

Get to Goal – Breast Health Screenings Campaign



Campaign to achieve a 54% breast screening rate in Calendar Year 2023

Presenter:

Lisa Dettling, Executive Vice President Ancillary Services

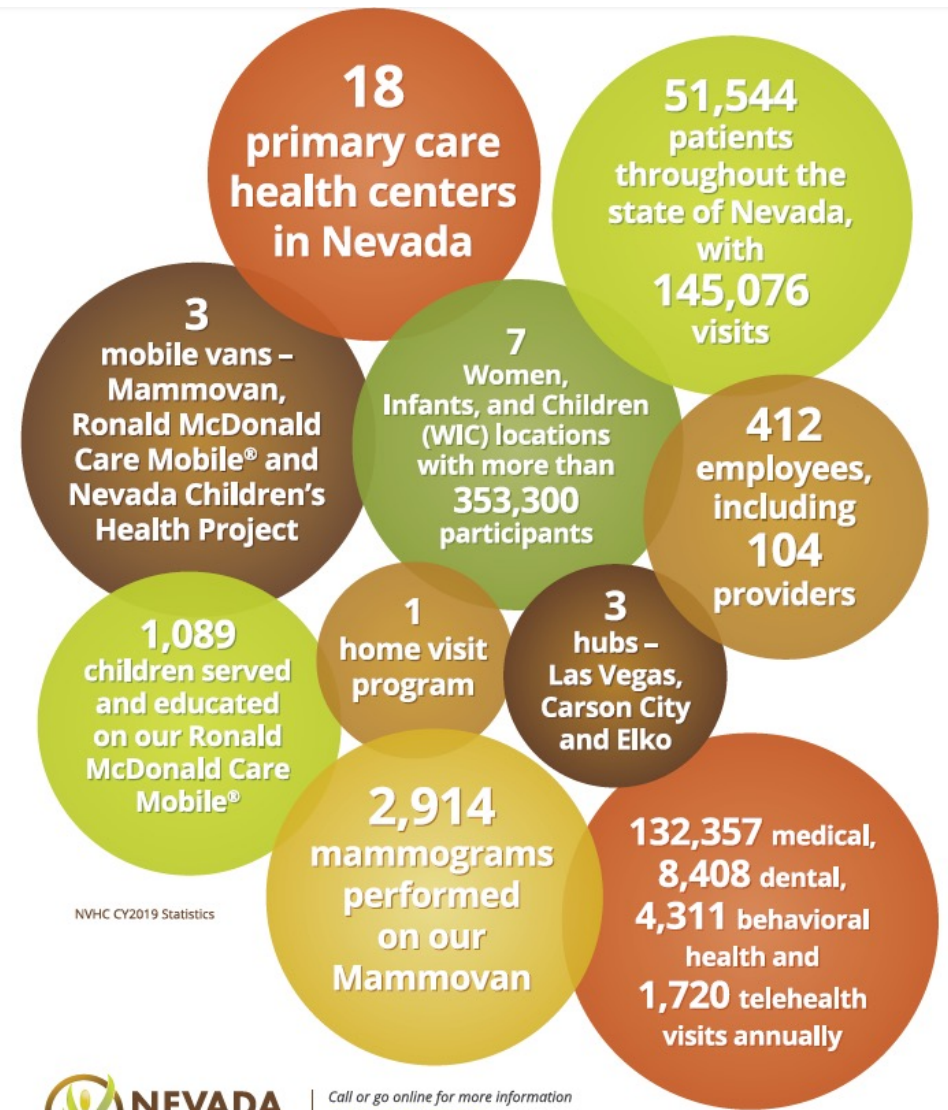


Nevada Health Centers Overview

- **Largest Federally Qualified Health Center (FQHC) in Nevada** – Community Health Centers
- **Our mission** is to provide access to quality healthcare to all Nevadans
- **We serve approximately 50,000** patients per year
- **More than 500 employees**, including providers, at locations across the Silver State
- **We offer primary care**, pediatrics, dentistry, behavioral health and pharmacy, along with WIC (Women, Infants and Children) services in Southern Nevada



