



All the tools you need to
start, run and grow your
own high risk program



Case Study

How Marin General Hospital Built a Robust High-Risk Assessment Program

CancerIQ partnered with the breast health center to improve quality, efficiency and revenues.



Background

Marin County, California, had one of the highest incidence rates of breast cancer in the country. To address this, Marin General Hospital hired a full-time, high-risk nurse practitioner to offer navigation and genetic services in its high-risk breast health center. To cover the cost of this program, the goal was to drive downstream MRI revenues.

- **Setting:** Breast Center in a 235-bed hospital
- **Patient Volume:** 11,000 mammograms/year
- **Number of Locations:** 1
- **Parent System:** Marin General
- **Geographic Setting:** Suburban

The Challenge

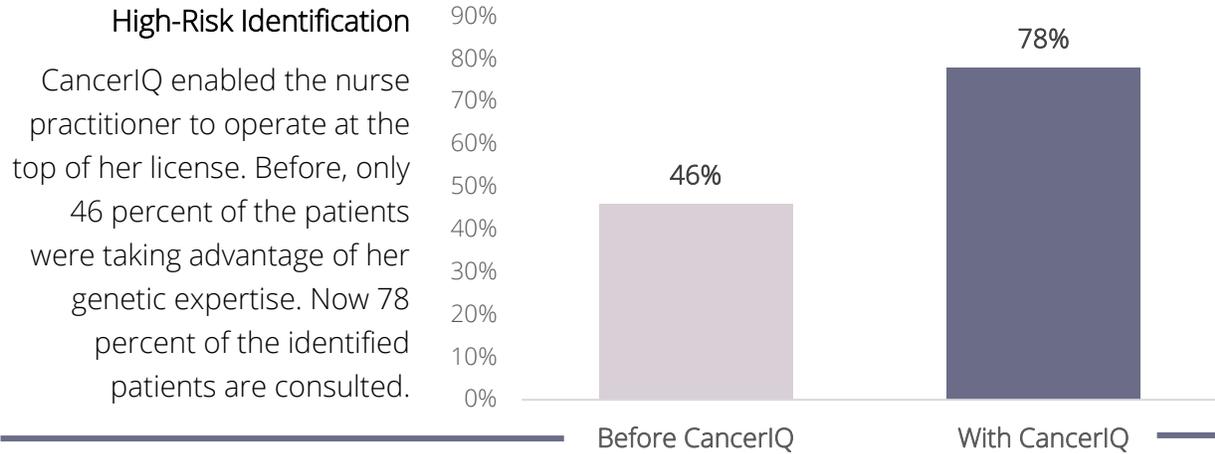
The center had trouble identifying the right patients for high risk consults using Tyrer-Cuzick score, resulting in many inappropriate referrals.

The nurse practitioner saw a limited number of referrals per week, due to heavy administrative work, spending an average of 1.5 hours per patient.

Leadership had trouble justifying the expenditure of additional staff, since the MRS system utilized could not provide reports regarding downstream return on investment.

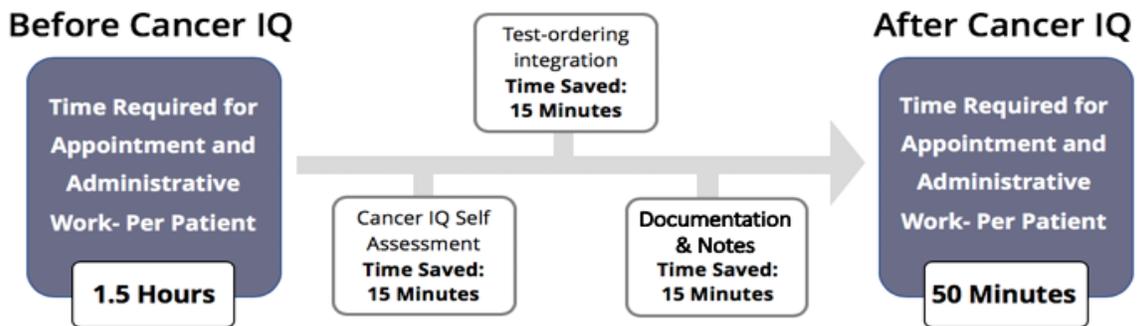
The Solution

The Marin General Hospital breast center partnered with CancerIQ to help the nurse practitioner be more productive through streamlining the genetic services workflow and automating the documentation process. This set up the center to identify all appropriate high-risk patients for genetic testing, resulting in new downstream revenue opportunities, and a management portal allow for follow-up on medical management recommendations.



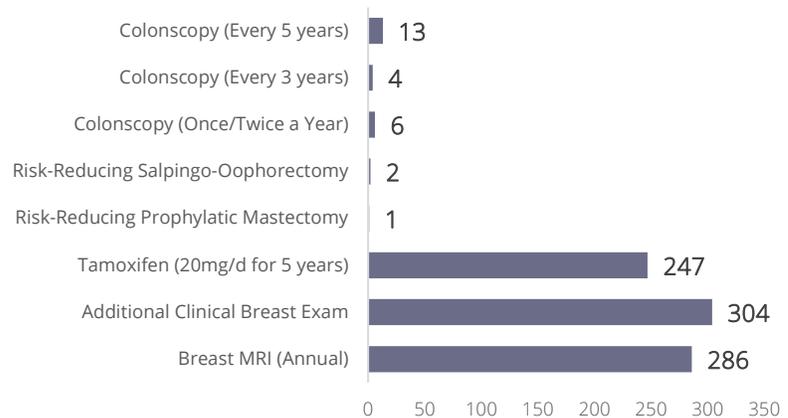
Increased Productivity

The genetics nurse practitioner had a **3.9x increase in their service capacity**—going from 132 consults per year to seeing 521 consults annually.



Downstream Revenue

With CancerIQ, the center could log the recommended medical management changes directly in the platform. The breast center could now identify **\$445K in projected associated revenue** from preventative services and justify the cost of their program.



ABOUT CANCERIQ

CancerIQ helps providers use genetic information to predict, pre-empt and prevent disease. We leverage unparalleled expertise in design, genetics and implementation science to identify all patients at risk and navigate them to the specialty services required. Our platform is supported by algorithms that automate the NCCN guidelines for providers, and a user-centered design approach that makes it easier for patients to understand. We help our partners offer genetic counseling and testing services to their entire patient population at a fraction of the time and cost. With CancerIQ, you can maximize the clinical and financial impact of using genetics in routine care. Together, we can help to detect and prevent the deadliest and earliest onset cancers.

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