



# Mobile Mammography: Community-Centered Breast Cancer Screening

*Aliados Health  
Promising Practice*

## PROMISING PRACTICE OVERVIEW

Sonoma County Indian Health Project (SCIHP) has developed a comprehensive, community-centered approach to increase breast cancer screening rates. By leveraging mobile mammography through Alinea, integrating multiple services, and fostering a welcoming event atmosphere, SCIHP addresses barriers to screening and engages the community in preventive health.

## AIM

Increase breast cancer screening rates among eligible patients (especially women ages 40–51), with a 2025 goal of 64% compliance, by making screenings accessible, convenient, and integrated with other health services.

## ACTIONS TAKEN

### Pre-Event Coordination

- Selected Saturday events to maximize space and patient access.
- Opened schedules 1–2 months in advance and encouraged in-clinic scheduling during routine visits.
- QI staff generated Epic Care Gaps and Partnership HealthPlan of CA lists; medical assistants (MAs) conducted outreach and booked patients.
- Adopted Alinea's pre-registration link so staff could enter demographics ahead of time, reducing same-day delays.
- Coordinated with facilities to prepare rooms, remove equipment, and verify 3–4 standard 110V outlets for Alinea's unit.

### Event Setup & Clinic Flow

- Designated two rooms: one for the mammography unit/tech and one for registration.
- MAs greeted patients, used partially pre-filled intake forms, and closed care gaps (A1c, foot exam, vaccines) before the mammogram.
- Implemented a structured flow: check-in → pre-screenings → Alinea registration → mammogram → incentives.

### Multi-Service Integration

- Operated an immunization clinic run by Infection Control MA and MA Supervisor.
- Added Well-Child Checks and PAP/self-swabs when providers were available.
- Included Behavioral Health (BH1/BH2) for mental health, Substance Use Disorder (SUD) prevention resources, naloxone, and lockboxes.
- Community Health Representatives (CHRs) provided breast health education, Cologuard demos, and navigation support.
- Hosted Native vendors to enhance cultural engagement and patient experience.

