

COMMUNITY HEALTH NEEDS ASSESSMENT
PROGRAM DESCRIPTION:

Breast Health



Parkland

Care. Compassion. Community.

TABLE OF CONTENTS

A. Problem Statement..... 3

B. Strategy..... 3

C. Metrics 3

D. Budget..... 4

E. Staffing 5

F. Intervention Deployment..... 6

G. Process Flow 10

H. Partnerships..... 11



COMMUNITY HEALTH NEEDS ASSESSMENT PROGRAM DESCRIPTION

Breast Health

A. PROBLEM STATEMENT

1. When compared to the rest of the county, Southeast Dallas has the highest number of cancer morbidity and mortality
2. These areas have higher rates of low socio-economic status as well as a higher rate of minority populations, e.g., African American and Hispanics

B. STRATEGY

Build upon Parkland's Breast Cancer Health Equity efforts launched in 2019 that provide the foundational work to establish a "Multicomponent Intervention." Multicomponent Intervention is an evidenced-based strategy recommended by the Community Preventive Services Task Force (CPSTF) to promote breast cancer screenings in underserved populations.

C. METRICS

1. Number of women from the targeted population who received a mammogram
2. Percentage of "Lost to Care" patients from the targeted population (i.e., not cleared and treatment non-initiated)

CHNA ZIP Codes: 75210, 75211, 75215 75216, 75217, 75241, 75060, 75243, 75061

**D. BUDGET** (as of August 31, 2020)

Breast Health Financial Summary (staffing only)

	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Revenue	\$0	\$0	\$0	\$0	\$0
Deductions from Revenue	-	-	-	-	-
Net Revenue	-	-	-	-	-
Expenses					
Salaries	268,008	276,048	284,330	292,859	301,645
Benefits (21.2%)	56,818	58,522	60,278	62,086	63,949
	-	-	-	-	-
	-	-	-	-	-
Total Expenses	324,826	334,570	344,607	354,946	365,594
Net Income	(324,826)	(334,570)	(344,607)	(354,946)	(365,594)
Indirect Expense Allocation (N/A)	-	-	-	-	-
Net Income after Indirect Expenses	\$ (324,826)	\$ (334,570)	\$ (344,607)	\$ (354,946)	\$ (365,594)
Capital	-	-	-	-	-
Total	\$ (324,826)	\$ (334,570)	\$ (344,607)	\$ (354,946)	\$ (365,594)
FTEs	3.00	3.00	3.00	3.00	3.00
Volumes/Visits		-	-	-	-

NOTE: BC screenings volumes for year 2 to year 5 will be determined after evaluation of 1st year results.

**E. STAFFING** (Year 1 FTEs approved as of 8/31/2020)

#	FTE Description	Scope of Service	Year 1	Year 2
1	Mobile Mammogram Coordinator	<ol style="list-style-type: none"> 1. Create, coordinate, communicate logistical needs for every mobile mammography outreach and special event. 2. Maintain all records of mobile repairs and maintenance agreements. Communicates any issues that may arise to lessen mobile downtime. 3. Work with Community Development Specialist (CDS) to ensure mobile mammography scheduling, follow-up. Ensures mobile volumes are optimized for each event 4. Review each patient submitted for scheduling by CDS to ensure patient qualifies for mobile services and refers them to financial services and grants. 5. Deliver staff education, patient education seminars at outreach and Moody Breast Center. 	1.0	1.0
2	Nurse Navigator	<ol style="list-style-type: none"> 1. Provide patient navigation support to patients and radiologists. 2. Conduct comprehensive assessment of patient in-person, by telephone or by review of medical records; gather information from patient records and consult clinical team as needed. 3. Educate patient on their diagnosis, treatment plan, referral process, clinic criteria, authorization process, payor/plan coverage, funding sources and refers them to social worker and community resources available to the patient. 4. Assist providers with developing a patient plan of care, help with scheduling follow-up imaging, call patients with results and work to provide care coordination with oncology clinic. 	1.0	1.0
3	Patient Educator	<ol style="list-style-type: none"> 1. Develop patient education handouts and protocols. 2. Evaluate commercial education resources such as brochures, books, audiotapes, videotapes and Internet materials and selects instructional materials appropriate for patient's readiness to learn and level of understanding. 3. Work in developing systems to facilitate use of patient education materials and the effectiveness of the content. 4. Utilize family conferences when appropriate. 5. Participate in health education presentations to community groups. 6. Maintain an awareness of emerging technologies and provide detailed reports regarding educational offerings and groups that were provided education. 	1.0	1.0
Total FTEs			3.0	3.0