BRINGING QUALITY HEALTHCARE TO NEVADA'S COMMUNITIES



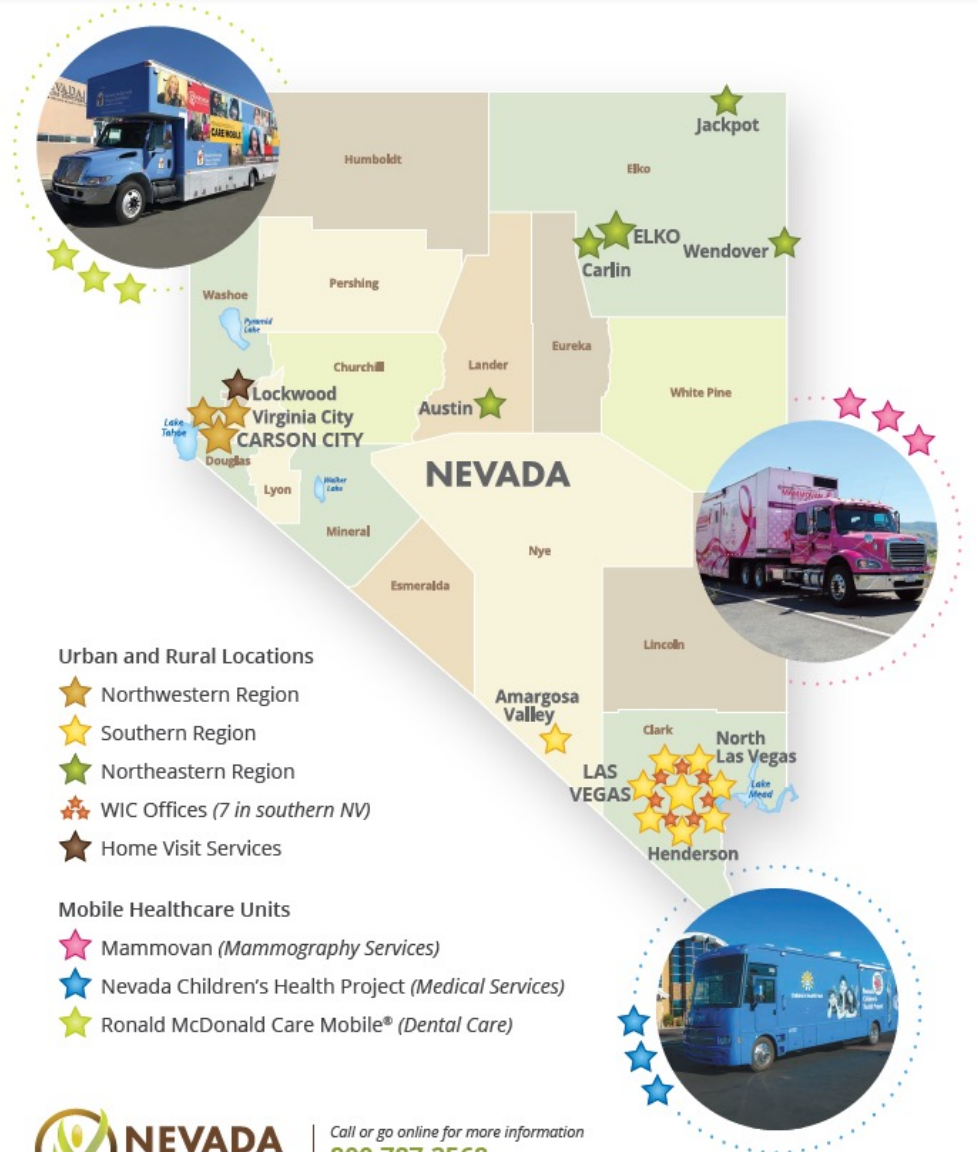
Call or go online for more information
800.787.2568
nvhealthcenters.org

©NVHC - 4/9/2022

NVHEALTHCENTERS.ORG

Statewide Services

- 19 health center sites
- 7 Women, Infants and Children Sites (WIC)
- 3 mobile units in service – 2 coming fall of 2023
 - Mammovan
 - Ronald McDonald Care Mobile – Dental van
 - Nevada Children’s Health Project – Medical van
 - Dental Van – NEW – coming soon
 - Medical Van – NEW – coming soon



