



# CHW Cancer Project

Highlights for the Quality Improvement  
Directors' Network



Michigan Primary Care Association

[www.mpca.net](http://www.mpca.net)



# What is the CHW Cancer Project?

In March 2015, Michigan Primary Care Association (MPCA) partnered with the Michigan Department of Health and Human Services (MDHHS) to provide support for Community Health Workers (CHWs) currently working in Michigan's Federally Qualified Health Centers (FQHCs) to assist disparate populations in obtaining appropriate breast and cervical cancer screenings and related diagnostic services.



- Goal: Increase awareness and screening for breast and cervical cancer
- Model: Incorporate community health workers into HC in support of QI
- CHW education and support
- \$230,000 contract @ MPCA for 6 months
- \$200,000 to health center \$25,000/site
- 8 funded sites 10 CHWs

# Planning with MDHHS

- Report a baseline of breast and cervical cancer screening rates for 2014, in the months parallel to the 2015 project (March – September)
- Identify current referral processes and navigation processes, including patient-flow and follow through on diagnostic testing and treatment, and current client/provider reminder process
- Identify current system barriers that limit cancer screening and diagnostic test completion
- Develop a plan to support cancer screening
- Establish a community resource map, identifying key partners locally to support project
- Train CHWs to address social determinants of health and reduce identified barriers

# MQIC Guidelines

*CERVICAL CANCER:* Screen women age 21 to 65 years with cytology every 3 years, or, for women age 30 to 65 years who want to lengthen the screening interval, screen with a combination of cytology and human papillomavirus testing every 5 years.

*BREAST CANCER:* Mammography screening before the age of 50 years should be an individual decision taking patient context into account, including patient's values regarding specific benefits and harms . The Affordable Care Act considers mammography at age 40 as an "essential benefit".

# Uniform Data System (UDS)

UDS recommends the following measures for screening for Cervical Cancer:

- **Percentage of women 21–64 years of age who received one or more Pap tests to screen for cervical cancer**

# Process Improvement: Where do we begin?

MPCA decided upon a few objectives to challenge the health centers to dig deep and examine both process and efficiency....



# Objectives...

- Establish baseline of current breast and cervical screenings for measure at the completion of project
- Convene with health centers for CHW competency and cancer specific training
- Develop community resources map
- Develop patient-flow chart
- Measure QI when comparing baseline data, and evaluate processes



# 8 Sites, 8 Unique Challenges

- For the project to be successful, each site had to examine both internal QI processes, and external outreach efforts
- Some had to work harder at improving EHR tracking
- Some had to implement EHR tracking completely!
- Some had to work on patient flow
- Some had to work on getting out into the community and promoting
- ALL had room for improvement!

# Project Barriers

Some of the common challenges health centers faced:

Patient  
Fears

Unknown  
Partners

No model  
established

Follow-up  
questions

# Improvement Strategies

- Hosting informational booth at Women's Health Fair
- Creation of brochures/pamphlets about screening
- Incentives such as gift cards
- Visits to migrant camps and homeless shelters





**MPCA's work:  
Promoting Goals  
Defining Strategies  
Celebrating Success**

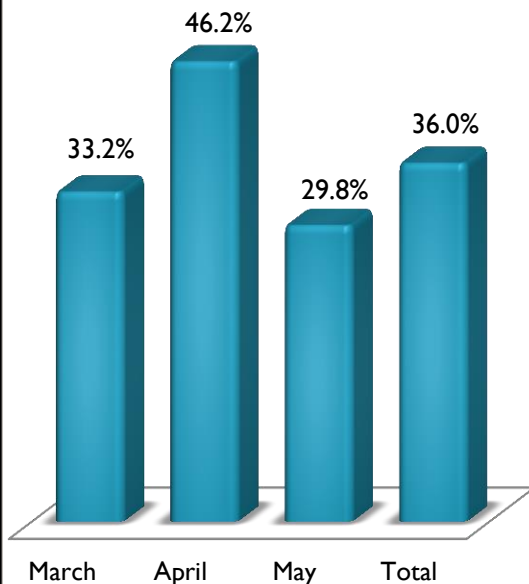
A stop at a cooling pad during our outreach to women Migrant Agricultural Workers in Traverse City – this CHW rocks!!

# IT'S A SUCCESS!

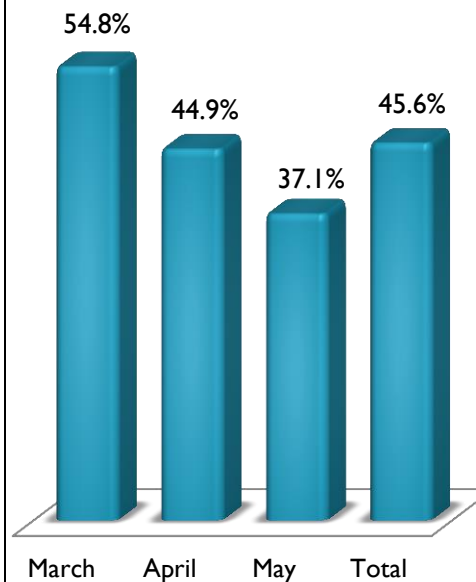
- At the midpoint review of current data tracked-to-date, screening for breast cancer increased by 36%
- Cervical cancer screenings increased by 46%
- Site visits to support project were conducted at Genesee, Muskegon, Shelby and Traverse City clinics