F. INTERVENTION DEPLOYMENT

Goal: Increase the number of women from the targeted population who received a mammogram by 2022 (2020: 10,996, 2021: 12,995, 2022: 14,994)						
	Intervention	Time of Services	Scope of Service	Staff	Outputs	Internal Capacity Impact
1	Patient Identification	Community events ¹ Annual Exam and Self-referral at COPC and mobile vans New order – BPA alert	<p>Perform mammogram screening services at the event</p> <p>Provide Breast Health education (topics including but not limited to:</p> <ul style="list-style-type: none"> • What is a mammogram • Concerning breast symptoms • What to expect on the day of the exam • Breast biopsy • Breast density • Facts for Life <p>Patient Family Advisory Committee (PFAC) to share their breast health experience and educate community members of breast health during community events.</p> <p>Community Relations team establishes new contacts and strengthens existing relationships with community leaders and Community Based Organizations</p> <p>All patients are provided a mammogram regardless of their financial status or eligibility for grant funding. Collect information on financial coverage, if applicable</p> <p>Perform mammogram screening as self-referral, annual exam or new order</p> <p>Expansion of the mobile van services at the COPCs for continued effort to increase mammogram screening</p> <p>Annual reminder postcards sent to patients to improve patients' access to care.</p> <p>Provide breast health education (topics including but not limited to:</p> <ul style="list-style-type: none"> • What is a mammogram • Concerning breast symptoms • What to expect on the day of the exam • Breast density • Breast biopsy • Facts for Life 	<p>Community Health Workers</p> <p>Community Development Specialist</p> <p>Mobile Mammogram Coordinator</p> <p>Patient Family Advisory Committee (PFAC) comprising of members from CHNA ZIP Codes</p> <p>Navigators</p> <p>Radiologists</p>	<p># of patients screened</p> <p># of patients educated for breast health</p> <p># of patients whose financial coverage information is collected, if applicable</p> <p># of patients who self-referred</p>	<p>Patients screened² 2020: 10,996 2021: 12,995 2022: 14,994</p> <p>Patients educated for breast health 2020: 10,996 2021: 12,995 2022: 14,994</p> <p>Patients' financial coverage information collected (if applicable) 2020: 10,996 2021: 12,995 2022: 14,994</p>

¹ Mobile coordinator and community development specialists (CDS) work in conjunction with community leaders and Community Based Organizations (CBOs) in scheduling mobile mammography event in the targeted ZIP Codes and ensuring mobile volumes are adequate for the event. Mobile coordinator to oversee for qualification and funding available for outreach events.

² CHNA metrics: Age 40 -74, screened in 24 months

Goal: Increase the number of women from the targeted population who received a mammogram by 2022 (2020: 10,996, 2021: 12,995, 2022: 14,994)						
	Intervention	Time of Services	Scope of Service	Staff	Outputs	Internal Capacity Impact
2	Notification of Mammogram Screening Results (Normal/Negative)	Notification sent to patients within 5 days of result	Patients notified of screening test results through a letter by mail Automatic notifications sent to patients for scheduling routine annual mammogram or self-referral	Breast Registrar Navigators	# of scheduled routine annual mammograms # of notification letters sent	Patient notified with results³ 2020: 9,567 2021: 11,306 2022: 13,045
3	Notification of Mammogram Screening Results (Abnormal or Positive)	Notification sent to patients within 5 days of result	Patients notified of screening test results through a letter and a call made for diagnostic follow-up imaging Schedule patients for diagnostic evaluation	Breast Registrar Navigators	# of patients notified of results # of patients scheduled for a diagnostic mammogram	Patient notified with results⁴ 2020: 1,429 2021: 1,689 2022: 1,949