Call or go online for more information
800.787.2568
nvhealthcenters.org

Need to Improve Patient Quality Metrics

- **Health Resources and Services Administration (HRSA)**
- **Insurance contracts – Managed Care Organizations**
- **Multiple quality metrics with annual goals**
 - Blood pressure, BMI, A1c levels
 - Breast health (mammography screenings)
 - And much more
- **Performance impacts**
 - Patient health status and outcomes
 - Grant award status and risk contracts



Historical Breast Health Screening Results

- **2022** – 48.7%
- **2021** – 41.7%
- **2020** – 35.6%



NEVADA
HEALTH CENTERS

BRINGING QUALITY HEALTHCARE TO NEVADA'S COMMUNITIES

NVHEALTHCENTERS.ORG



Questions?

How can we improve our breast health screenings?

How can the Mammovan help support that effort?



NEVADA
HEALTH CENTERS

BRINGING QUALITY HEALTHCARE TO NEVADA'S COMMUNITIES

NVHEALTHCENTERS.ORG



Answer:

Develop a calendar year internal campaign to encourage all of our providers and staff



- regardless of where they work –

to have breast health screenings on their minds to encourage patients to get screened.



Get To Goal Campaign Objectives

- **Increase internal awareness** of the breast health quality metric
- **Achieve a 54% or better breast screening rate** for NVHC established female patients and MCO assigned patients ages 50-74 during Calendar Year 2023
- **Have some fun!**
- **Improve the internal process** for breast health screening compliance
- **Hardwire company-wide processes** for breast health quality metric



Explain the “Qualified Screenings” Definition

- **The percentage of women 50-74 years of age** who had an NVHC visit in Calendar Year 2023 AND had a mammogram to screen for breast cancer in the 27 months prior to the end of the measurement period
- **Measurement period** – Jan. 1, 2023 through Dec. 31, 2023
- **Mammograms can be performed at any imaging site;** however, results must be in the system to qualify for reporting



NVHC Campaign and Competition

- **Calendar year campaign** promoting “Get To Goal”
- **Funding from various grants** – including the NFL/American Cancer Society.
- **All NVHC sites will be included** in the campaign activities and fun
- **Kick-off Feb. 8, 2023** – End on Dec. 31, 2023
- **Monthly activities to promote** and celebrate a focus on breast health screenings



Keeping the Campaign Alive and Fun – Visible at All Sites

Campaign Logo



Campaign Wall Clings



Keeping the Campaign Alive and Fun – Giveaways

Campaign Cookies



Campaign T-Shirts



FRONT



BACK

Keeping the Campaign Alive and Fun – Giveaways


Campaign Clips with Popcorn



Keeping the Campaign Alive and Fun – Online Trivia

Kahoot Game – Company Wide – Lunch Hour

Kahoot! Play & Create
Quizzes 4+ - App Store

An illustration showing a central laptop with a woman on the screen, surrounded by three smartphones held by different people, all displaying the Kahoot! interface. The background is a solid blue color.

**Engage your
colleagues wherever
they are**

- ✓ Make your meetings more fun
- ✓ Add engagement to training sessions
- ✓ Capture ideas from team members
- ✓ Break the ice with colleagues




NEVADA
HEALTH CENTERS

BRINGING QUALITY HEALTHCARE TO NEVADA'S COMMUNITIES

NVHEALTHCENTERS.ORG

Keeping the Campaign Alive and Fun – Online Trivia

How many wheels does the Mammovan have?



20

18

16

It has wheels?



NEVADA
HEALTH CENTERS

BRINGING QUALITY HEALTHCARE TO NEVADA'S COMMUNITIES

NVHEALTHCENTERS.ORG

NVHC Site Competition – for Health Center Sites

- **NVHC eligible sites** include those offering family practice service
- **15 sites eligible** for competition
- **Monthly status report by site** showing current percent of breast health screening completed
- **Data pulled by Primary Care Provider** at each site
- **Established patient base changes monthly as patients are seen** – new and established



How Will the Mammovan Support?

