

How to increase  
**Breast Cancer  
Screening Rates**  
in practice

THE OFFICIAL SPONSOR OF BIRTHDAYS.®





# Improve Cancer Screening Rates

## USING THE FOUR ESSENTIALS

Be clear that screening is important. Ask patients about their needs and preferences.

Involve your staff to make screening more effective.

# 1

### Make a Recommendation

The primary reason patients say they are not screened is because a doctor did not advise it. **A recommendation from you is vital.**

# 2

### Develop a Screening Policy

Create a standardized course of action. **Engage your team in creating, supporting, and following the policy.**

## COMMUNICATION

# 4

### Measure Practice Progress

Establish a baseline screening rate, and set an ambitious practice goal. **Seeing screening rates improve can be rewarding for your team.**

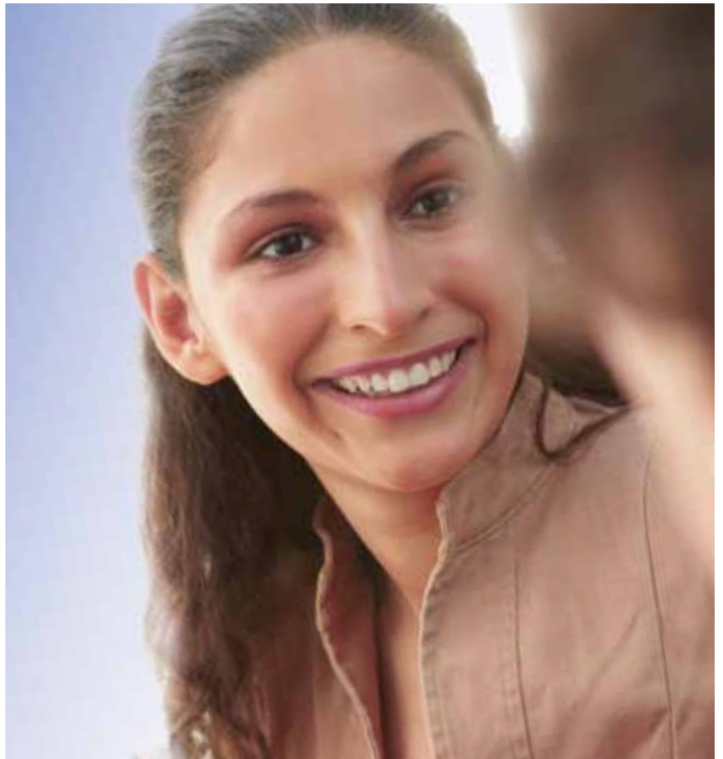
Measure your progress to tell if you are doing as well as you think.

# 3

### Be Persistent with Reminders

Track test results, and follow up with providers and patients. **You may need to remind patients several times before they follow through.**

Create a simple tracking system that will help you follow up as needed.



# Saving Lives

## THROUGH CANCER SCREENINGS

### Implement practice changes to achieve the Four Essentials, and increase cancer screening rates.

Increasing screening saves lives. A plan for your practice that is evidence-based is included below.

#### 1. Take steps to identify and screen every age-appropriate patient.

Start with patients who are easiest to reach, and incrementally incorporate less accessible groups:

- Patients who appear for regular check-ups;
- Patients who receive regular care for chronic conditions;
- Patients who come in only when they have a problem;
- Patients who are part of your practice, but almost never come in.

**2. Involve your staff, and put office systems in place.** Given the many demands on your time, getting a recommendation to every appropriate patient will occur only when the screening process happens systematically.

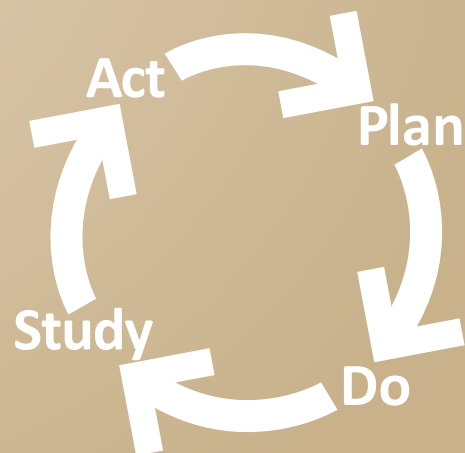
#### 3. Follow a continuous improvement model to develop and test changes.

**Develop Your Plan:** In cooperation with your staff, develop a screening system based on the Four Essentials. If you already have a system, review your approach and identify opportunities for improvement. Establish a baseline screening rate before implementing changes.

**Do Your Plan:** Engage your staff in the plan, and make sure everyone on your team knows their role.

**Study Your Results:** Measure your screening rates, and meet with your staff regularly to review progress.

**Act on Your Results:** Based on your results, identify opportunities for further improvement. When you are ready, build on your plan and consider including harder-to-reach patient groups.



For more information,  
visit [cancer.org](https://www.cancer.org)  
or call 1-800-227-2345.



We **save lives** and create more birthdays  
by helping you stay well, helping you get well,  
by finding cures, and by fighting back.

[cancer.org](https://www.cancer.org) | 1.800.227.2345