

## Strategies to Increase Screening Rates (FY2022-2023)

### In-Reach Best Practices

- ✓ **Educate the facility on LBCHP and Navigator.** Work with Gynecology, Women's Health, Primary Care, and Emergency Department physicians and clinics who serve our priority populations to ensure that they have a complete education on LBCHP and role of the Navigator. Promote LBCHP services at clinician staff meetings – get on the agenda and utilize this time to talk about the program.
- ✓ **Ensure that providers educate on and recommend cancer screenings.** Be sure that providers educate women about the importance of breast and cervical screenings and order the exams. Clients usually comply if clinicians highly recommend them.
- ✓ **Flag women in EHR that are due for screenings.** Work with qualified IT staff to flag system charts for women due for breast and cervical screenings. Make LBCHP is a source of payment if you are a fee-for-service program. Remember we pay the provider and you pay your vendors.
- ✓ **Determine who should consent women and where.** Determine who is best for getting program consents signed and at what locations within the facility. Ensure that those consenting the patients know the LBCHP guidelines, or have an eligibility prompter (i.e. LBCHP Reference Sheet).
- ✓ **Establish referral process for screening or diagnostic services not provided at your facility.** Ensure that women can receive needed breast or cervical services not covered at your facility by referring them to another LBCHP provider site (navigator-to-navigator communication is best), or to a suitable outside provider, taking into consideration the patient's insurance status (e.g. if on Medicaid, refer to outside provider that accepts Medicaid).
- ✓ **Work with mammography department** to obtain lists of BIRADS 4 and 5, and BIRAD 0 with a missed appointment, to identify program-eligible women and provide services (i.e. navigate abnormal results to cancer yes/no). Mammography staff can also be very helpful when trying to expedite appointments and follow-ups.
- ✓ **Offer same-day breast and cervical services.** Make walk-in service days available
- ✓ **Make program flyers available throughout the facility.** Make sure contact information for the navigator is easy to see/visible throughout the facility. Women should be able to contact the Navigator readily.

- ✓ **Make your presence known in all areas where women can be recruited, including the ER.** Conduct breast and cervical education/program promotion in waiting rooms on clinic days. Plan to be in different clinics on designated clinic days. Use this time to educate women about the purpose of cancer screening with emphasis on screening at regular intervals leading to decreased cancer risk.
- ✓ **Utilize LBCHP marketing materials in the facility or during outreach** (i.e. retractable banner sign, tablecloth, window decals, laminated posters, and pins)
- ✓ **Establish a relationship with program participants** so that they understand that you are their one-on-one contact to assist with any barriers they have to completing a screening. Make sure they have your contact number and that you have good contact numbers for them. Provide assurance that you will navigate them until test results are completed and answer any questions they may have.

### Outreach Suggestions

- ✓ **Let other facilities know that LBCHP is available at your facility** and can assist with referrals of patients from non-LBCHP providers (based on eligibility). Set up collaborative agreements and referral contacts so that they have a way to refer into your facility.
- ✓ **Work with community organizations to get the word out.** Distribute flyers/materials with LBCHP eligibility and how to make appointments. List the navigator as the point of contact.
- ✓ **Provide space on facility website** for LBCHP logo & tagline to show LBCHP affiliation. If possible, provide additional space on the website with more detailed information, such as a separate “tab,” “page,” or “feature.” LBCHP communications team can assist with writing content.
- ✓ **Share LBCHP-related events or posts** from the Louisiana Cancer Prevention Facebook, Twitter, or Instagram page on your facility’s social media account.
- ✓ **Submit a feature on your LBCHP services for a newsletter** (your facility, organization, coalition, etc.). LBCHP communications team can assist with writing content.
- ✓ **Work with LBCHP’s communications team on free media opportunities** (newspaper article, TV interview, etc.). LBCHP communications team can assist with writing content.
- ✓ **Give a presentation or host a group education event for the community or area healthcare providers** to let them know about LBCHP. LBCHP communications team has a presentation you can use to educate the general public about the program.
- ✓ **Connect with your local Healthy Communities Coalition representative** for outreach and events (LBCHP can connect you).