- **Mammovan 2023 calendar of NVHC sites** created (Jan – Dec.)
All NVHC sites open for NVHC established patients only
- **NVHC sites not opened to the community until Mammovan calendars are posted on website** – normally 30-45 days prior to the start of new month
- **Train site staff to schedule** on Mammovan during patient visit
- **Eligible patients can access** their mammogram on the Mammovan or at other local imaging sites



Mammovan NVHC Sites Flyer



JANUARY		
TUESDAY	JANUARY 3	MLK
WEDNESDAY	JANUARY 4	EASTERN
THURSDAY	JANUARY 5	EASTERN
FRIDAY	JANUARY 6	MLK
MONDAY	JANUARY 9	HENDERSON
TUESDAY	JANUARY 10	HENDERSON
TUESDAY	JANUARY 24	CAMBRIDGE
WEDNESDAY	JANUARY 25	CAMBRIDGE
FRIDAY	JANUARY 27	AMARGOSA
MONDAY	JANUARY 30	EASTERN
TUESDAY	JANUARY 31	EASTERN
FEBRUARY		
THURSDAY	FEBRUARY 2	MLK
FRIDAY	FEBRUARY 3	MLK
TUESDAY	FEBRUARY 7	SIERRA
WEDNESDAY	FEBRUARY 8	SIERRA
MONDAY	FEBRUARY 13	MLK
TUESDAY	FEBRUARY 14	CAMBRIDGE
WEDNESDAY	FEBRUARY 15	MLK
THURSDAY	FEBRUARY 16	NLV
TUESDAY	FEBRUARY 21	HENDERSON
TUESDAY	FEBRUARY 28	SIERRA
MARCH		
MONDAY	MARCH 6	MLK
TUESDAY	MARCH 21	MLK
THURSDAY	MARCH 23	EASTERN
FRIDAY	MARCH 24	CAMBRIDGE
TUESDAY	MARCH 28	WENDOVER
WEDNESDAY	MARCH 29	WENDOVER
THURSDAY	MARCH 30	CARLIN
FRIDAY	MARCH 31	ELKO
APRIL		
MONDAY	APRIL 3	MLK
TUESDAY	APRIL 4	MLK
MONDAY	APRIL 17	HENDERSON
THURSDAY	APRIL 20	NLV
MONDAY	APRIL 24	CAMBRIDGE
FRIDAY	APRIL 28	MLK
MAY		
TUESDAY	MAY 2	SIERRA
MONDAY	MAY 15	MLK
TUESDAY	MAY 23	ELKO
WEDNESDAY	MAY 24	ELKO
THURSDAY	MAY 25	WENDOVER
JUNE		
THURSDAY	JUNE 1	CAMBRIDGE
FRIDAY	JUNE 2	HENDERSON
TUESDAY	JUNE 6	SIERRA
TUESDAY	JUNE 13	LVOC
WEDNESDAY	JUNE 14	EASTERN
TUESDAY	JUNE 20	MLK
WEDNESDAY	JUNE 21	MLK
THURSDAY	JUNE 22	MLK