³ Calculation based on Parkland’s historical data reflecting 87% normal results of mammogram screening

⁴ Calculation based on Parkland’s historical data reflecting 13% unclear results of mammogram screening



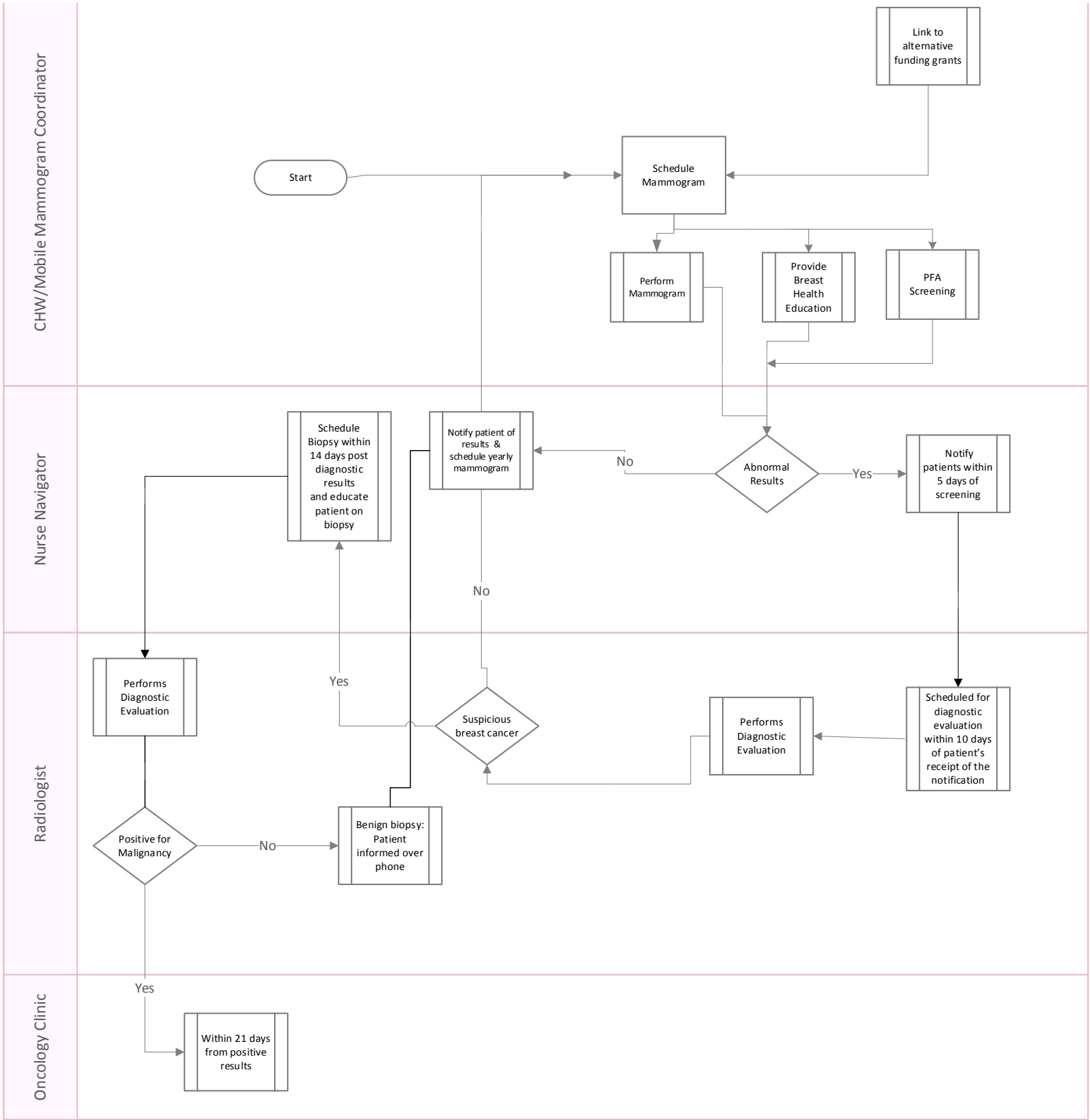
Goal: To reduce the percentage of “Lost to Care” patients from the target population from 18.5 % to 5% by 2022						
#	Intervention	Time of Services	Scope of Service	Staff	Outputs	Internal Capacity Impact
1	Perform Diagnostic Evaluation	Scheduled for diagnostic evaluation within 10 days of patients’ receipt of the notification	Perform diagnostic evaluation Review and communicate results with staff Provide patients with results Reschedule mammogram appointment for patients who missed appointments (recall list) Results are given the day of (if applicable) and through a written discharge summary sheet	Radiologists Breast Registrar Navigators	# of mammograms # of patients notified of test results # of rescheduled mammograms	Mammograms⁵ 2020: 1,429 2021: 1,689 2022: 1,949 Patient notified with test results 2020: 1,429 2021: 1,689 2022: 1,949 Reschedule mammogram To be determined
2	Follow-up on diagnostic evaluation: Benign or probably benign results (results not requiring biopsy)	Average 7-14 days to send diagnostic results	Results are given the day of (if applicable) and through a written discharge summary sheet Automatic notifications sent through mailed letter to patients for annual test	Breast Registrar Radiologists Technologists Navigators	# of patients scheduled for annual test # of patients scheduled for an earlier appointment	Patient notified of normal results⁶ 2020: 1155 2021: 1366 2022: 1576
3	Follow-up on diagnostic evaluation: Suspicious for breast cancer (results requiring biopsy)	14 days post diagnostic results	Schedule a biopsy Assign a navigator to the patient who works with the oncology clinic to coordinate care Provide patient education and what to expect during the biopsy	Technologists Navigators	# of patients assigned a navigator # of patient scheduled for a biopsy # of patients educated	Patient assigned a navigator 2020: 274 2021: 324 2022: 374 Biopsy Scheduled⁷ 2020: 274 2021: 324 2022: 374 Patient Educated 2020: 274 2021: 324 2022: 374

