

One Team, One Goal: A Sustainable Model for Breast Cancer Screening at Alliance Medical Center

Aliados Health Promising Practice

PROMISING PRACTICE OVERVIEW

Alliance Medical Center (AMC) set out to develop a sustainable and patient-centered approach to increasing breast cancer screening rates by reducing barriers to care and improving outreach. In collaboration with Partnership HealthPlan of CA, AMC hosts quarterly mobile mammography events using an Alinea unit that is brought inside the clinic. This approach addresses common patient concerns around weather, privacy, and comfort. Monthly recall lists are managed by a dedicated Community Health Worker (CHW), who oversees logistics, coordinates a designated phone line, and ensures patients receive bilingual care messages through Epic CareMessage. Mini-posters and social media posts are used to further support event promotion. A key driver of success has been having the right staff consistently involved in planning and patient outreach. Limiting the number of people managing the process has helped maintain efficiency, clarity, and continuity. Together, these strategies have led to well-organized, high-performing events. Any uninsured patients are referred to Every Woman Counts. [Every Woman Counts Program Homepage](#)

AIM

Alliance Medical Center aims to increase access to mammograms and improve their breast cancer screening rates.

MEASURES

Relevant Quality Measure Report: Breast Cancer Screening USPSTF 2024 40-74 yoa

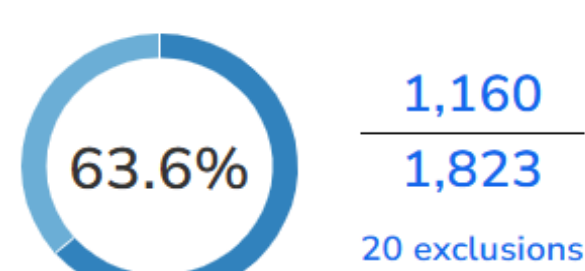
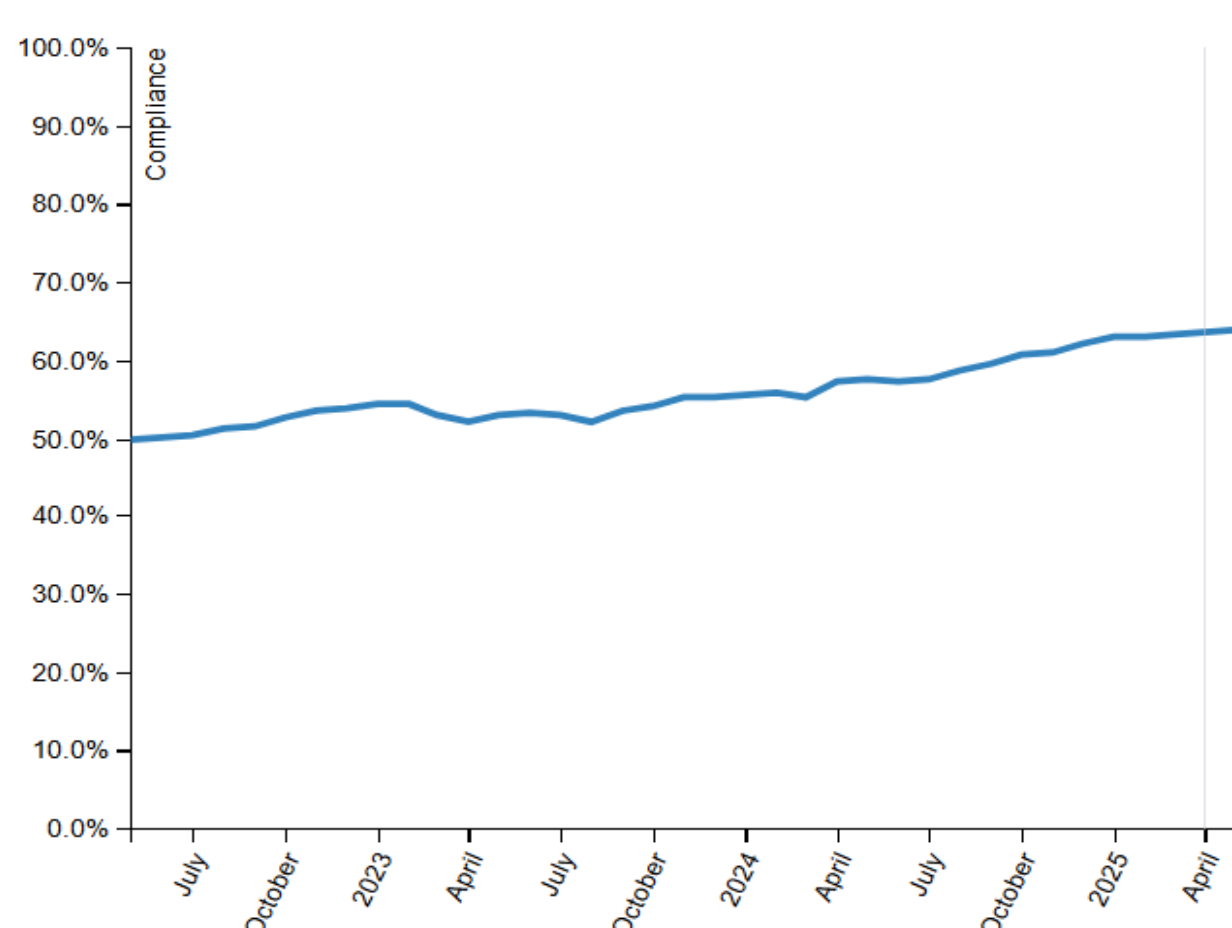
The percentage of female patients age 40 to 74 years who had appropriate breast cancer screening.

