

# Kaiser Permanente, Southern CA Breast Cancer Screening Program

breast cancer detection  
today and tomorrow



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# SCPMG



## Southern California Permanente Medical Group

- 3.2 million members
- 13 medical centers
- 145 medical office buildings
- 55,000 staff
- 6,400 physicians

# Kaiser Permanente Promise



**PEOPLE**

The **KP Promise** is a **commitment** to our **members** to provide **health care** that is

**Quality** you can trust

**Convenient** and easy

**Caring** with a personal touch

**Affordable**

**Systems**

A collage of four images: a group of healthcare professionals in a hallway, a woman on a headset, a doctor examining a child, and a woman and man in business attire.

# Senior Leadership's Goal



## January 2004

- To Lead the Country in Breast Cancer Screening for Women age 50-69
  - ~300,000 women

## December 2008

- Year-end HEDIS Results – KPSC Leads Nation in Breast Cancer Screening for Women age 50-69
  - **90% screening** in 310,000 women

# Accountable Groups

## Mammography Champions

- 1-4 local administrative/MD champions from each service area who are operationally focused

## Breast Cancer Committee

- MDs and Administrators from each service area who monitor clinical issues related to breast cancer treatments

## Breast Imaging Committee

- Radiologists and Directors of Radiology

## Primary Care Chiefs

- All Family Practice (13) and Internal Medicine (13) Chiefs of Service representing our Primary Care Physicians paneled with members