⁵ Calculation based on Parkland’s historical data reflecting 13% unclear results of mammogram screening⁶ Calculation based on Parkland’s historical data reflecting 80.83% normal results of diagnostic mammogram⁷ Calculation based on Parkland’s historical data reflecting 19.17% suspicious results of diagnostic mammogram



Goal: To reduce the percentage of “Lost to Care” patients from the target population from 18.5 % to 5% by 2022						
#	Intervention	Time of Services	Scope of Service	Staff	Outputs	Internal Capacity Impact
4	Perform Biopsy	Within 28 days of abnormal diagnostic evaluation	Perform biopsy procedure Results Positive for Malignancy: <ul style="list-style-type: none"> Referral placed to the Breast Surgical Oncology Clinic in EPIC Care coordination with Breast Surgical Oncology Clinic Results Benign: <ul style="list-style-type: none"> Navigator informs the patient by phone 	Radiologists Nurse Navigators Tech Navigators	# of biopsies performed # of patients with positive results # of patients with benign results # of referrals sent to the Breast Surgical Oncology Clinic in EPIC	Biopsy Performed 2020: 274 2021: 324 2022: 374 Positive Results To be determined Referral to Breast Surgical Oncology Clinic To be determined
5	Transition to Breast Surgery Oncology Clinic	Within 21 days from positive result and referral placed in Oncology Clinic in EPIC	Discuss treatment plan with patients based on the diagnosis and treatment initiated Provide patients with education material for breast cancer or breast disease Refer to medical oncology for additional treatment, if needed	Referral coordinator Clinical nurse navigator Provider	# of patients with referral who have scheduled appointments # of patients provided education # of patient provided treatment	Patients provided Education To be determined Patients provided Treatment To be determined

