



# Outreach and Taking Advantage of the PAP-ortunity

*Redwood Community Health Coalition  
Promising Practice*

## PROMISING PRACTICE OVERVIEW

Alexander Valley Healthcare (AVH) has designed systems for in-reach and outreach to patients due for cervical cancer screening, as well as tracking abnormal lab results. Their in-reach system includes catching patients for screening when they make another appointment at the health center, or come in for same-day care. For outreach, they contract with Luma Health to message and call patients with preset scripts. AVH's Pap-Tracker allows staff to identify abnormal lab results and contact those patients.

Having established workflows for patient follow-up, keeps staff on the same page and prevents patients from falling through the cracks. All providers are onboard with these systems and try at every patient encounter to get due screenings completed.

## AIM

To improve cervical cancer screening rates through improved in-reach and outreach, including taking advantage of PAP-ortunities.

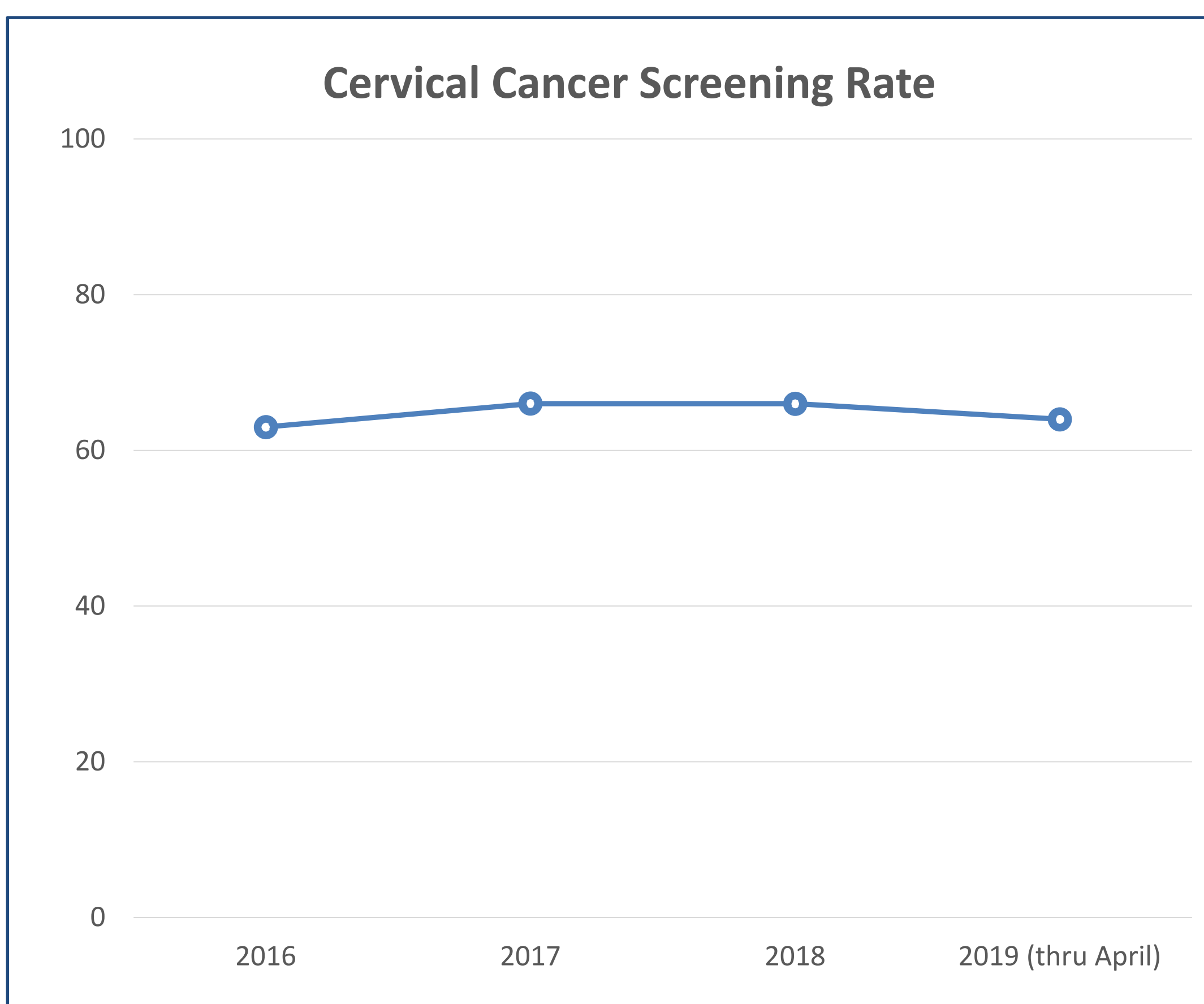
## MEASURES

### Cervical Cancer Screening (UDS 2018):

Percentage of women 21-64 years of age who were screened for cervical cancer using either of the following criteria: Women age 21-64 who had cervical cytology performed every 3 years; Women age 30-64 who had cervical cytology/human papillomavirus (HPV) co-testing performed every 5 years.

Specification Guidance: The measure only evaluates whether tests were performed after a woman turns 21 years of age. The youngest age in the initial population is 23.

