



2007 BREAST CANCER SCREENING QI FUND PROJECT

The purpose of the 2007 Breast Cancer Screening QI Fund Project is to promote breast cancer screening for early detection of breast cancer in women age 42 to 69. This project was based on administrative data including BCBSIL claims and IPA encounter data and therefore did not require medical record review. The 2007 goal was $\geq 69\%$.

Year	Initial Population	Total Number of Exclusions	Final Population	Number of Women with a Mammogram 1/1/05 - 12/31/06	Breast Cancer Screening Rate
2007	115,751	129	115,622	80,139	69%

Identified Barriers to Breast Cancer Screening:

Members:

- May not be aware that mammograms are a covered benefit
- May not have accurate information about screening recommendations
- May dislike the pain/discomfort during the mammogram procedure

Physicians:

- May not routinely recommend mammograms to their patients
- May lack a systematic method to track preventive services

IPAs:

- May not have a process in place for member outreach
- May not have a method to motivate their physicians to improve care

Interventions Implemented to Address Identified Barriers:

Members:

- Provided online resources, including Personal Health Manager and Ask a Nurse
- Mailed the “*Give Yourself the Gift of a Lifetime*” mammography reminder cards to women age 40-69 during their birthday month. The reminder:
 - provides information on the screening recommendations for mammography
 - informs members that mammograms are a covered benefit when ordered by their PCP or WPHCP
 - encourages members to contact their PCP or WPHCP for preventive services

2007	Number of Members
Reminder Mailings	167,331

- Provided computerized phone reminders (in English or Spanish) for Pap smear and mammography screenings for women age 40-52 in September of 2007 who had not had a mammogram since 1/1/2006 based on BCBSIL claims and IPA encounter data. The script:
 - provides information on the screening recommendations for mammography
 - informs members that mammograms are a covered benefit when ordered by their PCP or WPHCP
 - encourages members to contact their PCP or WPHCP for preventive services

2007	Results
Reminder Telephone Calls	41% (21,281/51,891)

Physicians/IPAs:

- Awarded an Asthma Blue Star to IPAs with a two year breast cancer screening rate of $\geq 60\%$
- Made a QI Fund payment to IPAs with project results that met or exceeded established thresholds
- Completed the Breast Cancer QI Project and provided feedback to IPAs
- Updated and published the Preventive Care Guidelines
- Sent a listing to IPAs of their female members, age 40 to 69, to target for outreach
- Revised and published the mammography brochure
- Quality Improvement staff conducted IPA HMO QI Fund Training in March 2007 and held quarterly QI Forums

Due to the change in the methodology for the 2007 Breast Cancer Screening QI Fund Project, the data from previous years is not comparable. The goal of $\geq 69\%$ was exceeded.