JULY		
MONDAY	JULY 3	MLK
TUESDAY	JULY 11	SIERRA
TUESDAY	JULY 18	ELKO
WEDNESDAY	JULY 19	ELKO
THURSDAY	JULY 20	WENDOVER
MONDAY	JULY 31	NLV
AUGUST		
TUESDAY	AUGUST 1	CAMBRIDGE
WEDNESDAY	AUGUST 2	LVOC
THURSDAY	AUGUST 3	EASTERN
MONDAY	AUGUST 7	MLK
THURSDAY	AUGUST 10	SIERRA
WEDNESDAY	AUGUST 16	VIRGINIA CITY
TUESDAY	AUGUST 22	HENDERSON
WEDNESDAY	AUGUST 23	HENDERSON
THURSDAY	AUGUST 24	MLK
WEDNESDAY	AUGUST 30	SIERRA
SEPTEMBER		
FRIDAY	SEPTEMBER 1	CAMBRIDGE
WEDNESDAY	SEPTEMBER 6	MLK
WEDNESDAY	SEPTEMBER 13	WENDOVER
FRIDAY	SEPTEMBER 15	JACKPOT
MONDAY	SEPTEMBER 18	HENDERSON
FRIDAY	SEPTEMBER 22	MLK
THURSDAY	SEPTEMBER 28	AUSTIN
OCTOBER		
WEDNESDAY	OCTOBER 4	SIERRA
MONDAY	OCTOBER 16	NLV
FRIDAY	OCTOBER 20	MLK
TUESDAY	OCTOBER 24	ELKO
WEDNESDAY	OCTOBER 25	WENDOVER
THURSDAY	OCTOBER 26	WENDOVER
MONDAY	OCTOBER 30	CAMBRIDGE
TUESDAY	OCTOBER 31	EASTERN
NOVEMBER		
WEDNESDAY	NOVEMBER 1	EASTERN
THURSDAY	NOVEMBER 9	SIERRA
TUESDAY	NOVEMBER 14	NLV
WEDNESDAY	NOVEMBER 15	HENDERSON
MONDAY	NOVEMBER 20	LVOC
TUESDAY	NOVEMBER 21	CAMBRIDGE
WEDNESDAY	NOVEMBER 22	MLK
THURSDAY	NOVEMBER 30	HENDERSON
DECEMBER		
FRIDAY	DECEMBER 1	HENDERSON
TUESDAY	DECEMBER 5	EASTERN
THURSDAY	DECEMBER 7	NLV
FRIDAY	DECEMBER 8	LVOC
MONDAY	DECEMBER 11	MLK
TUESDAY	DECEMBER 12	MLK
FRIDAY	DECEMBER 15	HENDERSON
MONDAY	DECEMBER 18	EASTERN
THURSDAY	DECEMBER 21	CAMBRIDGE
FRIDAY	DECEMBER 22	CAMBRIDGE
TUESDAY	DECEMBER 26	MLK
WEDNESDAY	DECEMBER 27	MLK
THURSDAY	DECEMBER 28	MLK
FRIDAY	DECEMBER 29	MLK

©NVHC - 1/11/2023



NEVADA
HEALTH CENTERS

BRINGING QUALITY HEALTHCARE TO NEVADA'S COMMUNITIES

NVHEALTHCENTERS.ORG

Competition Prizes

Monthly

- Top 3 sites achieving at least 54% of eligible women having had a breast health screening completed will earn treats for all staff
- Internal recognition & sites may win multiple times

Treats have included:

