



2019-2020 Collaborative Action Plan



AIM STATEMENT: Hillcrest Health System, together with Oklahoma Project Woman and Take Charge, aims to increase breast cancer screening rates by 10% for women ages 40-64 who are uninsured or underinsured to decrease mortality and late stage diagnosis of breast cancer in Northeastern Oklahoma by December 2020. It is important because healthy women is the key for 2023.



VISION STATEMENT: We will achieve increased screening rates, decrease late stage and reduce mortality for Oklahoma women ages 40-64 who are uninsured or underinsured.



Evidence Based Intervention 1: Reduce Barriers

- Expand mammography hours
- Align providers with community resource partners, conduct gap analysis, and create a map of providers. Ensure uninsured patients knew that they could get a voucher from Oklahoma Project Women. Use community resource payment (Oklahoma Project Woman and the Take Charge Program)
- Explore mobile mammography options
- Map the process after a positive diagnosis; inform of current process in place starting with screening, diagnosis, treatment, follow-up
- Explore transportation options



Evidence Based Intervention 2: Professional Education

- Convene providers for provider-to-provider education, making sure they are aware of OK Project Women and the Breast & Cervical Cancer Early Detection Program— and access and financial services
- Educate providers and clinic staff in target areas on breast cancer screening and referral process, including use of Facebook, postcards, fliers, and pop up banners
- Develop a process and a tool to share resources to increase screening rates, for use by all organizations
- Determine what clinics need to be added to Take Charge1 Program, a statewide program which provides eligible Oklahoma women with breast and cervical cancer screening



Evidence Based Intervention 3: Client Reminders

- Text message for appointment reminders
- Client reminders or follow-ups



Evidence Based Intervention 4: Small Media

- Create and develop social media outreach
- Develop cobranded one-pager with screening guidelines and program overview