

# Utilizing Texts Messages for Scheduling Reminders to Improve Mammography Screening



PRESENTER:  
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## INTRODUCTION:

- United States Presentative Services Task Force recommends biennial mammogram screening for women ages 50-74 years old.
- Breast Cancer Screening (mammogram) ages 50-74 y/o is a quality measure used in the Merit-based Incentive Payment System (MIPS) by the Center for Medicare and Medicaid (CMS) to track specific patient metrics.
- MIPS screening rate at an internal medicine primary care health center at the start of the project (9/1/2023) was 56.07, below the 67% benchmark.
- Barriers to screening include inadequate staffing to make reminder call, and not sharing MIPS data with other providers to increase awareness.
- The primary root cause is lack of patient reminders for screening by staff

## AIM:

- The purpose of this quality improvement initiative was to implement text message reminders to improve mammography screening rates in Medicare and Medicaid beneficiaries aged 50-74
- Goals:
  - 100% of eligible patients will schedule their mammogram after receiving two text messages.
  - By the end of the project, the health center's MIPS score for mammograms will be greater than 67%.

## METHODS:

- Population: 50-74 y/o female
- Setting: Internal medicine primary care health center
- Duration: 14 weeks.
- The automated text messaging system used by the health system for general appointment reminders was used.
- Staff trained to input patient information into the system.
- Two text messages were sent the week after PCP visit:
  - Message 1: sent the Monday "This is a gentle reminder to schedule your mammogram appointment."
  - Message 2: sent the Thursday "Did you schedule your mammogram appointment? Yes or No"
- If patient responded "No" or did not respond, staff followed up with a call
- A secured platform was used for data collection and analysis.
- Performed biweekly chart audits for mammogram completion through December 31<sup>st</sup>.

Please scan to access the mammogram audit tool used to track data.



## FIGURES

Figure 1: Percentage of Patients Who Responded YES to Text 2.