- Donuts and coffee
- Root beer floats
- Pizza, bagels and coffee



Competition Prizes

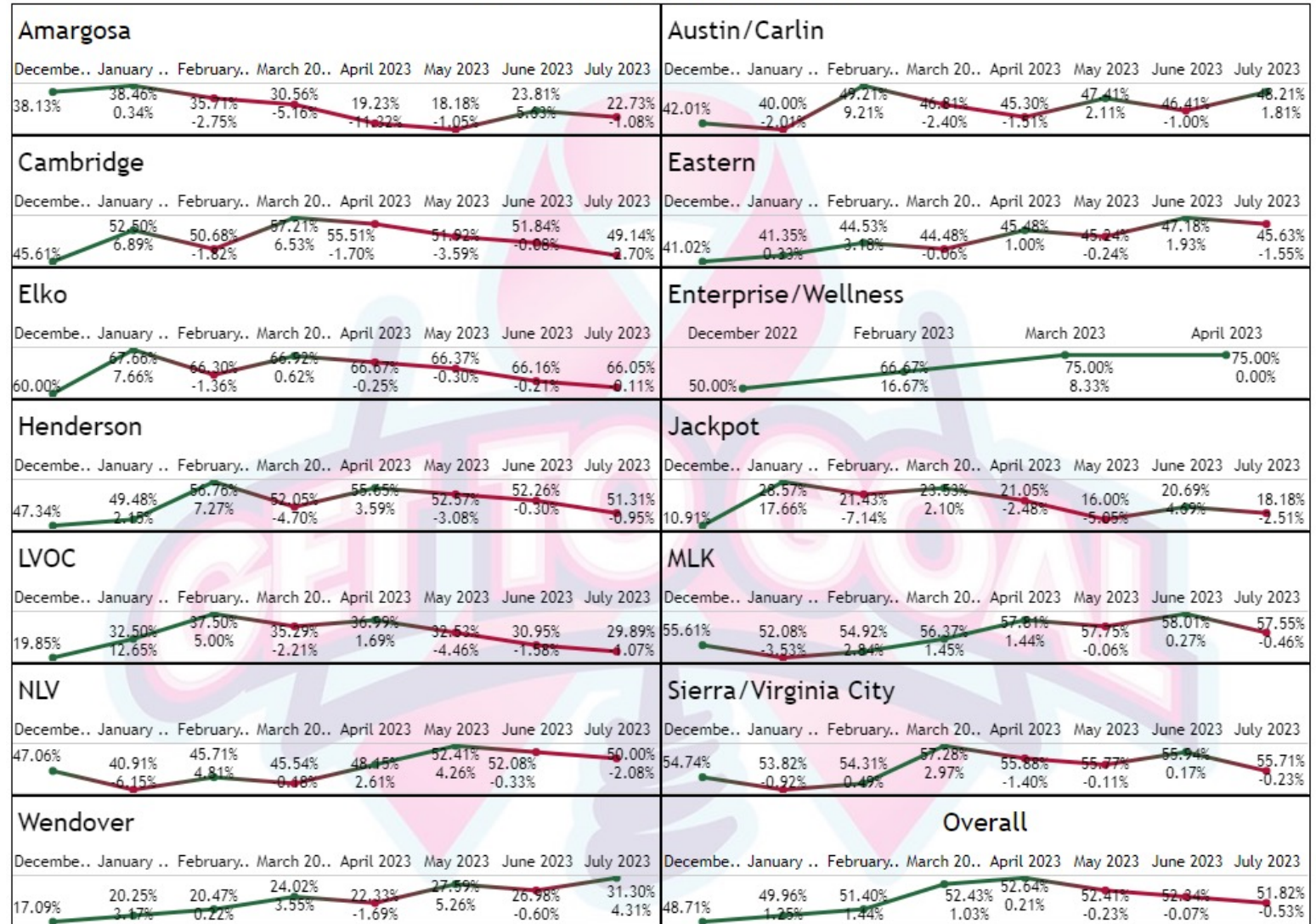
Year-end

- Winners – site with the highest and second-highest percentage overall win a luncheon celebration for the entire team
- Members of executive team will join in celebration
- Internal recognition



