The Road to Eliminating Breast Cancer Disparities in Memphis and Shelby County, TN

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Memphis Breast Cancer Consortium
Common Table Health Alliance is a regional healthcare improvement collaborative serving the Greater Memphis Tri-state area.

Our mission is to achieve health equity through trust, collaboration and education.

CTHA leads the charge as both a neutral convener and a leader of efforts that advance community health and well-being and act as a consistent voice in addressing equity in health.
CTHA’s programs and initiatives aim to improve population health and reduce health care disparity.

Our Strategic Platform includes

- Reducing Family and Childhood Obesity
- Eliminating Health Disparities
- Activating Patients, Consumers and Caregivers
- Lifting Health Care Quality

The Memphis Breast Cancer Consortium is a CTHA initiative whose mission is to bring together organizations and individuals committed to the fight against breast cancer inequalities in Memphis and Shelby County.
Memphis Shelby County Traffic

- Poverty
  - Memphis 29.8%, 2013
  - Shelby 22.9%, 2013

- Unemployment
  - 6.8% currently

- High School Drop-out Rate
  - 7,000 teens each year

- High Blood Pressure
- Diabetes
- Heart Disease
- Obesity
- Breast Cancer
Breast Cancer Traffic

• 2014 Avon Study
  • Memphis highest disparity gap
  • Black women twice as likely to die from breast cancer

• Female Population 482,000
  • 150,000 mammogram age-eligible
  • 38.4% under 250 percent of the poverty level
  • 10.9% unemployment
  • 14.5% dropout rate

• Incidence Rate
  • 126/100000

• Mortality Rate
  • 30/100000
Percent Black Population by ZipCode, Shelby County, 2010-2014

Note: Data are classified into quartiles.
Data Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates (Table B02001)
What Can We Do?
MBCC Goals

• Reduce Breast Cancer related mortality disparity rates of Black women by 2%

• Increase the number of underserved and Black women receiving screening mammograms and treatment in targeted low income zip codes by 5%

• Provide a consistent, unified forum for collaboration among all breast cancer survivor groups and supporting stakeholders.
Community education to help women make a pact with a friend to get a screening mammogram
Screening mammograms August 2015 – February 2016, Baptist + Regional One. Excludes Methodist and mobile mammography.

Data provided by Baptist and Regional One. Baptist data excludes mobile mammography.
So We’re Moving
The Road to Quality Breast Cancer Treatment

High Quality Breast Care
Roadblocks

Quality & Capacity Assessment

• 28 Mammography Quality Standards Act (MQSA) facilities
• Highly concentrated

Challenges

• Highly competitive market
• No State backing
Mile 1

• Form MBCC
  • Governance Structure
  • Action Teams
  • Commitment Pledge

• Gather list of mammography facilities

• Metropolitan Chicago Breast Cancer Task Force (MCBCTF)
Mile 2

Develop local Medical Advisory Panel (MAP)

• Review quality data metrics

• Set benchmarks

• Agree to best-practice sharing

• MCBCTF
Mile 3

• Business Associate Agreements

• Data Use Agreement

• Enhance Mammography Technologist Training

• Have facilities sign BAA

• MCBCTF
Mile 4

• Data collection
  • Scheduled for first quarter of 2017
  • Baseline Year 2015

• First Community Report Fall 2017

• MCBCTF Partnership
The Road Ahead: Our Vision

• Reports
  • Site Specific
  • Community

• Symposium
  • Best Practice Sharing
  • CEU, CME credits offered

• Local Seal of Approval

• Multi-State
  • TN, AR and MS

• Interventions
  • Mammography Technologist Training

  • Breast Imaging Team Education

  • Rapid Cycle Improvements
The LIVE! Just as We Are Breast Cancer Summit is designed to unite, support, and empower black women through education and awareness of breast health. Sessions included prevention and early detection, healthy living, health care access points in Memphis, and support group information.

Over 700 attendees participated in the 3rd Annual Summit
On behalf of Common Table Health Alliance and Memphis Breast Cancer Consortium, thank you for your time.

Questions?