



Quality Improvement Department

Mobile Mammography Pilot Program

Fresno County, August 2018–December 2019

Breast Cancer Screening is a new Healthcare Effectiveness Data and Information Set (HEDIS[®]) administrative measure for reporting year (RY) 2018. Current HEDIS data show Fresno County performing under the minimum performance level (MPL) for CalViva Health members:

Reporting year	Actual performance level (MPL=52.7%)
2018	50.2%
2017	49.6%

To help members overcome barriers to breast cancer screening, Health Net Community Solutions, Inc. (Health Net) Quality Improvement (QI) Department, on behalf of CalViva Health, is launching a mobile mammography program in partnership with Susan G. Komen (SGK) of Fresno County.

Common barriers for accessing breast cancer screening:

- Limited access to services
- No transportation
- Lack of understanding about importance of screening
- Fear of results

Susan G. Komen: Outreach and Education

SGK organizes free breast health and screening events across Fresno County. In the joint program, Susan G. Komen Affiliates will provide outreach and education to specific cohorts of CalViva Health members who are noncompliant with their breast cancer screening. Outreach by mail, telephone and in person is intended to motivate members to complete a screening mammogram.



Komen Affiliates will be scheduling and coordinating mobile mammography events beginning in August 2018 through December 2019 for specific cohorts of CalViva Health members using contact and demographic information provided by the health plan. Also, geomapping will be used to determine the most convenient locations for the events (such as close to public transportation or supermarkets) and provide convenient times for appointments (such as evenings and weekends).

Komen Affiliates will schedule the mobile mammography providers but will not receive or handle any medical information or records. Members' primary care physicians will be provided with the results by the mammography provider.