# Critical Metrics by Service Area

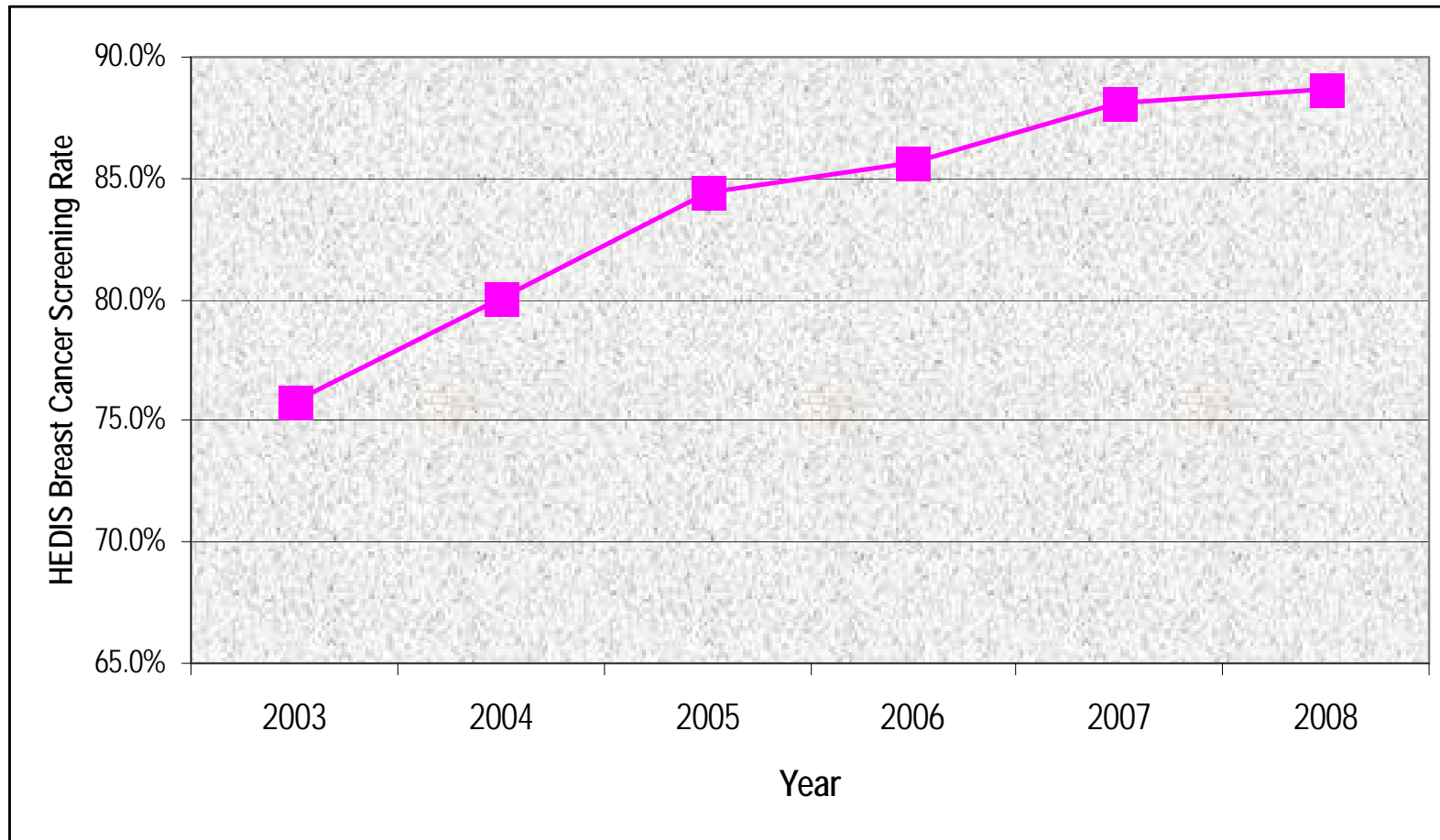


- Screening rates
- Access numbers
- Screening to Diagnostic Mammogram Ratio
- Machine Productivity
- Use of Mobile Mammography
- Letters, Automated Calls & Live Phone Calls
- Successful Opportunities
- Sleepless Nights (Time to Diagnosis)
- Breast Cancer Stage at Diagnosis

