

MEMORANDUM

TO: LBCHP Patient Navigators, Data Techs, QI Managers, Marketing/Communications

CC: Administrators (CEO, additional staff on contract oversight), Patient Intake, Clinical Directors

FROM: Nannozi Ssenkoloto, Program Manager

DATE: 11/14/17

RE: New Policy – Collecting Data on How Women Heard About LBCHP

In the past few years LBCHP has been working with its Communications team to determine which efforts (media, outreach, etc.) are most effective for increasing awareness of LBCHP to Louisiana residents. A persistent challenge has been lack of data about how women learn about our program and its services.

In an effort to collect this data, last year LBCHP providers began to track and report how women heard about the program using an Excel template provided by the Communications team. This method was designed as a temporary measure until a new field could be added to the program database, Catalyst, to centralize programmatic data collection. The field has since been added.

Starting immediately, LBCHP providers should collect this type of data using the “Where Did You Hear About Us” form, located on the “For Providers” page of the website, and integrate this into your existing consent process. Data should be entered into Catalyst as part of your established data entry process. Instructions relating to all the above are attached.

We hope that with systematic data collection we can best utilize our limited resources to help women in each LBCHP provider region to learn about the program, the importance of preventive cancer screenings, and how to seek out your services.

Attached: Instructions for “Where Did You Hear About Us” form

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The “Where Did You Hear About Us” form should be stapled on top of the consent form. The patient should fill out the form while at the facility to ensure that any questions are clarified.

- Providers will be responsible for printing this form off of the website; go to the “For Providers” tab at the bottom of the homepage and enter the password (“lbchp”).
- Because every patient must be consented, this supports a uniform time to collect this information, regardless of individual provider process or procedure.
- The information can be added to Catalyst at a later, more convenient time, along with other patient information.
- In Catalyst, the information can be entered at the bottom of the "Profile" page, under the category "Referral Source." Click the drop down to choose the appropriate answer.

If patients need further clarification about the options on this form, we have provided examples below pertaining to each category to determine first point of contact with LBCHP:

Patient Navigator - Ex: *The patient was approached by the patient navigator about LBCHP.*

Social Media - Ex: *The patient saw information about LBCHP while on Facebook and decided to follow a link to the website for more information and how to contact someone.*

Online Search - Ex: *The patient used their computer to go to Google.com and typed, "Need a mammogram," into the search bar and found our website.*

News Article - Ex: *Reading the newspaper, or an article online that they found through the publication's website, our patient read about the program and called the hotline. They were then connected with the patient navigator via phone call.*

Broadcast Media - Ex: *Patient heard an ad on the radio and called the number or went to the website and later was connected to the appropriate patient navigator.*

Billboard or Sign - Ex: *Patient saw a billboard with the hotline number and called and was connected to their patient navigator*

Event - Ex: *Patient found an LBCHP table at a health fair or event and talked with an LBCHP representative and was later contacted by the navigator because of their interest.*

Friend or Family Member - Ex: *Patient's cousin tells her about the program because she had used it previously.*

Health Provider - Ex: *Patient's primary care doctor urges her to utilize LBCHP services and provides a flyer.*

Flyer or Handout - Ex: *Patient sees a flyer on a community bulletin board and calls the toll free number.*