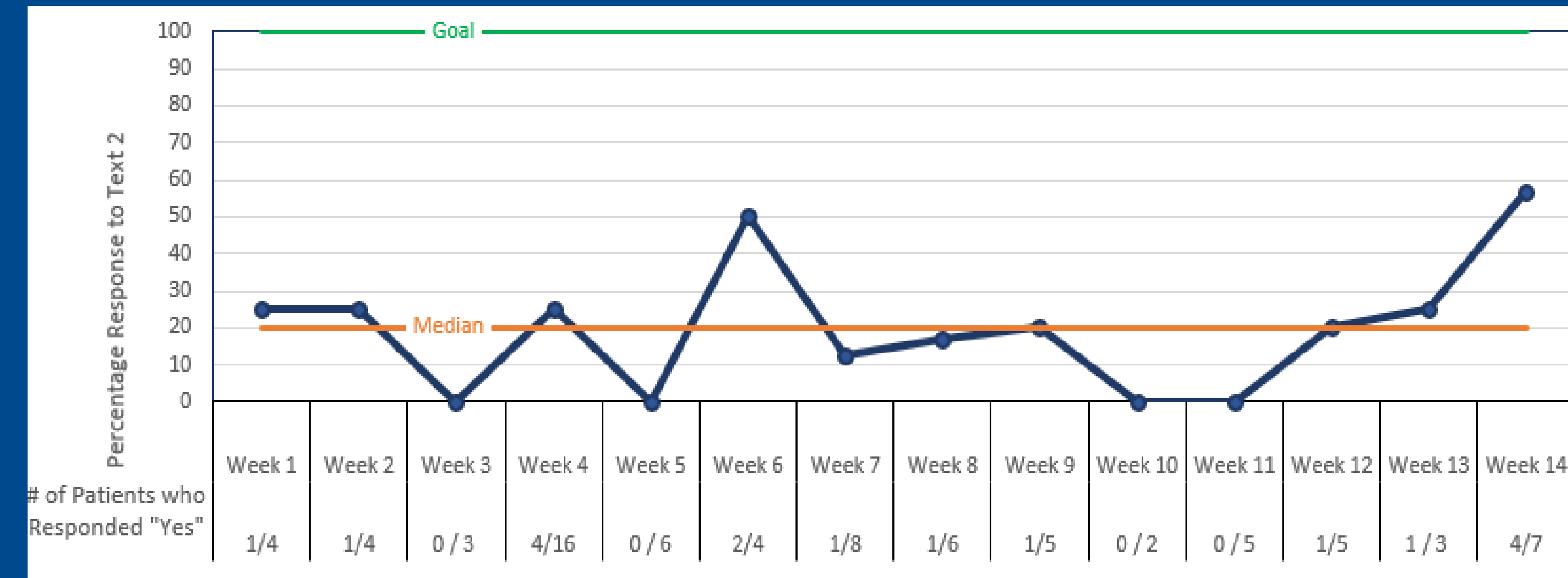


Figure 2: Percentage of Patients Who Scheduled After Text and Calls

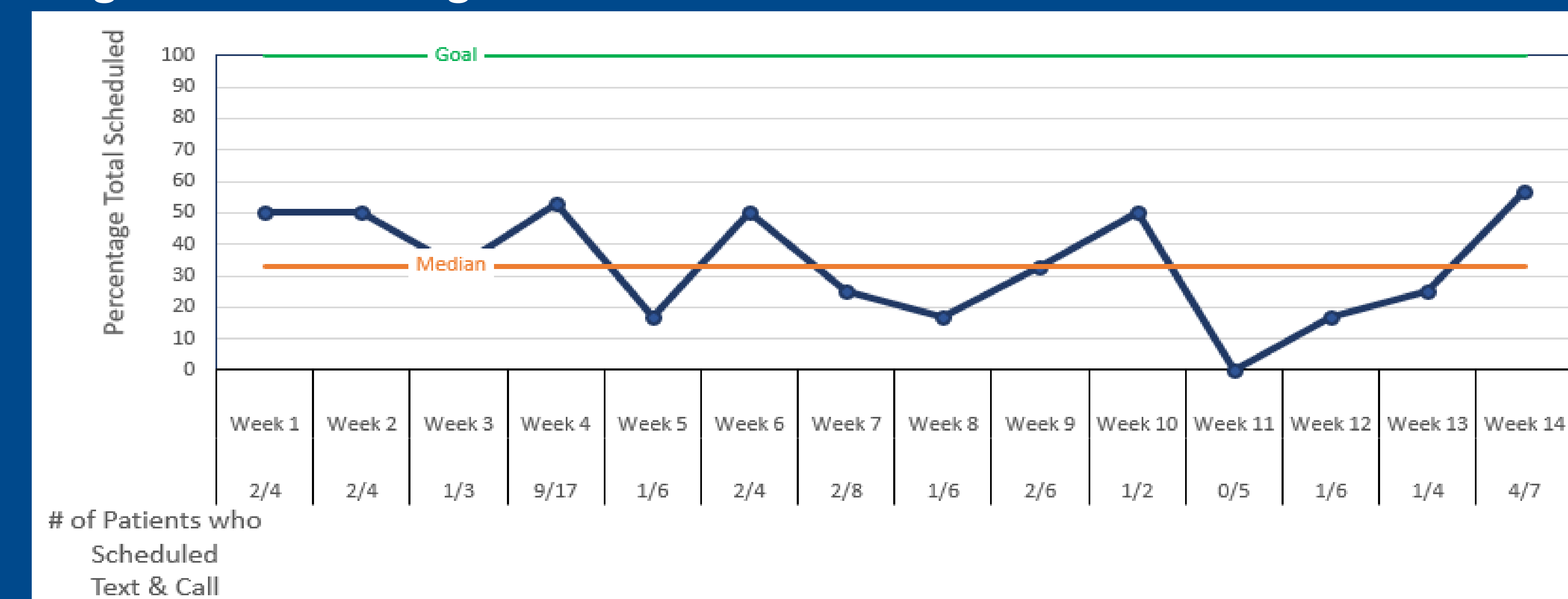
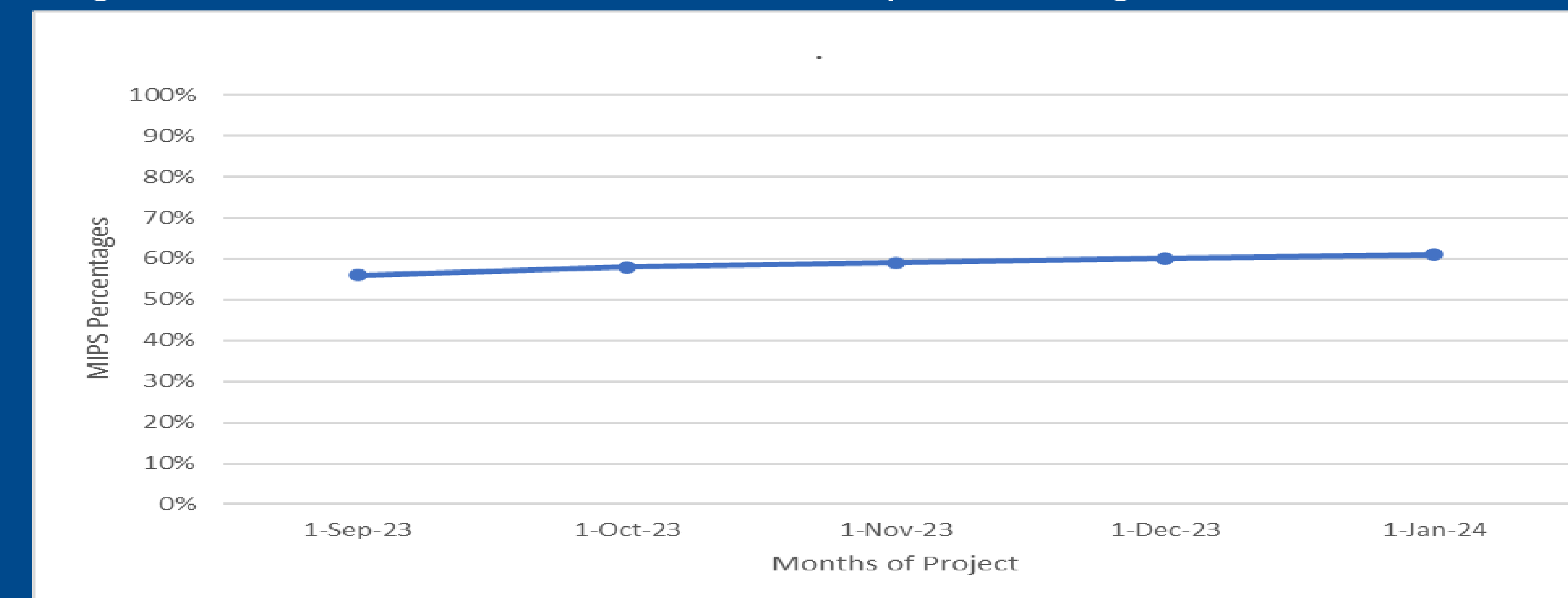


