Session One: Reducing Women’s Barriers to Care at Your Clinic

NAME | May 11, 2022
Housekeeping

- Mute when not speaking
- Be prepared to share.
- Put your questions in chat.
Today’s Agenda

- Overview of why good and timely primary care is important for women
- Identify barriers to care and challenges unique to women
- Identify strategies to apply with hard-to-reach women that improve cervical screening and wellness visit attendance rates
- Practice spotlight: One clinic’s success strategy to increase cervical cancer and wellness visit attendance rates
Today’s Presenters

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Alaska Cervical Cancer Screening Rates in 2021

<table>
<thead>
<tr>
<th>Percent of Women Receiving Service</th>
<th>National Average</th>
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<tbody>
<tr>
<td>80.80%</td>
<td>79.90%</td>
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Source: America’s Health Rankings
Alaska Well-Woman Visit Attendance Rates in 2021

Source: America’s Health Rankings
Polling Question #1:

What is your clinic’s biggest challenge in getting women ages 18 to 44 in your door for their annual well woman visit and/or cervical cancer screening?
Why is good and timely care for women important?

Healthy women promote health and economic well-being.

Almost 60% of U.S. workers are women.

COVID-19 has magnified dependance on female health care workers.

U.S. women have worse health outcomes than those in other high-income countries.

Many women enter the health care system only after giving birth.
Women’s Barriers and Challenges to Receiving Health Care

- Lack of medical education/training focused on gender
- Underfunding of primary care that targets women
- Inadequate gender diversity amidst health care leadership
- Politicization of women’s health

Source: Health Services Research
Women’s Barriers and Challenges to Receiving Health Care

- Time constraints
- Gender and sex bias
- Inequity and racism
- Insufficient clinical care guidelines
- Inadequate screening and follow-up for social determinants of health
- Care coordination deficiencies

Source: Health Services Research
Women’s Barriers and Challenges to Receiving Health Care

- Irregular or no source of primary care
- Difficulty navigating the health care system
- Language, communication, culture and trust
- Issues with receiving and/or maintaining health care coverage

Source: Health Services Research
Polling Question #2:

What are biggest barriers your patients report for not coming in to have a well-woman visit or cervical cancer screening?
Tools to Improve Care for Women

Preventative Health Services
- Well Woman Visits

Preventative Health Screenings
- Cervical Cancer Screening

Prevention and Wellness
- Oral Health
- Pregnancy and Reproductive Health
- Prenatal and Maternity Care
Well Woman Visits

Recommendations: (WPSI)

1. At least one visit per year starting in adolescence and continuing through the rest of life

2. Visits focus on care delivery and coordination of preventative service recommended based on age and risk factor profile

3. Services are completed during one visit or over the course of a series of visits
Cervical Cancer Screening

Recommendations: (ACOG)

1. Every three years, beginning at 21 years of age, and continuing until 65 years of age.

2. If you are between 30 and 65 years of age, you might be able to combine a Pap test with HPV testing every five years.

3. If you are older than 65, ask your doctor if you still need regular Pap tests.
Strategies to Improve Attendance Rates for Well-Woman Visits

- Work with stakeholders to upgrade employer sick-leave policies
- Provide regular access to insurance navigators
- Partner with CBO’s to develop a community fund for some uninsured/underinsured women
Increase availability of appointments outside of traditional hours:

- Drop-in or walk-in appointments
- Online appointments or Telehealth
- Phone consultations
Explore adding a community-wide women’s hotline.

Provide updated brochures with instructions of how women can advocate with insurance carriers and providers.

Keep an updated list of your providers who offer women’s health services in your waiting room and on your website/patient portal.
Strategies to Improve Attendance Rates for Well-Woman Visits

- Community-wide health peer advocate programs
- Provide trauma-informed care (TIC) training for your team
- Partner with ride-share companies for patient transportation
Improving Attendance Rates for Cervical Cancer Screening: Essentials

- **Make**
  - Make a recommendation

- **Develop**
  - Develop a screening policy

- **Be**
  - Be persistent with reminders

- **Measure**
  - Measure practice progress

Source: State of Minnesota ICC Screening Toolkit
Develop a Cervical Cancer Screening Policy

Practice actions to take

- Review national screening guidelines
- Consider your practice’s realities
- Examine patient risk level and history
- Patient insurance coverage and preference
- Local medical resources

Provider/care team actions to take

- Discuss in-person with patient
- Follow-up by telephone
- Educate patients
- Help patients take needed steps to get screened

Source: State of Minnesota ICC Screening Toolkit
Improving Attendance Rates for Cervical Cancer Screening – Practice Level

- Invitation letters
- Phone calls
- Text messages
- Group education
Improving Attendance Rates for Cervical Cancer Screening – Community Level

- Layperson outreach
- PSA’s
- Workplace screening promotions
- Free screenings for the under/uninsured
Improving Attendance Rates for Cervical Cancer Screening – Other Options

Self-Management

- Short patient education sessions
- Provide relevant education materials
- Encourage setting screening and follow-up appointments on-site

Care Delivery

- Allow MA to assess need for screening
- Permit MA or nurse to discuss screening/concerns before PCP arrives
- Ensure exam rooms are comfortable

Source: HRSA QI-TK-Cervical Cancer Screening-Final (1)
Community Linkages

Ladies First
Wisewomen
Cancer Program

Screening for Life Services
Let Every Woman Know
Polling Question #3:

What is one thing you are doing at your practice to improve women’s access to care?
Participant Q & A
Resources:

- DHSS Alaska: [Alaska Women's Health Program](#)
- HRSA: [Women's Preventative Services Guidelines](#)
- AAFP: [Cervical Cancer Screening Guidelines](#)
- State of Minnesota: [ICC Screening Toolkit](#)
- WPSI: [Women's Preventative Health](#)
- WPSI: [Well-Woman's Chart](#)
- ACOG: [Well Woman Visit](#)
- New York Presbyterian: [Women's Health Checklist](#)
- Contemporary OB/GYN: [Implementing Recommendations to Improve Women's Health](#)
- US Preventative Services Task Force: [A and B Recommendations](#)
- Johns Hopkins: [Women's Healthcare Guidelines](#)
- Commonwealth Fund: [Transforming Primary Healthcare for Women - Part 1](#)
- Commonwealth Fund: [Transforming Primary Care for Women Part 2](#)
## Upcoming Sessions

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<tr>
<th>Session</th>
<th>Topic</th>
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<tr>
<td>2</td>
<td>Using Data to Bring Hard to Reach Women In for Care</td>
<td>May 18</td>
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Thank you for your attendance and participation!