Denmark, Brillion, and Manitowoc
- When there is a positive screening on the mobile unit, the patient is contacted within 24 hours by a Breast Health Nurse who explains the findings and helps schedule the next steps
- NOTE: Once fixed mammography services were implemented in Marinette and Iron Mountain, the mobile unit was able to accommodate more outlying clinics/communities, and with greater frequency. Additionally, there are floating open days where the coach is able to be scheduled in communities with the greatest need, busiest schedule, or longest wait time for an appointment.

MARINETTE FIXED MAMMOGRAPHY

- Fixed screening mammography opened September 27, 2017 in Marinette
 - 2017- Average monthly screenings was 210 patients
 - 2018- Average monthly screenings was 250 patients
- Marinette's Breast Health Nurse contacts patients with a positive screening mammogram within 24 hours to explain findings and assist with next steps

- Patients needing more imaging after a positive screening can have either a diagnostic ultrasound at the Marinette clinic, or may be referred to Bellin Hospital for additional imaging.

IRON MOUNTAIN FIXED MAMMOGRAPHY

- Fixed screening mammography opened September 19, 2018 in Iron Mountain
 - 592 patients received a screening mammogram at Iron Mountain clinic
- Iron Mountain mammogram can accommodate 26 patients daily
- Follow-up process: The mammography technician will contact patients with positive screenings within 24 hours to explain findings and assist with next steps
- Patients needing more imaging after a positive screening can be referred to Dickinson Hospital or Bellin Hospital for additional imaging

EFFORTS ACROSS THE ORGANIZATION TO SUPPORT BREAST SCREENING

The Green Bay Packers & Bellin vs. Cancer

As the official healthcare partner of the Green Bay Packers, Bellin joins forces during the month of October to promote and educate on the importance of getting screened for cancer. On October 2, 2018 the Marinette clinic held the Packers and Bellin vs Cancer Open House. The event was open to the community, during which mammography, oncology, and surgical services were highlighted with tours of each area. Three Green Bay Packer players were in attendance and available to speak to attendees regarding the importance of screening. The Packers and Bellin vs. Cancer football game was on October 15, during which, the community is educated on all screenable cancers, eligibility/criteria, availability at specific sites, including the mobile mammography unit.

Northern Region All-Provider Open House

On October 11, 2018 Marinette clinic held a provider meeting highlighting the diagnostics available at the Marinette site, including screening mammography. Providers were educated on ordering mammograms, improved access, and scheduling availability in Marinette and the surrounding sites.

Making Strides Against Breast Cancer Walk & Pink Powerhouse Pull

On October 21, 2018 Bellin Health partnered with the American Cancer Society for the Making Strides Against Breast Cancer Walk and the Pink Powerhouse Pull. Bellin Health created a team of walkers who raised over \$3,000 to help fund the fight against breast cancer. Bellin Health was on-site with the mobile mammography unit during the Pink Powerhouse Pull. At this event, individuals teamed up with a breast cancer survivor to pull the mammography unit. These individuals each raised a minimum of \$1,500, wore pink through the month of October, and used social media platforms to raise awareness.

Scheduling Enhancements

The primary care nursing staff in Marinette received education regarding the new process for scheduling mammograms and are now able to offer this to patients during an office visit.

Bellin Central Scheduling schedules the majority of mammograms for all sites. They have a schedule of the fixed and mobile mammography unit services and locations, and are able to schedule patients at the

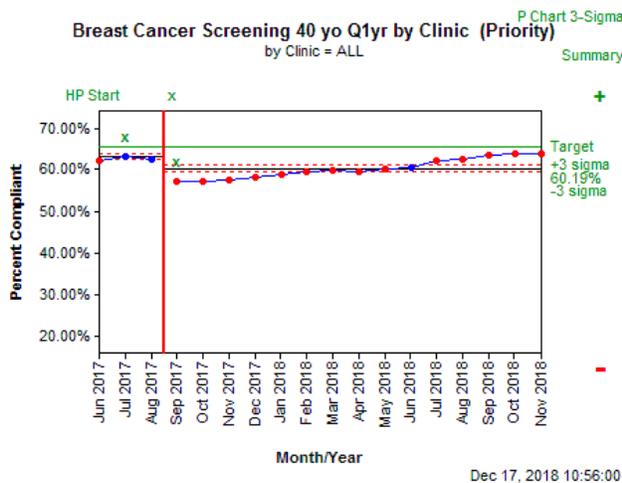
closest location of their preference. Patients have ability to self-schedule at any location using the My Chart app.

ANALYSIS OF PROGRAM EFFORTS

Bellin Health’s new protocol for ordering a mammogram no longer requires ordering a diagnostic mammogram for 5 years after a breast cancer diagnosis. This has removed the barrier for patients who can now have a screening mammography, rather than travel to receive the diagnostic service. With this change, Bellin Health anticipates being able to serve more patients with screening mammograms in Marinette, Iron Mountain, and on the mobile mammography unit.

Since the addition of fixed mammogram services in Marinette and Iron Mountain, Bellin Hospital and mobile mammography screening numbers have remained consistent, while the new outreach areas are seeing increased volumes. This shows success in reaching new patients in our outlying regions as we add services, not simply moving patients from one geographic location to another.

Location & Exam type	2017	Jan - Nov 2018
Hospital Screening ONLY	13,797	12,676
Hospital Diagnostic ONLY	1652	1789
Mobile Screening ONLY	3730	3280
Marinette Screening ONLY	631	2765
Iron Mountain Opened late sept 2018	0	592



This graph shows the percentage of women 40-74 years of age who had a mammogram to screen for breast cancer, out of the total eligible population in Primary Care Provider panels at Bellin Health.