Denominator: (Default) Female patients age 40 to 74 years (at the end of the measurement period) with at least one medical visit in the measurement period.

Numerator: Denominator patients who had a mammogram within 27 months of the measurement period end date.

Exclusions: History of bilateral mastectomy, history of two unilateral mastectomies, in hospice, palliative care or nursing home during the measurement period, died during the measurement period, or had a diagnosis of frailty and advanced illness.

RESULTS TO DATE

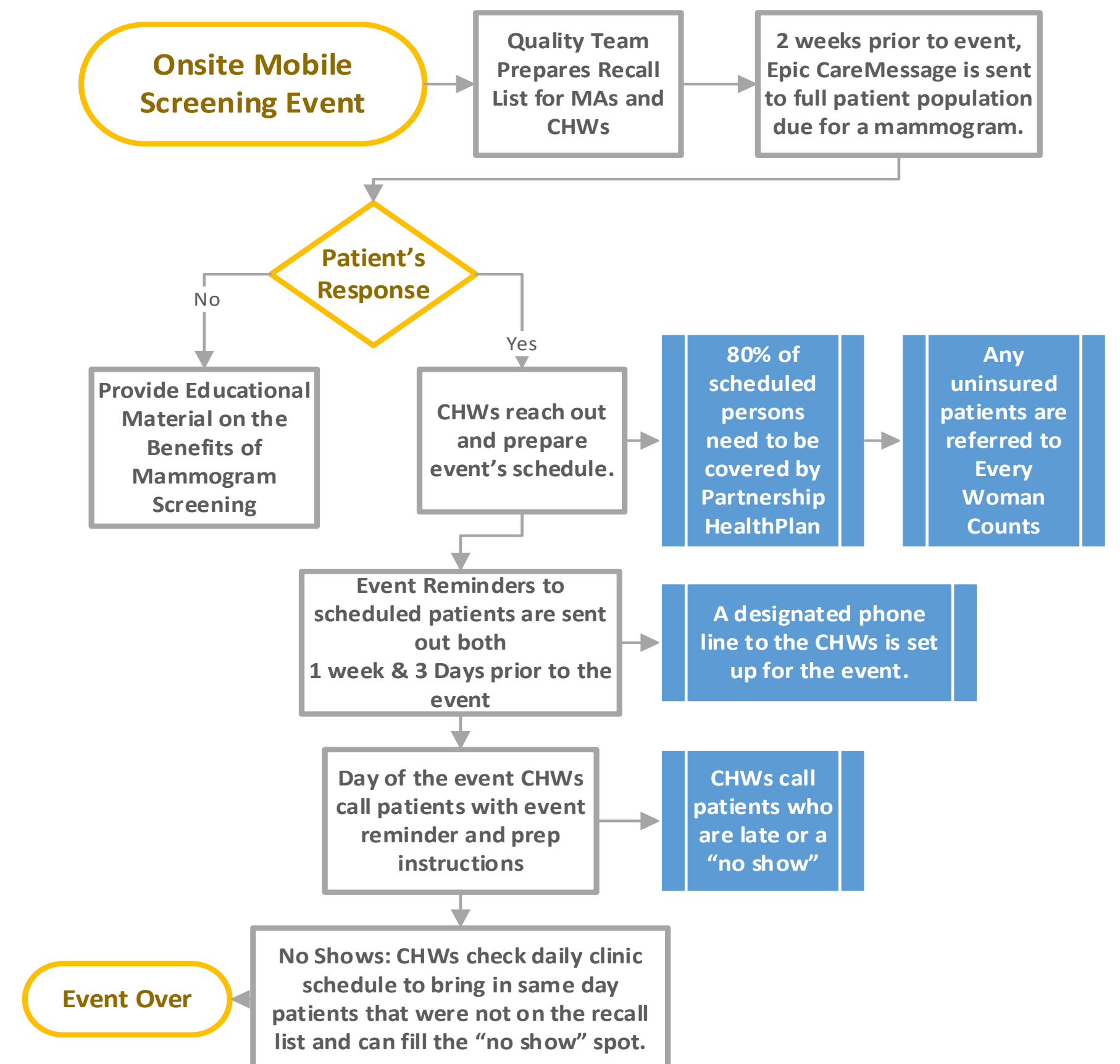


Measurement period: 4/1/2024 to 3/31/2025
Data last refreshed on 4/14/2025

ACTIONS TAKEN

- Partnered with Partnership HealthPlan of CA to host quarterly mammogram events through Alinea Medical Imaging.
- Imaging Mobile Unit is brought inside the clinic to enhance patient comfort and facilitate workflows.
- Assign CHWs to strategically use recall lists to contact and schedule anywhere between 30 and 35 patients per event. (Centralize and streamline mobile mammography workflow to one CHW with a direct line for patient inquiries).
- Implemented patient appointment reminder system: CareMessages are sent two weeks before and the week of the event.
 - On the day of the event, the two CHWs call patients who are late or who did not show up. They continuously check the clinic's daily schedule to bring in same-day patients who were not on the recall list, and that can fill the no-show spot.
- Alliance Medical Center has a dedicated outreach team member who is responsible for coordination and scheduling.
- Events are scheduled for Fridays to align with clinic workflows and allow time for recall list outreach.
- Educational materials and call scripts were created for patients who initially decline.

WORKFLOW



LESSONS LEARNED

- Patients prefer a mobile unit inside the clinic vs outside vans due to comfort and support.
- Diligent outreach through Epic CareMessage text reminders and streamlined communication via a direct mobile mammography access line have a significant impact on reducing no-show rates.
- Having the mobile unit inside the clinic makes offering translation services much easier than in a mobile van setting.
- Consistency in staff managing events leads to better outcomes.
- Outreach to patients who decline initial scheduling helps improve follow-through.

Mammogram

onsite mobile screening event



Friday, March 28, 2025 • 9am - 4pm

Early Detection Saves Lives!

MAMMOGRAPHY

Mammography is typically covered for women over 40 without symptoms.

Patients under 40 must meet the following criteria:

- Must have doctor's order (No self-referrals)
- If under 30, the doctor's order must specify why you are high risk (strong family history, BRCA mutation, etc.)
- Self-pay required if insurance will not cover exams under 40

INSURANCES

A number of HMO and PPO insurances are accepted, Please check with your events coordinator for more information.

GET RESULTS