Reporting and Results Trending by Site

Get to Goal - Breast Health



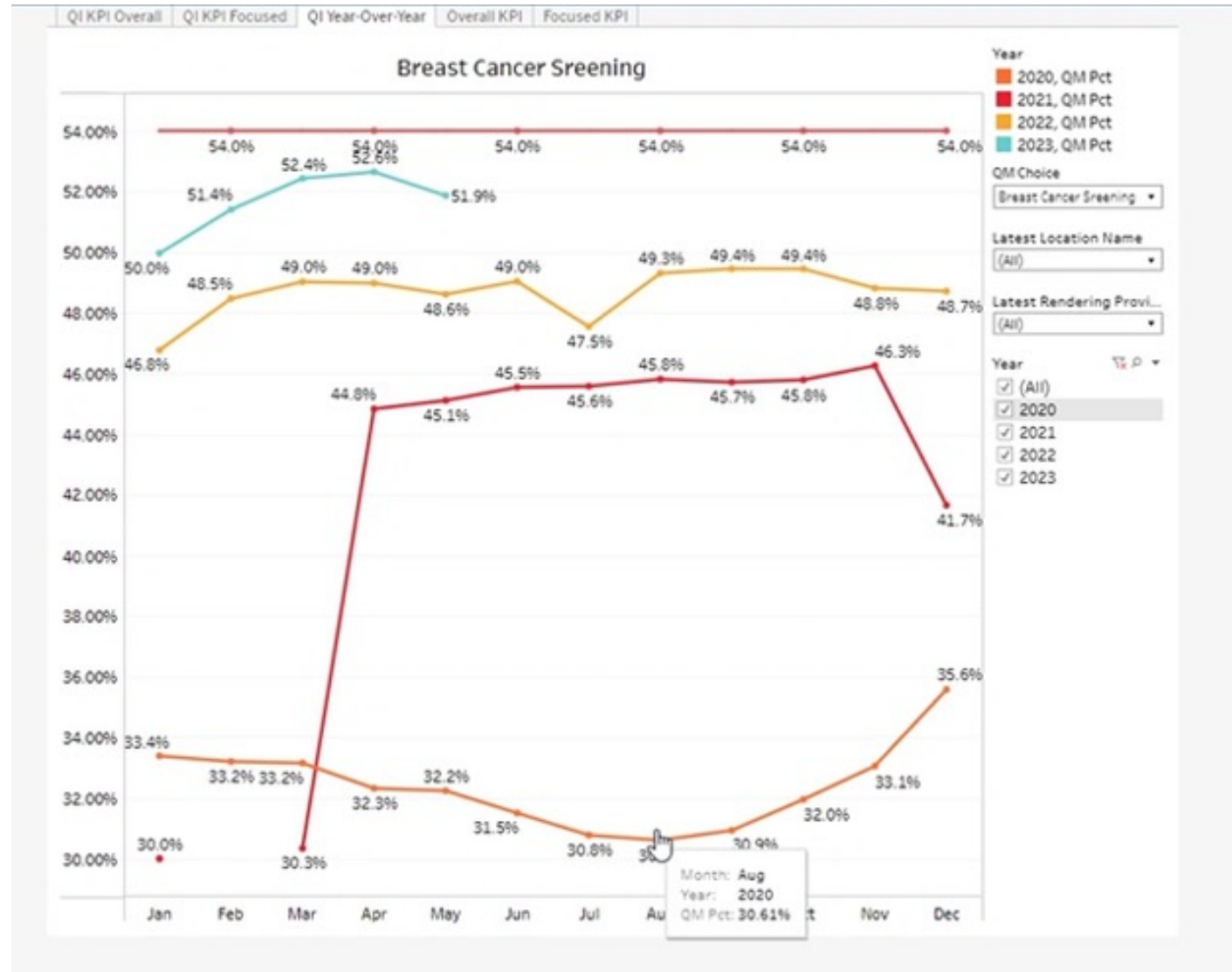
Campaign Impacts

2023 

2022 

2021 

2020 



Reporting and Results

Currently at 52% Overall

August

Elko	Touchdown!	65.09%
MLK	Touchdown!	58.02%
Sierra/Virginia City	Touchdown!	55.89%
NLV	First Down	52.25%
Henderson	First Down	50.83%
Cambridge	First Down	48.84%
Austin/Carlin	First Down	48.59%
Eastern	First Down	45.59%
LVOC	First Down	29.07%
Wendover	First Down	28.29%
Amargosa	First Down	20.69%
Jackpot	First Down	16.22%