G. SERVICE DELIVERY PROCESS FLOW



**H. PARTNERSHIP**

#	CBO Name	ZIP Codes	Scope of Service	Population	Services for Parkland Patients	MOU Status
1	Inspired Vision Compassion Center (IVCC)	75217	IVCC provides access to basic needs in a grocery store format to residents of Dallas in need. Services provided include: food, clothing, furniture, personal hygiene, animal supplies, emergency baby items, home medical & first aid supplies, school supplies	<ul style="list-style-type: none"> • 1,000 families/daily 	Community outreach events	Pending
2	Spring Fellowship Church	75217	Church ministries are designed and constantly refined to effectively minister to the entire family while providing support, leadership and care for each individual. Their focus is on helping every believer advance in his or her relationship with God.	<ul style="list-style-type: none"> • Congregation 	Community outreach events	N/A
3	Good Street Baptist Church	75216	The Church facilitates a Social Service Center that provides a variety of services i.e. food pantry, clothing, referrals to other social services, health care system navigation	<ul style="list-style-type: none"> • Congregation 	Community outreach events	N/A
4	Mercado 369	75208	Mercado369 galleries are filled with one-of-a-kind original art, sculpture, jewelry, textiles. Their 7,000-square-foot facility is perfect for community events.	<ul style="list-style-type: none"> • All visitors 	Community outreach events	N/A
5	Mexican Consulate	75247	The Consulate General of Mexico in Dallas is the consular representation of Mexico and its staff serves the Mexican constituents living in Dallas and surrounding counties.	<ul style="list-style-type: none"> • All individuals presenting to the Consulate for assistance. 	Scheduled monthly community outreach events. Annual Binational Health Fair – Ventanillas de Salud	N/A
6	YMCA's	Various locations throughout Dallas County including 75215, 75232 and 75243	The YMCA is a not-for-profit social services organization dedicated to youth development, healthy living and social responsibility.	<ul style="list-style-type: none"> • Everyone in the community regardless of age, income or background. 	Community outreach events	Under Review
7	Eastfield College Pleasant Grove Campus	75217	Dallas College Pleasant Grove Center (formerly Eastfield College Pleasant Grove Campus) is a student-centered learning community adding value to the lives of students and a community	<ul style="list-style-type: none"> • Serves more than 148,000 residents and 3,600 businesses. 	Community outreach events	Under Review
8	KwanzaaFest		A 2-day cultural celebration held at the automobile building in the Fair Park. It is one of the largest “free events” in the Metroplex. Free health services include: blood pressure, glucose, dental, and prostate screenings.	<ul style="list-style-type: none"> • KwanzaaFest hosts in excess of 50,000 patrons and embraces the seven principles of the African American holiday, KwanzaaFest. 	Community outreach event	Annual sponsorship application completed