Mammography results within 14 business days.

Healdsburg Clinic
1381 University Ave.
Healdsburg, CA 95448

Call to Schedule:
(707) 385-2311

No Insurance? You can receive a FREE SCREENING courtesy of:
California's Cancer Detection Program - Every Woman Counts (CDP-EWC)
Department of Health Care Services

To qualify for the FREE service, you must:

- Be 40 years of age or older
- Have low household income
- No insurance



Screening
services
provided by:



a Rezolut partner

Care Message Verbiage - Breast Cancer Screening Alinea Events

First outreach attempt is sent to full patient population due for a mammogram (this outreach is then sent to full population due for mammos who have not responded on a weekly basis up until last week of the event):

Hello [Patient First Name](#), breast cancer is the most common cancer in women. See the link below for details of our upcoming mobile mammogram event on [xx/xx/xxxx](#). Reply "Y" to schedule your appointment or call the mammo event group directly: [xxx-xxx-xxxx](#)

[Flyer Hyperlink added here](#)

Thank you,

Alliance Medical Center

If response is yes:

Great, a staff member will call you and schedule your appointment.

Alliance Medical Center

If response is no:

Breast cancer is the most common cancer in women. Approximately one in 8 women will suffer from breast cancer during their lifetime. Early detection is key, the 5-year survival rate is 99%. A mammogram can save your life! Call [xxx-xxx-xxxx](#) when you are ready for your mammogram screening, or reply "Y".

Alliance Medical Center

We use one shared Excel worksheet with the breast cancer recall list in one tab and the schedule template on a second tab to reduce the amount of different links used to track data. We stay in communication with the patients who are on the schedule and track our communication attempts and outcomes (phone & Care Message).

Confirmation request is sent to patients once they are on the schedule:

Hello [Patient First Name](#),

This is Alliance Medical Center reminding you of your mammogram appointment on [xx/xx/xxxx](#) at [XX:XX](#) AM/PM. Please note Alliance has limited availability and your PCP wants you to complete this vital screening. Please confirm you are able to make this appointment by replying "Yes".

Reminders are then sent to patients:

1st reminder: 2 weeks before scheduled appointment

2nd reminder: 1 week before scheduled appointment

3rd reminder: 3 days before scheduled appointment

4th and last reminder: 1 day before scheduled appointment

Reminder messages sent:

Hello [Patient First Name](#),

This is a friendly reminder of your mammogram appointment on [xx/xx/xxxx](#) at [xx:xx](#) AM/PM

Please be advised of the following:

- Arrive 15 mins before appointment time
- Do not wear any deodorant, perfume, lotions or powder
- Wear a two-piece outfit so you only have to remove your top and bra for the exam.
- Any jewelry worn should easily and quickly removable.