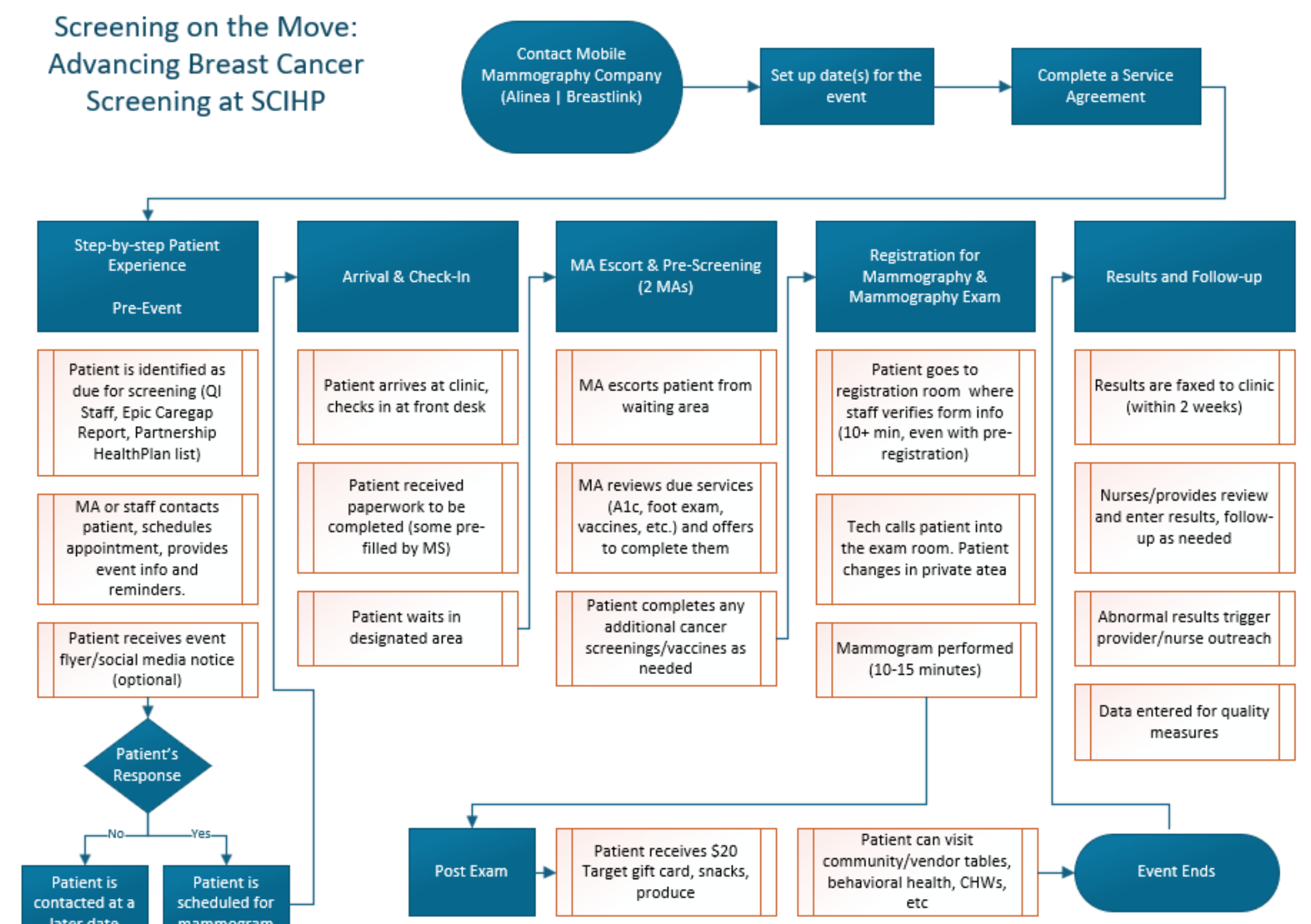
### Day-of-Event Operations

- Assigned a staff lead to actively monitor cycle times, prevent long waits, and troubleshoot with Alinea.
- Provided hospitality, including snacks, produce, and culturally welcoming lobby stations.
- Distributed \$20 Target gift cards per completed screening to encourage uptake.

### Post-Event Processes

- Results arrive by fax within 2 weeks.
- Nurses enter the results into the EHR and attach them to the provider's inbox.
- Abnormal results (BI-RAD 0 or higher) go to the provider and the cancer pool (if integrated).
- Nurses conduct follow-up and ensure diagnostic testing is ordered.
- Claims billed directly to Partnership HealthPlan by Alinea.
- SCIHP uploaded screening data in eReports when needed to ensure QIP/HEDIS credit.

## WORKFLOW



## LESSONS LEARNED

### Indoor Events Enhance Reliability:

Moving events indoors eliminated weather-related disruptions, improved patient comfort, and streamlined logistics for staff and vendors.

### Integrated Services Drive Engagement:

Combining breast cancer screening with other preventive services (e.g., immunizations, well-child checks, behavioral health, community resources) increased attendance and maximized the value of each patient visit.

### Pre-Registration with Alinea:

Early events experienced delays due to same-day patient registration. SCIHP obtained access to Alinea's scheduling link and now enters demographics in advance, helping eliminate long check-in times.

### Clear Communication and Defined Roles:

Regular staff check-ins, clear assignment of responsibilities, and use of communication tools (e.g., Teams chat) minimized confusion and ensured smooth event execution.

### Patient Incentives and Hospitality Matter:

Providing gift cards, snacks, and fresh produce contributed to a positive patient experience and encouraged participation.

### Persistent Outreach Overcomes Barriers:

Multiple outreach methods (calls, flyers, social media, tribal council engagement) and follow-up calls helped fill schedules and address patient hesitancy.

### Continuous Improvement Through Feedback:

Soliciting feedback from staff and patients after each event will help with refinements to workflow, communication, and patient education materials.

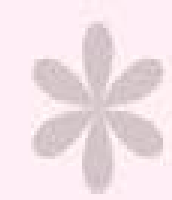
## EVENT ACHIEVEMENTS | SERVICES COMPLETED

### Oct 25<sup>th</sup>, 2025, Event

- 34 mammograms completed, 5 Well Child Checks completed, 1 HPV self-swab, 15 pts with vaccines completed, 2 Retinal Eye exams for DM, 1 colorectal cancer screening test ordered, 5 patients with labs ordered.
- Providers: 6.4 primary care provider FTEs total, 1 provider worked each event
- Medical Assistants (MA): 11.0 total, 6 MAs worked at the event on 10/25
- Community Health Workers(CHW): 3.0 total, 3 CHRs worked at the event on 10/25
- Additional Staff: 1 Front Desk, 1 QI/Admin, 1 Transporter, 3 Facilities Staff, 1 Security Guard, 2 Behavioral Health Outreach Staff, 1 Medical Scribe

