

Implementation of Education-Based Reminders to Improve Cervical and Breast Cancer Screening Rates

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BACKGROUND

- Cervical and breast cancer screening are essential for the early detection of cellular abnormalities.
- Despite clear recommendations, cervical and breast cancer screening rates remain decreased at the national, statewide, and local levels.
- Reduced cancer screening rates represent a missed opportunity for the early identification and reduced morbidity and mortality of cervical and breast cancer.
- Women who live in rural areas, are socioeconomically disadvantaged, or are uninsured have statistically lower cervical and breast cancer screening rates.

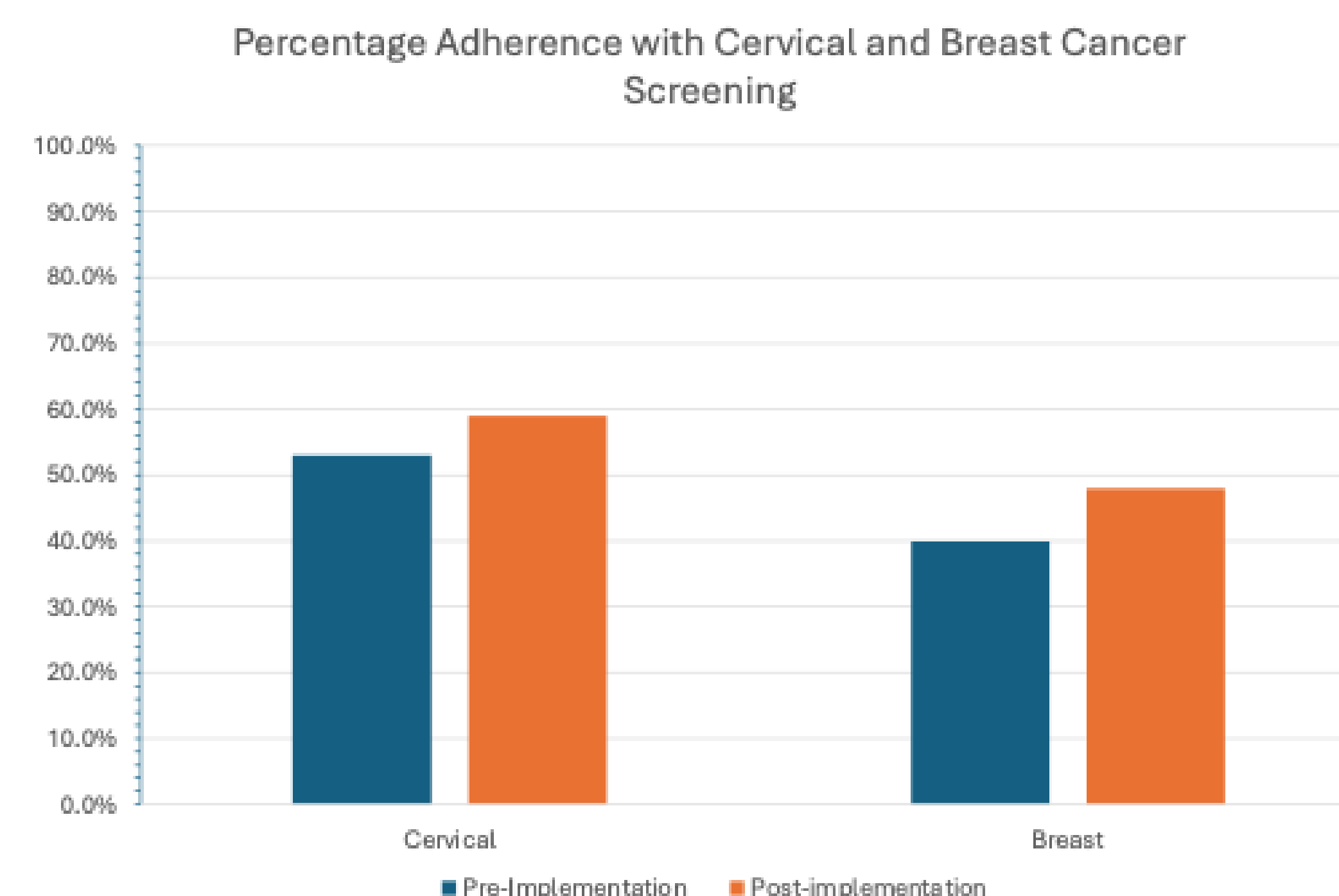
LOCAL PROBLEM

- The project site is an outpatient community clinic in rural East Tennessee that serves uninsured populations.
- Baseline cervical cancer screening rates were lower than desired at 53% and breast cancer screening rates at 40%.
- The purpose of this project was to implement education-based appointment reminders via phone and mail in the patient's preferred language.
- The aims of the project were:
 - Increase cervical cancer screening rates to 65%
 - Increase breast cancer screening rates to 50%