# Clinical Strategic Goal Measurement



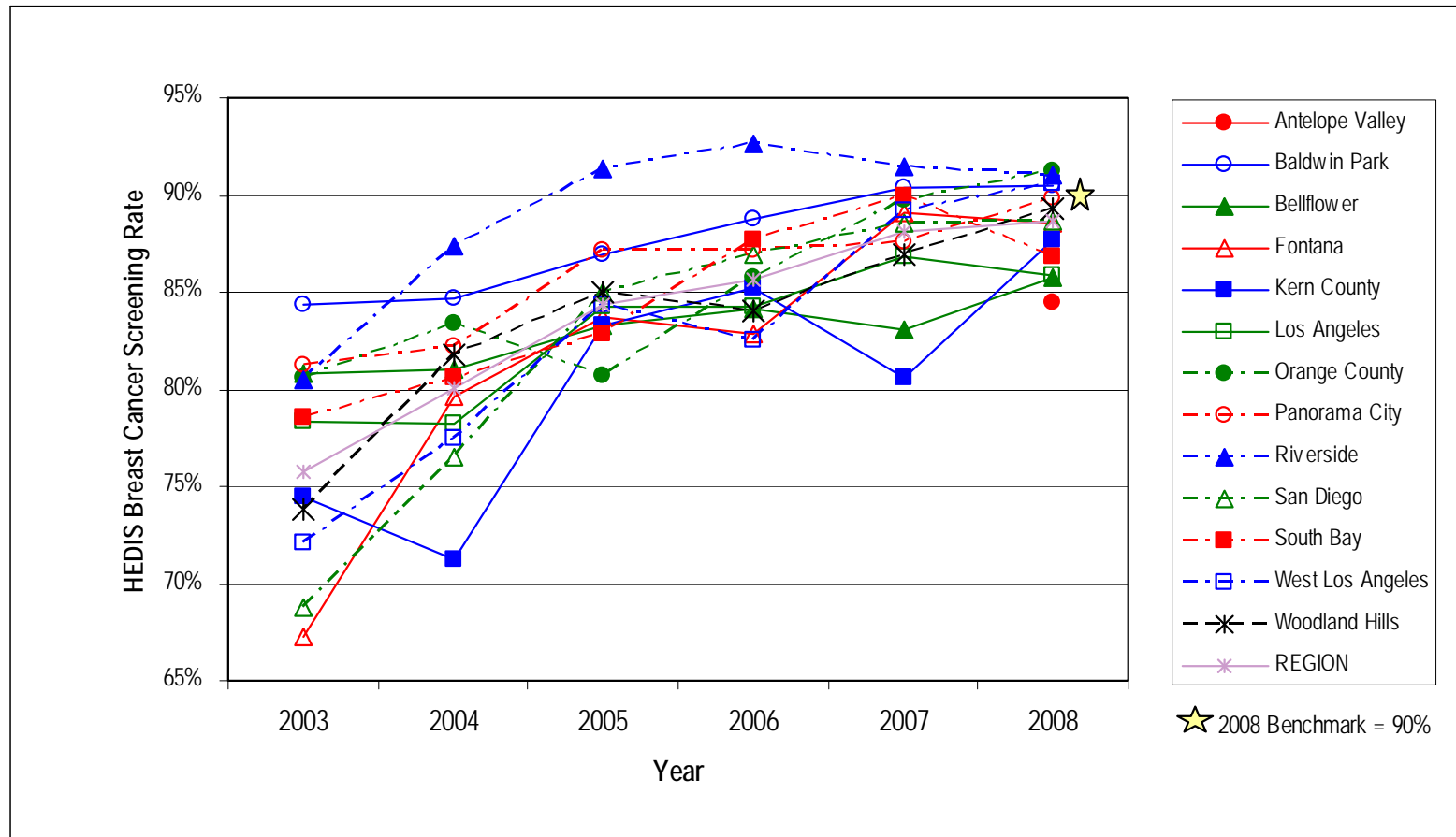
Annual HEDIS Breast Cancer Screening Rates, 2003 – 2008,  
Kaiser Permanente, Southern California Region



# Monitoring Variation across Areas



Annual HEDIS Breast Cancer Screening Rates, 2003 – 2008,  
Kaiser Permanente, Individual Southern California Service Areas



# Access to Mammography



## Average Days Wait for a Mammogram

- “No Shows” for Mammogram appointments increase when you book them > 14 days out
- Goal = 14 days or less

## Walk-ins / Booked Appointments Ratio

- Across KPSC, walk-ins slots make up 20% of supply
- Goal = Accommodate anyone at any time

# Mammography Machine Productivity



## Measure utilization of machines in each service area & Maximize resource capacity

- Target = 5000 mammograms / machine per year
- Staffing & workflow to support optimal use of machines
- In locations where resources are maximized & demand exceeds supply, buy more machines
- Mobile mammography as a supply-side strategy where demand doesn't support buying a machine