Get to Goal - Breast Health

January			February			March			April		
Elko	Touchdown!	67.66%	Enterprise/Wellness	Touchdown!	66.67%	Enterprise/Wellness	Touchdown!	75.00%	Enterprise/Wellness	Touchdown!	75.00%
Sierra/Virginia City	First Down	53.82%	Elko	Touchdown!	66.30%	Elko	Touchdown!	66.92%	Elko	Touchdown!	66.67%
Cambridge	First Down	52.50%	Henderson	Touchdown!	56.76%	Sierra/Virginia City	Touchdown!	57.28%	MLK	Touchdown!	57.81%
MLK	First Down	52.08%	MLK	Touchdown!	54.92%	Cambridge	Touchdown!	57.21%	Sierra/Virginia City	Touchdown!	55.88%
Henderson	First Down	49.48%	Sierra/Virginia City	Touchdown!	54.31%	MLK	Touchdown!	56.37%	Henderson	Touchdown!	55.65%
Eastern	First Down	41.35%	Cambridge	First Down	50.68%	Henderson	First Down	52.05%	Cambridge	Touchdown!	55.51%
NLV	First Down	40.91%	Austin/Carlin	First Down	49.21%	Austin/Carlin	First Down	46.81%	NLV	First Down	48.15%
Austin/Carlin	First Down	40.00%	NLV	First Down	45.71%	NLV	First Down	45.54%	Eastern	First Down	45.48%
Amargosa	First Down	38.46%	Eastern	First Down	44.53%	Eastern	First Down	44.48%	Austin/Carlin	First Down	45.30%
LVOC	First Down	32.50%	LVOC	First Down	37.50%	LVOC	First Down	35.29%	Wendover	First Down	36.99%
Jackpot	First Down	28.57%	Amargosa	First Down	35.71%	Amargosa	First Down	30.56%	Wendover	First Down	22.33%
Wendover	First Down	20.25%	Jackpot	First Down	21.43%	Wendover	First Down	24.02%	Jackpot	First Down	21.05%
			Wendover	First Down	20.47%	Jackpot	First Down	23.53%	Amargosa	First Down	19.23%
May			June			July			August		
Elko	Touchdown!	66.37%	Elko	Touchdown!	66.16%	Elko	Touchdown!	66.05%	Elko	Touchdown!	65.49%
MLK	Touchdown!	57.75%	MLK	Touchdown!	58.01%	MLK	Touchdown!	57.55%	MLK	Touchdown!	57.24%
Sierra/Virginia City	Touchdown!	55.77%	Sierra/Virginia City	Touchdown!	55.94%	Sierra/Virginia City	Touchdown!	55.71%	Sierra/Virginia City	Touchdown!	55.31%
Henderson	First Down	52.57%	Henderson	First Down	52.26%	Henderson	First Down	51.31%	NLV	First Down	50.23%
NLV	First Down	52.41%	NLV	First Down	52.08%	NLV	First Down	50.00%	Henderson	First Down	50.00%
Cambridge	First Down	51.92%	Cambridge	First Down	51.84%	Cambridge	First Down	49.14%	Cambridge	First Down	49.57%
Austin/Carlin	First Down	47.41%	Eastern	First Down	47.18%	Austin/Carlin	First Down	48.21%	Austin/Carlin	First Down	47.95%
Eastern	First Down	45.24%	Austin/Carlin	First Down	46.41%	Eastern	First Down	45.63%	Eastern	First Down	44.76%
LVOC	First Down	32.53%	LVOC	First Down	30.95%	Wendover	First Down	31.30%	Wendover	First Down	31.18%
Wendover	First Down	27.59%	Wendover	First Down	26.98%	LVOC	First Down	29.89%	LVOC	First Down	30.59%
Amargosa	First Down	18.18%	Amargosa	First Down	23.81%	Amargosa	First Down	22.73%	Amargosa	First Down	22.73%
Jackpot	First Down	16.00%	Jackpot	First Down	20.69%	Jackpot	First Down	18.18%	Jackpot	First Down	17.65%
September			October			November			December		



NEVADA
HEALTH CENTERS

BRINGING QUALITY HEALTHCARE TO NEVADA'S COMMUNITIES

NVHEALTHCENTERS.ORG

Competition Successes, Challenges and Opportunities

- **Organization-wide awareness and enthusiasm**
- **YTD Increase of nearly 4% improvement – four months to go**
- **Managed Care Organizations are indicating a significant improvement with some as high as 80%**
- **Strong desire to use similar campaigns for other metrics**
- **Rural site struggles with mammogram access**
 - How can we get patients to imaging facilities?
 - How can we get the Mammovan to rural communities more often?
 - 365-day screening requirement vs. travel planning
- **Same sites win monthly**
- **Considering provider awards, improvement awards, etc.**



Ongoing Key Message

Ready, Set, Get to Goal...and have some FUN!



NEVADA
HEALTH CENTERS

BRINGING QUALITY HEALTHCARE TO NEVADA'S COMMUNITIES

NVHEALTHCENTERS.ORG

Thank you for your time today

Questions?



NEVADA
HEALTH CENTERS

BRINGING QUALITY HEALTHCARE TO NEVADA'S COMMUNITIES

NVHEALTHCENTERS.ORG