### Feb 28<sup>th</sup>, 2026, Event

- 41 mammograms scheduled, 24 mammograms completed (32% no show rate), 4 pap smears completed, 4 Shingrix vaccines, 4 Cologuard's ordered, 5 pts with vaccines completed
- Providers: 6.4 PCP FTEs total, 1 provider worked each event
- Additional Staff: 1 Front Desk, 1 QI/Admin, 3 Facilities, 1 Security Guard, 1 Pharmacist, 2 Nutrition Staff, 2 Behavioral Health Outreach Staff

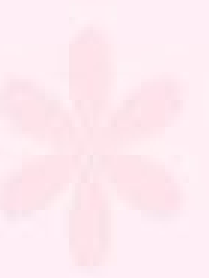


# Breast Cancer Screening Event

## *Saturday, February 28, 2026*



9:00am - 4:00pm



144 Stony Point Road, Santa Rosa, CA 95401

Call Medical at (707) 521-4500, press 1  
to schedule an appointment




- \* Mammograms - receive a \$20 gift card after screening
- \* Women's Health/Pap Clinic
- \* HPV Self-Swabs
- \* Immunization Clinic
- \* Information Booths
- \* Shingrix Vaccination



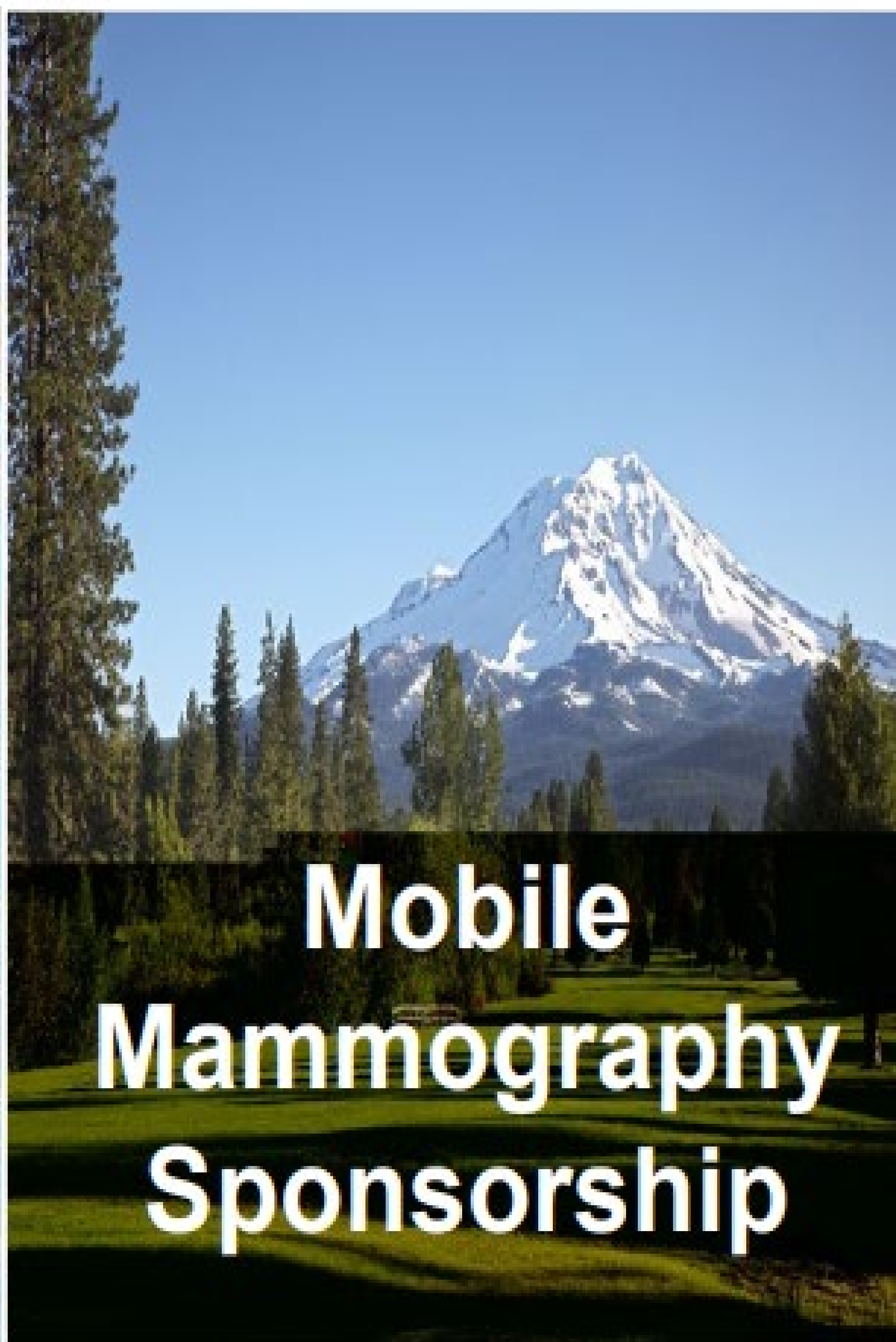
**\*\*This event is for SCIHP Patients Only\*\***