# Proactive Office Encounter



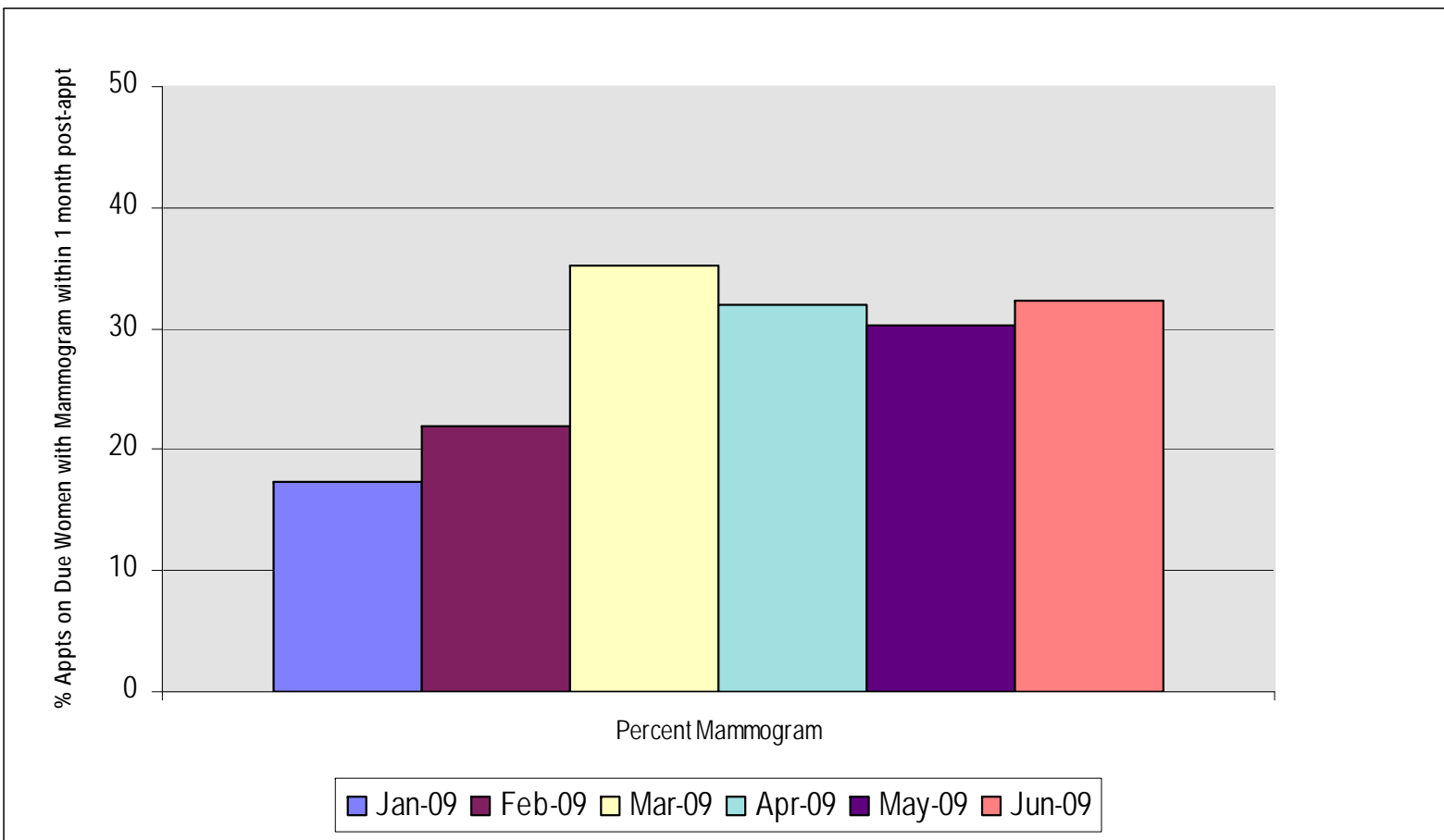
**Find and screen women due for mammogram, no matter where they present**

- Primary care
- Specialty care
- Urgent care
- Lab, Pharmacy, etc.