#	CBO Name	ZIP Codes	Scope of Service	Population	Services for Parkland Patients	MOU Status
9	Healing Hands Ministries	75243	A Federally Qualified Health Center (FQHC) offering comprehensive patient services including family practice, pediatric, behavioral health, women's, dental and vision services.	<ul style="list-style-type: none"> More than 20,000 patients cared for by dedicated providers. More than 61,000 patient visits. 	Community outreach events	N/A
10	Foremost Family Health Center (South Dallas and Balch Springs campuses)	75215 75180	A Federally Qualified Health Center (FQHC), Foremost Family Health Centers has been recognized as Patient-Centered Medical Home. It serves to improve the health of families and individuals by offering the highest level of service and care through access to affordable and comprehensive medical, dental and behavioral health services, regardless of the ability to pay.		Community outreach events	N/A
11	Los Barrios Unidos Community Center	75211 75212	As a Federally Qualified Health Center (FQHC), Los Barrios provides comprehensive quality care to all people, creating a safe, affordable, and accessible healthcare experience.	<ul style="list-style-type: none"> Los Barrios Unidos Community Clinic is a unique organization for a unique community 	Community outreach events	N/A
12	Light of the World Church of Christ	75232	A non-denominational, non-instrumental, revolutionary New Testament community working to connect God's message to individuals. The organization is committed to creating more affordable housing for seniors, safe havens for battered women, and a model prison ministry for incarcerated men and women.	<ul style="list-style-type: none"> Congregation 	Community outreach events. Location for Parkland's Annual Coming Together for the Cure Mammography Outreach and Educational Workshop	N/A
13	Jubilee Park & Community Center	75223	Through empowerment and advocacy, Jubilee neighbors work together toward better jobs, safe and quality housing, and a more vibrant community.	<ul style="list-style-type: none"> 1,600 individuals served annually 	Resource for opportunity, education, health, safety, and financial literacy	Signed 1/2020
14	Susan G. Komen	75380	Susan G. Komen® Dallas County is the local source for funding breast cancer education, screening and treatment in Dallas County. Events such as the Komen Dallas Race for the Cure®, Komen Dallas County funds life-saving breast health services to help uninsured and underinsured residents in the fight today.	<ul style="list-style-type: none"> Dallas County 	Provides funding for diagnostic and procedures	N/A
15	Breastcancer.org		It is a nonprofit organization dedicated to providing information and community to those touched by breast cancer. It has been a source of comfort, knowledge, and support.	<ul style="list-style-type: none"> Supported more than 153 million people affected by breast cancer around the world 	<ul style="list-style-type: none"> Provides information and community to those touched by breast cancer 	N/A



#	CBO Name	ZIP Codes	Scope of Service	Population	Services for Parkland Patients	MOU Status
16	National Breast Cancer Foundation		Provides assistance and inspires hope to those affected by breast cancer through early detection, education, and support services.	<ul style="list-style-type: none"> Everyone living with breast cancer 	<ul style="list-style-type: none"> Provides funding for screening, education, and transportation 	N/A
17	American Cancer Society		Raises funds for conducting research, sharing expert information, supporting patients, and spreading the word about prevention.	<ul style="list-style-type: none"> Everyone living with cancer 	<ul style="list-style-type: none"> Education and Resources 	N/A
18	Sisters Network Dallas	75374	Sisters Network® Dallas is a community-based organization made up of African American breast cancer survivors. The organization's purpose is to save lives and provide a broader scope of knowledge that addresses the breast cancer survivorship crisis affecting African American women.	<ul style="list-style-type: none"> Primarily African American women. There are more than 40 affiliate survivor-run chapters nationwide with a total of over 3,000 members. 	<ul style="list-style-type: none"> Support services for cancer survivors 	N/A
19	Cancer Support Community of North Texas	75231	Organization ensures that all people impacted by cancer are empowered by knowledge, strengthened by action, and sustained by community.	<ul style="list-style-type: none"> Everyone living with cancer 	<ul style="list-style-type: none"> Health Literacy 	N/A
20	Bridge Breast Network	75246	The organization provides access to diagnostic and treatment services for breast cancer to low income, uninsured, and underinsured individuals.	<ul style="list-style-type: none"> Low income, uninsured, and underinsured individuals care in North Texas. Since 1992, The Bridge Breast Network has assisted more than 150,000 individuals with lifesaving medical care in North Texas. 	<ul style="list-style-type: none"> Access to care 	N/A
21	Breast Cancer Can Stick It!	75374	Music-centric events fund Parkland services for breast cancer treatment, research, trials, mammograms and education.	<ul style="list-style-type: none"> Dallas 	<ul style="list-style-type: none"> Provides funding for screening and diagnostics 	Parkland Foundation fund intention form
22	Partnerships under exploratory phase: City of Dallas – Parks and Recreation Centers Dallas County Community College District (various locations) Pleasant Grove Ministerial Alliance South Dallas Fair Park Coalition African American Pastors' Coalition Frazier Revitalization (Frazier Courts)					