

Mobile Mammography 102: Creating Successful Outreach Partnerships

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Objectives

- Discuss preparation of a Program including recruitment and identifying partners
- Discuss qualifying patients, education, and value-assignment
- Take a brief overview of the screening aspect of a Program
- Discuss Next Steps for Program Development
- View an example of Project flow for a Program

Preparing to build your program

- Location Selection
 - Consider Public Transportation
 - Consider Parking Locations (if applicable)
 - Consider Setup needs
 - Evaluate alternative locations in the event of construction, closures, etc.
 - Identify viable locations for education, waiting areas, survey areas, etc.

Preparing to build your program

- Define your Target Audience
 - Use most current data you can from sources like:
 - Census
 - Community Profiles
 - Texas Cancer Registry
 - The State of Texas Resources

Preparing to build your program

- Identifying Partners
 - Refer to your target audience for guidance
 - Create a symbiotic relationship
 - Empower your partners to recruit and educate
 - Consistently assess efficacy of partnership and what else could be done to improve it

Preparing to build your program

- Effective Communication Methods
 - Will depend on your target audience
 - May need to be developed in more than one language
 - Should be culturally relevant
 - Some recommended methods of communication can be found at www.cancercontrolplanet.cancer.gov

Preparing to build your program

- Define who constitutes a qualified recruit
 - Can anyone attend education?
 - Community Partners and Mobile Programs will likely narrow this down by:
 - Age
 - Asymptomatic
 - Not carrying insurance/income level/other financial barriers

Preparing to build your program

- Be sure you are in compliance with:
 - Your own grant requirements
 - Community partner guidelines
 - Mobile Program requirements
 - Best Practices
 - Recommended guidelines (ACS, ACR)
 - State/Federally administered programs
 - BCCCP

Recruitment and Education of Participants

- Some general guidelines for patients
 - 35 or older
 - No symptoms with their breasts
 - A physician to send a report to
 - Not breastfeeding
 - No implants
 - Has not had a mammogram in the past 11 months

Recruitment and Education of Participants

- Education can be a great recruiter
 - Include everyone who is interested
 - Sort eligible patients afterwards
 - Give away free materials to all who participate
 - Keeping the group smaller allows for more discussion
 - Address common fears and keep your tone light
 - Remind them to refer a friend, mother, sister, etc.

Recruitment and Education of Participants

- Find what works
 - Use evidence based programming for education
 - Use evidence based programming for recruitment
 - Use evidence based programming for retention in the program

Recruitment and Education of Participants

- Education
 - For Participants
 - For Providers
 - Detail information regarding referral and follow-up processes
- Assign Value
 - Through an Education Program
 - With nominal monetary contribution

Screenings

- Combating No-Shows
 - Use Value Added methods
 - Use Evidence-based reminder systems
- Address Common Fears
 - One-on-one conversations
 - Reiterate lessons given in education session

Screenings

- Ensure your day runs smoothly
 - Communicate with location, mobile staff, etc. prior to the date
 - Have patients arrive a few minutes early for appointments
 - Assess flexibility level of staff and adjust accordingly
 - Be prepared to reschedule patients who are exceedingly late or no-shows

Screenings

- Troubleshooting
 - Have a reschedule date ready
 - Make flyers with reschedule information
 - Keep a list of phone numbers for patients in case of cancellation
 - Stay calm and keep your tone light in front of patients

What's Next?

- Recalled Patients
 - Given a category to indicate severity of abnormality (ACR BIRADS 0, 4, or 5)
 - Technical Repeats are performed at no charge
 - Contact individually to ensure compliance with follow-up recommendation
 - Establish a process for entry with your diagnostic partner
 - Explain the process thoroughly to your patient

What's Next?