# Midpoint Results

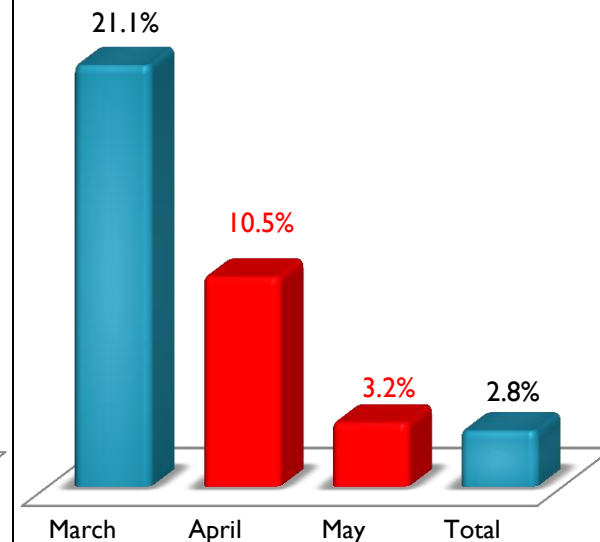
**% Change Mammogram Referrals**  
(2014 vs 2015)



**% Change Pap Smear Referrals**  
(2014 vs 2015)



**% Change Referrals to Specialist**  
(2014 vs 2015)



# A Peek at FY 2016

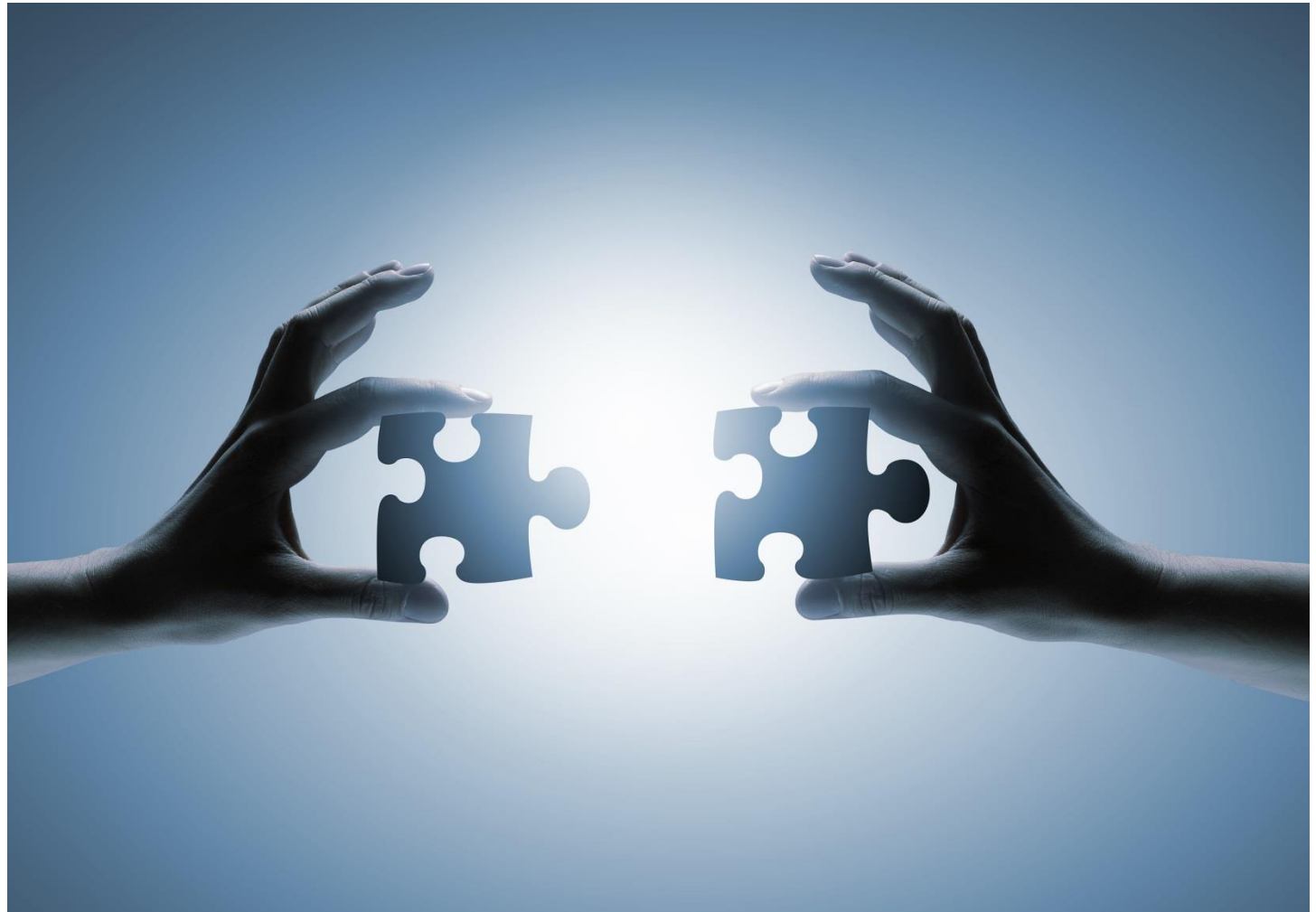
- New contract with MDHHS – increase in funding and expansion of service sites
- Check your email! Site applications are currently open and will be selected by Friday, October 2
- Adding a colorectal cancer screening component in Fall '15
- Adding a lung cancer screening component in Spring '16
- Special barriers project
- CareMessage opportunities

# Care Teams – Integrating the CHW

- Daily participation in team huddles
- Communication with team
- Implementing the work of the team in the community
- Promoting awareness of services, and promoting wellness
- Developing resources within the community



# You are an important piece of the puzzle...



# Questions?

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