Figure 3: Health Center's MIPS Monthly Percentage



## RESULTS

- 96% (n=79) of eligible patients received both text messages.
- 22% (n=17) responded "Yes" to the second text message
- 79 % (n=65) who responded "no" or did not respond and were called by staff with the following results:
  - 18% (n=12) already scheduled
  - 49% (n=32) plan to schedule
  - 20% (n=13) left a message
  - 13%(n=8) unable to leave message
- 35% (n= 29) scheduled; 49% (n=40) completed mammogram by 12/31/2023
- MIPS data during project: Oct 1=58.53%; Nov 1=59.30%; Dec 1=60.03; Jan 1=61.36%

## DISCUSSION:

- Results demonstrated that text messaging process measures were successful implemented.
- However, the outcome measures, 100% scheduled and 67% MIPS score, were not achieved.
- The center MIPS scores improved throughout the project implementation.
- The year to date (YTD) MIPS score was 56.07 on 9/1/2023. At the end of data collection (12/31/2023) the score was 61.36, an increase of 5.29%.
- Although the literature supports the use of text messaging to improve mammography screening; the results showed it was not effective with this patient population.
- Limitations of the project include:
  - Follow-up calls by clinic staff increased staff burden
  - Consistent follow-up by project lead on staff assigned to make calls.
  - Front-office staff forget to copy all the orders of patients (week1 & 2).
  - IT stakeholder created EPIC folder to track folders.

## CONCLUSION:

- Overall, there was an increase in the clinic's MIPS score with the project, however, it did not meet the benchmark.
- Text messages are simple to implement change. Although there was a nominal cost of one cent per text, which was charged to the site, it was a cost-effective strategy.
- Follow-up calls by staff may have contributed to the increase in the number of patients who completed their mammogram.
- Sustainability:
  - Continue use of EPIC order folder
  - Implementation of follow-up calls in weekly job responsibilities of MAs.
  - Incorporate the health center's patient-care coordinator to follow-up with patients

## REFERENCES

Please use the QR code to access references



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