

ABOUT

A primary care practice located just outside of Oklahoma City has been caring for families in central Oklahoma for more than 40 years. The practice's physicians are on staff at many of the major hospitals in the area and have great relationships with specialists across all areas of medicine. The practice is a comprehensive one-stop-shop for patients, including a diagnostic lab, radiology services, a pharmacy and more.

CHALLENGE

The practice was in the process of relocating to expand its footprint and reach more patients. Along with the physical move, the practice wanted to offer on-site mammography services to make it easier for patients to stay compliant with mammography screening guidelines. However, rather than trying to keep up with the ever-changing technology and regulations, the practice decided to partner with mammography experts who could offer the latest in 3D imagery in a turnkey service offering.

SOLUTION

The practice chose to partner with Onsite Women's Health, the leading provider of 3D mammography services embedded within innovative OB/GYN and Primary Care practices nationwide. Onsite provides the technology, personnel (radiologic technologists and administrative assistants), maintenance, and certifications – all at no additional cost to the practice. Onsite also delivers best in class project management, installation, and operational services, allowing providers and staff to remain focused on the delivery of quality patient care with a care process that includes 3D mammography.

"Patients certainly don't look forward to having an annual mammogram, but I can't count the number of patients who have said they might not have completed their mammograms if it weren't conveniently located in the practice."

Regional Director at Onsite Women's Health



RESULTS

The practice's chief executive officer says partnering with Onsite to provide in-house mammography was a great decision. "We had offered it on our own in the past but discontinued the service when our equipment became irreparable," he said. "We found that patients were so accustomed to having accessibility right in our office, and when we were no longer offering these services, many weren't getting mammograms until we brought it back into our practice again." He says the setup process with Onsite was simple and straightforward. "All we had to do was provide the space and they took the reins and did the rest."

The CEO said the practice's providers are very pleased, as are their patients. "Our patients enjoy the convenience of being able to have their mammograms on the same day as their routine visits." He shared that it has helped in driving compliance. And unlike big outpatient screening centers, patients at the practice see the same person year after year. They love the warmer, more personal, private experience as well. Because patients no longer have to schedule and travel to a different location, the practice has found that more patients were willing to get a mammogram. Onsite's reminders also help increase utilization and care plan adherence.

Within the first six months of partnering with Onsite, the practice identified 10 cancers. Of those, a third were women who hadn't had a mammogram in the previous three years. Ninety percent of the cancers found were invasive, out of the duct and had spread to other areas of the breast, proving how important regular screenings are in early detection and treatment.

- + 10 cancers identified in first 6 months, 90% of which had become invasive
- + Increased convenience of Onsite has improved patient satisfaction and mammography screening compliance for the practice's patients

Convenience Drives Compliance and Compliance Saves Lives.