# Successful Opportunities



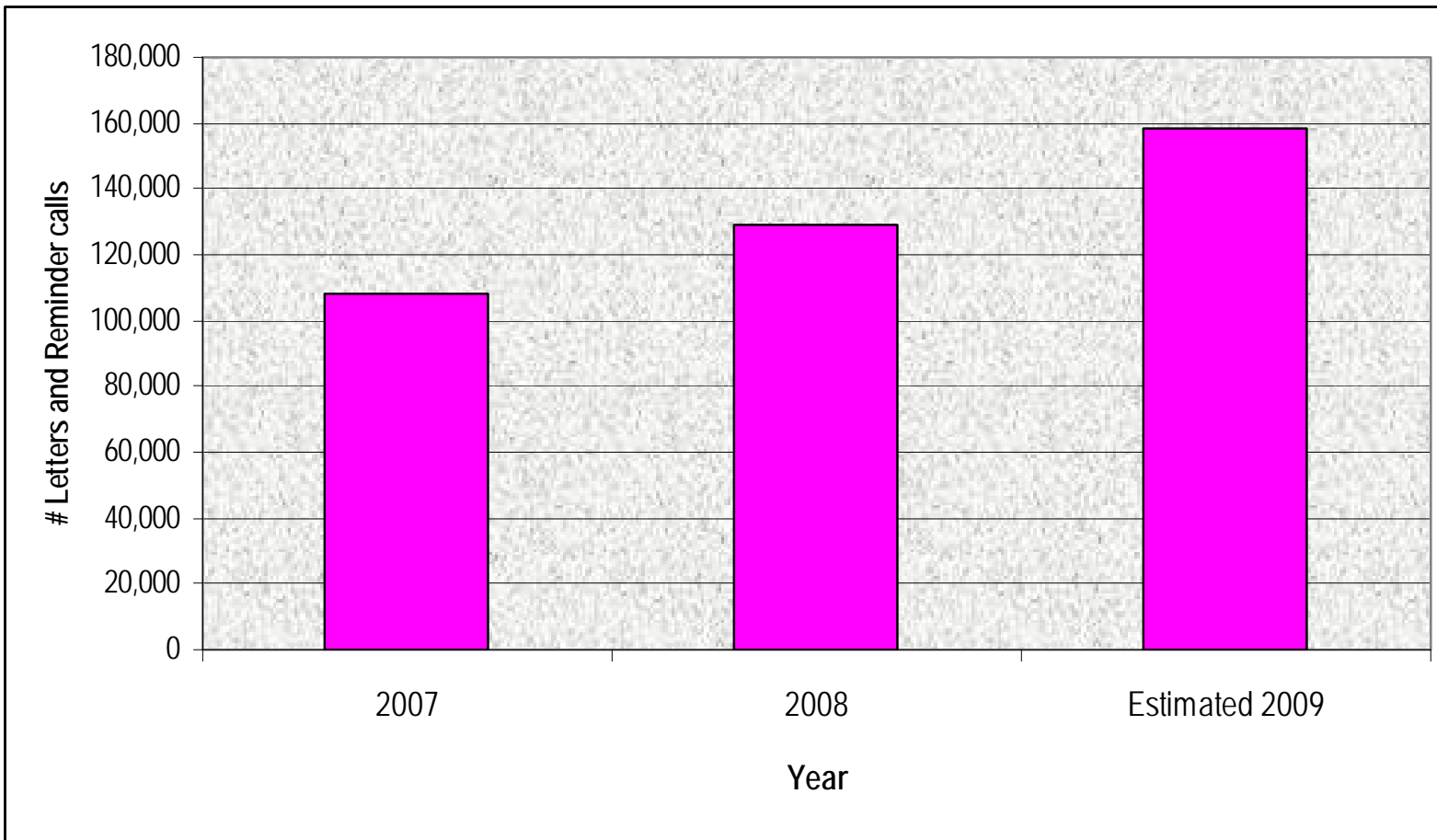
## Successful Opportunities Captured across All Specialties, Jan-Jun 2009, Kaiser Permanente, Southern California Region



# Regional Outreach



Annual Regional Outreach Volume of Letters and Reminder Calls for Mammography, 2007 – Est. 2009, Kaiser Permanente, Southern California Region