PARTNERSHIP



HEALTHPLAN  
of CALIFORNIA  
*A Public Agency*



# Mobile Mammography Sponsorship



*a single image could save a life*



**50,000+**  
women screened annually

**1 IN 8 WOMEN**  
in the U.S. will develop breast cancer in her lifetime.

**98%**  
survival rate in early detection



# Patient Scheduling Guidelines

## **Patient scheduling:**

- 9:00 a.m. to 4:00 p.m. – Screening hours of operation  
Last appointment scheduled at 3:40 p.m.
- 12:00 p.m. to 1:00 p.m. – Lunch break  
Last appointment before lunch scheduled at 11:40 a.m.
- Appointments should be scheduled every 10 minutes with one (1) overbook at the bottom of the hour for a total of 7 patients an hour.
- 20 minute appointments for patients with implants  
No double booking during a scheduled implant patient appointment

## **No:**

- Double booking before lunch and end of day.
- Scheduling any patients unable to stand without any support. The coach and portable unit are not wheelchair accessible and all patients need to be able to walk up 3 steps, stand for 10-15 minutes without support and be able to turnaround, raise arms and remain stable while being screened.
- Scheduling any patient looking to get a diagnostic or is symptomatic such as a palpable lump, nipple discharge, etc.

Alinea will provide a scheduling template and scheduling link. Scheduling template must be returned to Alinea 3 days before your event date to allow for Alinea to verify patient's insurance.

Please inform your patients that the screening will be conducted on behalf of Alinea at your provider site.

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# Patient Scheduling Screening Questions

- **Have you ever had a mammogram before?**
- **If yes, when and where did you have your last mammogram done?**
  - If a patient does have prior imaging done, we ask that they please try to obtain those priors and bring the images with them the day of the event.
- **If you have had a mammogram before, have you had an abnormal mammogram?**
  - If yes, patient should consult with their provider for further care at an imaging center.
- **Have you or your medical provider recently noted a lump on your breast?**
  - If yes, patient should consult with their provider for further care at an imaging center.
- **Is there an area of redness, swelling and pain in either breast?**
  - If yes, patient should consult with their provider for further care at an imaging center.
- **Do you have pain in one specific area of the breast?**
  - Breast that are painful or tender in many areas or all over can have a mammogram screening.
  - If there is ONE area of pain or tenderness patient should consult with their provider for further care at an imaging center.
- **Are there changes to the nipple shape, has it become inverted / folded under the skin or is there new nipple discharge or fluid from the nipple?**
  - If yes, patient should consult with their provider for further care at an imaging center.
- **Can you stand without support for at least 10-15 minutes, including being able to turnaround, raise arms and remain stable while being screened? (*The coach and portable unit are not wheelchair accessible*).**
  - If no, refer patient to an imaging center for a mammogram screening. If patient has any issues getting to an imaging center appointment, reach out to Partnership Transportation Services for support.

# Best Practices for a Successful Event

- **Promote/schedule additional preventative screenings during the event.**  
Pap walk-ins, annual physicals, handing out FIT kits while patients wait for their mammogram.
- **Complete patient paperwork prior to the appointment.**  
This will alleviate the wait time. Many providers complete the paperwork over the phone with the patient. Makes for a smoother event and great way for you to update your EHR system!
- **Be creative the day of your event. Create an event theme around mammography screenings.**  
E.g. Health Day, Women's Health Day
- **Offer a healthy snack or beverage while your patients wait.**  
Additional ideas include partnerships with local coffee shops.
- **Have fun!!!**
- **Place reminder calls / send text reminders a week before, the day before and day of your event.**  
Great effort to decrease no-shows.

Example text reminder:

Hello,  
Reminder that you have an upcoming appointment  
scheduled.

[Appointment Date at Appointment Time]  
[Provider Site Name]  
[Event Address]

Your appointment will be at your provider's office with the  
screening conducted by Alinea Imaging Services.

See you soon!