METHODS

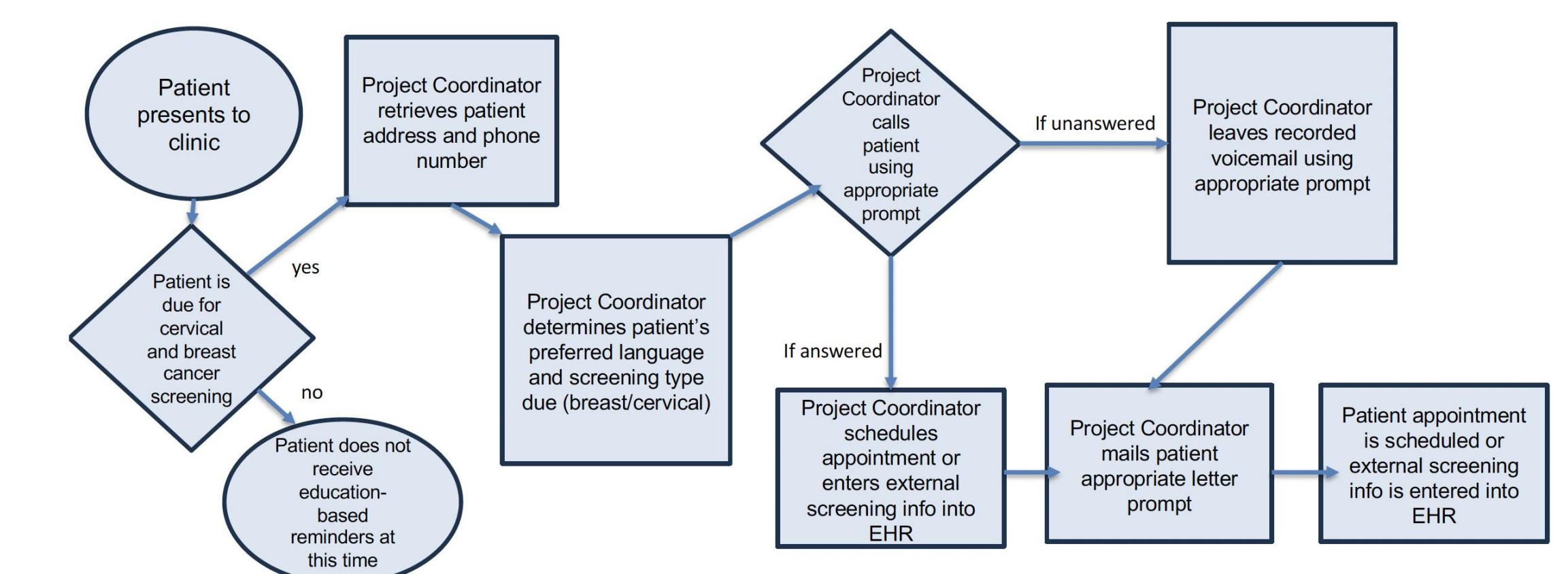
- The Evidence Based Practice Improvement (EBPI) model was used to guide the project.
- Literature search and critical appraisal supported the use of educational content in combination with appointment reminders.
- Plan, Do, Study, Act (PDSA) cycles were used to refine the practice change workflow.
- Outcome measures of cervical and breast cancer screening rates were assessed over 3 months, both at baseline and post-implementation.
- The number of reminders sent and in the preferred language were measured over the 3 months to assess adherence to the practice change.

Implementation of education-based reminders via phone and mail *increased* cervical and breast cancer screening rates



INTERVENTIONS

- Women aged 21-65 due for cervical cancer screening and aged 40-74 due for breast cancer screening were sent education-based reminders via phone and mail.



RESULTS

- Cervical cancer screening rates increased 11.3%, from 53% to 59%.
- Breast cancer screening rates increased 20%, from 40% to 48%.
- 100% of patients who were due for screening received a reminder by phone and/or mail.
- 100% of patients who were sent a reminder received it in their preferred language.

CONCLUSIONS

- Implementation of education-based reminders increased cervical and breast cancer screening rates.
- It is anticipated that rates will continue to increase as patients present for scheduled screening appointments that were the result of the reminder.
- Increased cancer screening access results in improved health outcomes.
- The project site plans to continue similar education-based reminders to improve screening rates across the clinic.