- Navigation
 - Certification programs are available
 - Potential Advocacy topic
 - Can help to expedite patient care
 - Helps to alleviate patient anxiety
 - Can be used to develop better data regarding programs and grant dollar allocation

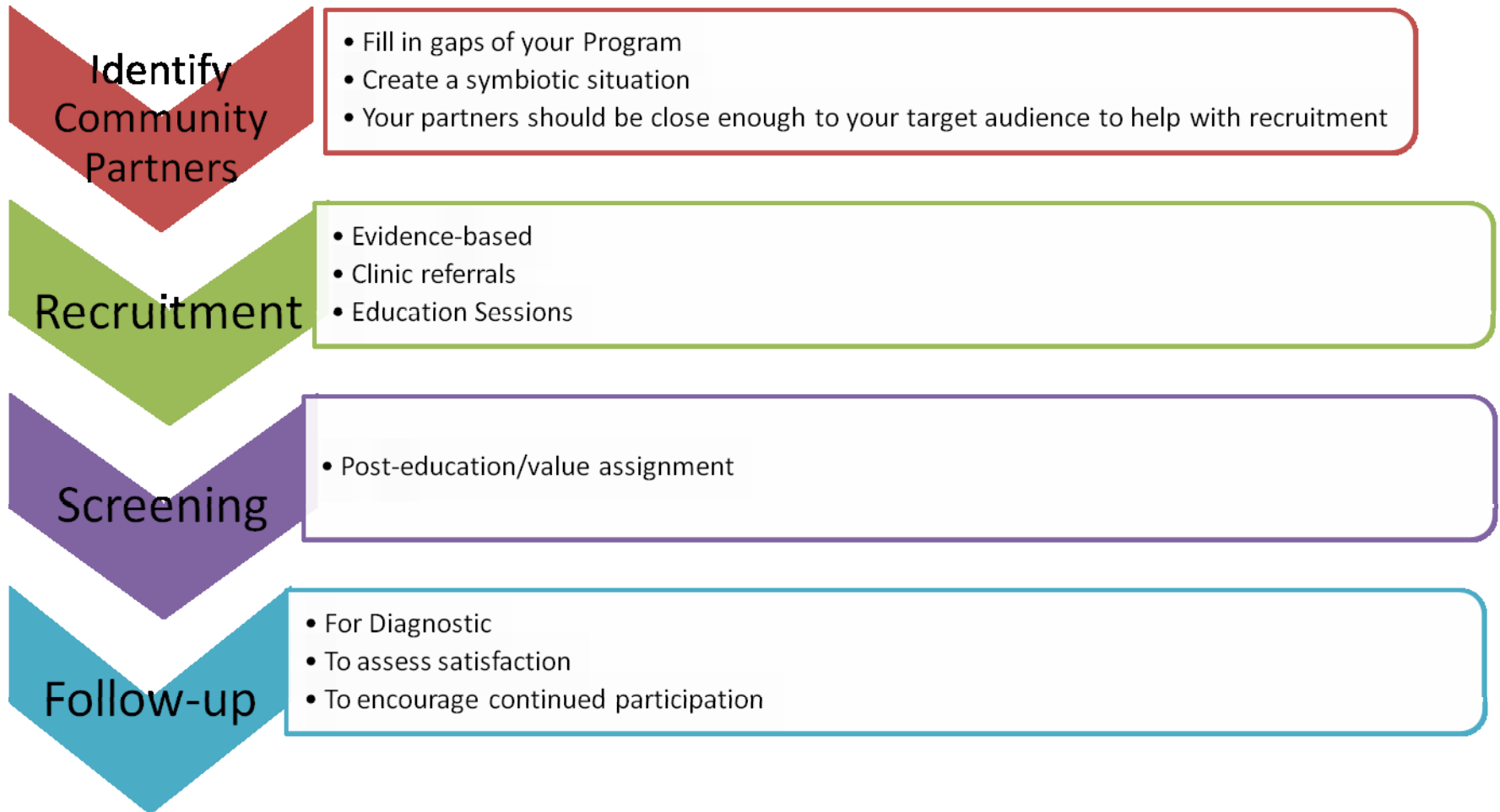
What's Next?

- Funding your Program
 - Be sure you are designing a program that meets community needs
 - Don't duplicate existing efforts (supplement if demand is high enough)
 - Design a program that 'has legs'
 - Look for and apply to multiple donors
 - Find alternative sources of support
 - Evaluate your program and make adjustments as necessary

What's Next?

- Funding your Program (cont'd)
 - Cultivate supportive partnerships with complimentary resources
 - Educators
 - Navigators
 - Screening Providers
 - Diagnostic Partners
 - Keep your funder aware of Collaborative efforts and partners

What Works: An Example



Using What Works

- Questions?