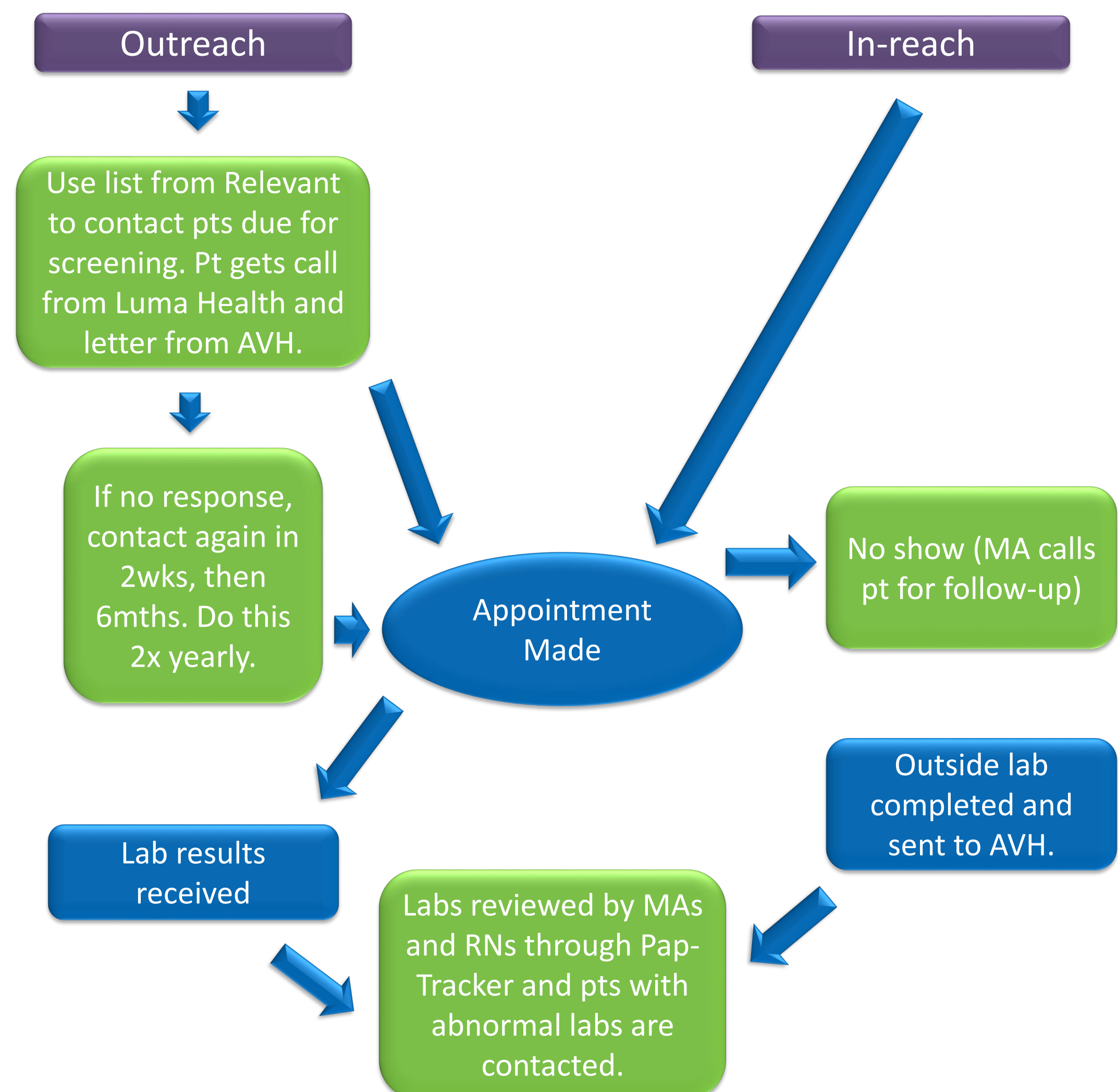
AVH's Cervical Cancer Screening rate is shown on the graph below. Their internal rate looks at only active and assigned patients, providing a more accurate reflection of 72.6% in 2017 and 70% in 2018.



## ACTIONS TAKEN

- Developed workflow for in-reach and outreach to patients due for cervical cancer screening.
  - In-reach: Schedule patient for screening when 1. scheduling for another care visit, 2. scheduling for same-day visit. This is a "PAP-ortunity". AVH hopes to create clinical alerts for the UDS screening measure in the future.
  - Outreach: Use Relevant reports to identify patients due for screening. Utilize Luma Health's messaging service to contact patients.
- Worked with Luma Health to develop messaging to send patients, including health education. The system texts cell phones and calls landlines in patient's language.
- Coordinated interface with Lab Corp to receive lab results and have screenings count in AVH's measure. Established process for receiving screening results from outside organizations (pts can bring signed release to lab, and lab sends results to AVH). AVH reviews labs and pulls patient information into record.

## WORKFLOW



## RESULTS TO DATE & LESSONS LEARNED

AVH has seen improvements from their outreach and in-reach efforts. They've found that using certain verbiage when communicating with patients, increases responsiveness and screening appointments that are made. When trying to schedule a patient, AVH uses a presumptive approach like, "You're due for a pap smear, let's schedule you." When leaving a message for a patient AVH uses phrases like, "You're due for an important screening" and "You have an important message from your doctor."

May is Women's Health Month, and AVH will be promoting cervical cancer awareness and screenings through videos in their waiting room.