# Motivational Videos

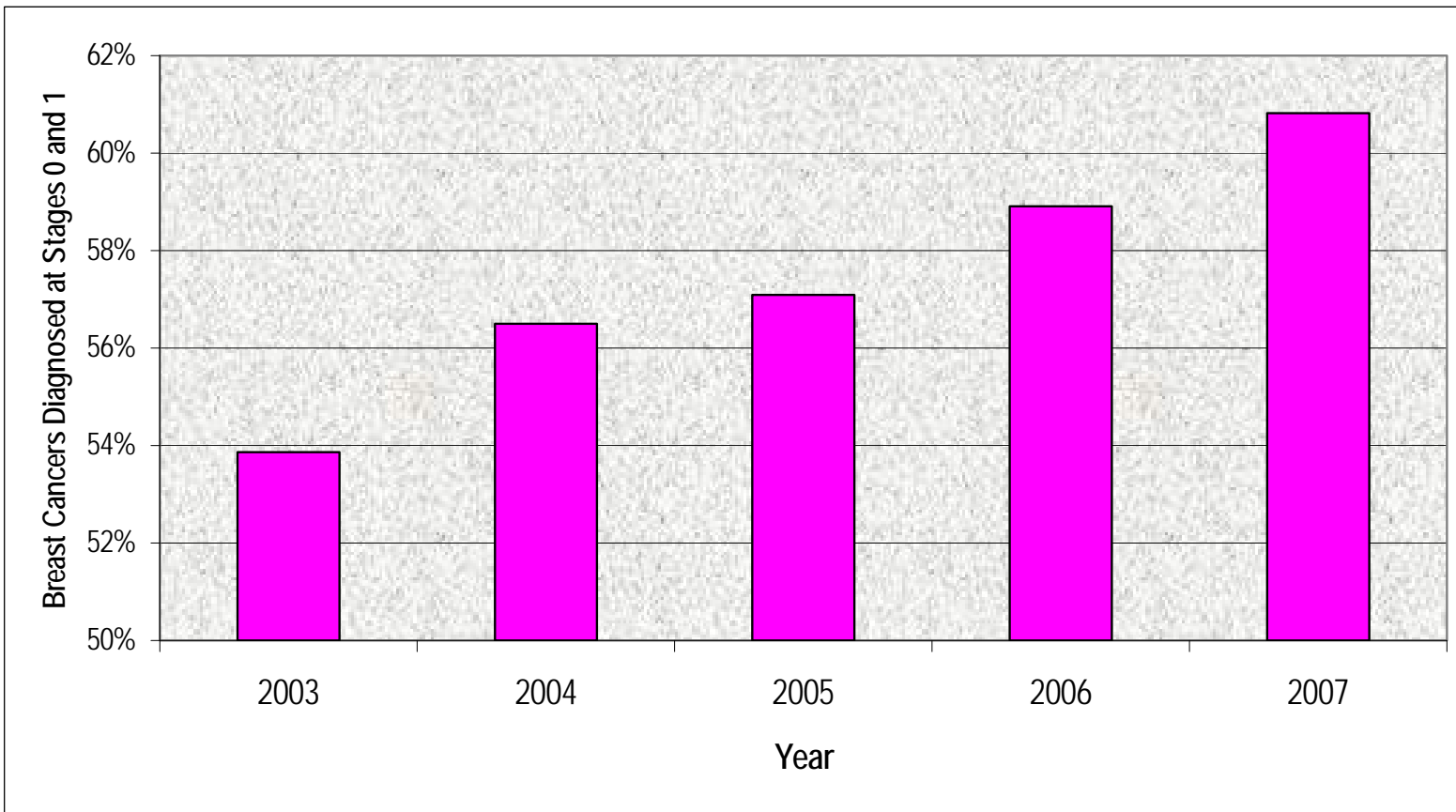


## “Kaiser Saved My Life” – Mary Gonzalez

# Stage at Diagnosis



Percent of Breast Cancers Diagnosed in Stages 0 and 1, 2003 – 2007,  
Kaiser Permanente, Southern California Region



# Future Direction



- Avoid late stage diagnosis
- No racial / ethnic disparities exist
- Innovative strategies for the recalcitrant 10%
- BRCA screening

