

Breast Cancer Screening QI Fund Project

The purpose of the 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 a two-year rate, assessing services performed in 2006 and 2007. The 2008 goal was $\geq 69\%$.

Project Year	Reporting Year	Initial Population	Total Number of Exclusions	Final Population	Number of Women with a Mammogram (2-Year Rate)	Breast Cancer Screening Rate
2007	2005-2006	115,751	129	115,622	80,139	69%
2008	2006-2007	114,269	243	114,026	78,615	69%

An additional component was added to the Breast Cancer Screening QI Fund Project in 2008. IPAs were rewarded for providing physician outreach to female members age 40-69 who were identified as needing breast cancer screening. The goals of the 2008 Breast Cancer Screening Physician Outreach portion of the 2008 QI Fund Project were to:

- encourage PCPs and WPHCPs to recommend preventive care services to their patients
- improve IPA provision of preventive care
- provide IPAs with a tool to identify populations for outreach based on eligibility and administrative data
- motivate IPAs to develop systems to perform outreach

The Breast Cancer Screening Physician Outreach Results are as follows:

2008	Number of IPAs Meeting Project Requirements
Submission of a completed Attestation Form with required supporting documentation of all required elements.	99% (77/78)

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
- During their birthday month, mailed the “*Make an Investment in Your Health ...You’re Worth It*” reminder cards to women age 40-69 without claims/encounter documentation of recent breast cancer screening and cervical cancer screening. The reminder:
 - provides information on the screening recommendations for mammography
 - includes information on cervical cancer screening
 - informs members that mammograms and Pap tests are a covered benefit when ordered by their PCP or WPHCP
 - encourages members to contact their PCP or WPHCP for preventive services

BCBSIL Breast Cancer Screening Member Outreach	
Project Year	Number of Members
2008	128,818

Physicians/IPAs:

- Awarded a Blue StarSM to IPAs with a two year breast cancer screening rate of $\geq 60\%$
- Completed the Breast Cancer QI Project and provided feedback to IPAs
- BCBSIL paid IPAs based on breast cancer screening rate
- BCBSIL paid IPAs to perform outreach to the PCPs and WPHCPs
- BCBSIL encouraged PCPS and WPHCPs to recommend preventive care services to their members
- BCBSIL provided IPAs with a tool to identify populations for outreach based on eligibility and administrative data
- The D2 Staff provided training on use of the preventive care module.
- BCBSIL motivated IPAs to develop systems to perform outreach
- The physicians and WPHCPs in 77 IPAs were provided a list of members due for breast cancer screening
- Updated and published the Preventive Care Guidelines
- Made the Mammography Brochure available to IPAs and physicians
- Conducted an HMO QI Fund Training in March 2008
- Reviewed best practices on ways to improve breast cancer screening at the quarterly QI Forums
- Met with physicians of two IPAs and conducted individual training for several IPAs
- Hosted a vendor fair in December 2008 at which IPAs received information about programs that are available to help with outreach efforts and tools for tracking and trending data

The results of the 2008 Breast Cancer Screening QI Fund Project remained at the same level as in 2007. It is anticipated that with the addition of physician outreach in 2008, there will be an improvement in the breast cancer screening rate in 2009. The goal of $\geq 69\%$ was met.