



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



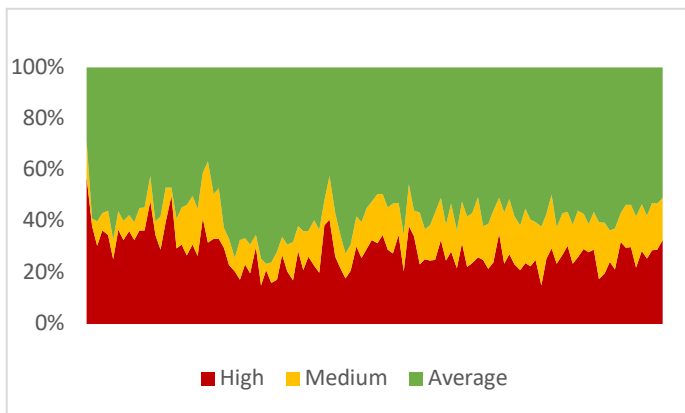
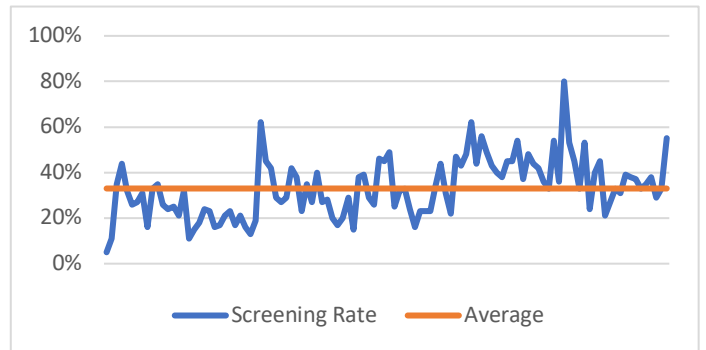
Case Study on OSF Saint Francis Healthcare Partnering with CancerIQ to Build a High Quality, Efficient and Profitable High Risk Breast Program

The Original Rollout of CancerIQ

As part of its quality efforts, OSF HealthCare Saint Francis Medical Center started working with CancerIQ, Inc. in 2015 to integrate cancer risk assessment into the Breast Health center. In the first 2 years with CancerIQ, the breast center was able to make a number of initial observations:

Inconsistent Patient Screening Rates

When CancerIQ first started working with the breast center, **only 33% of screening mammo patients completed the paper family history form**. With inconsistent staff messaging and limited genetics education, there were wide variations in service delivery.

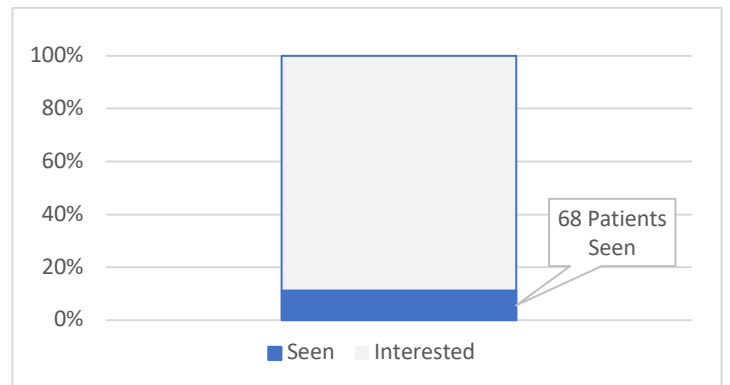


High Population of Patients at Risk

A high percentage of patients in the patient population met criteria for cancer genetic testing and counseling. Over 2 years, **3,000 patients (27%) fell into the highest risk category**. This may have been due to the selection bias, but this was much higher than the 18% national average.

Poor Access to Genetic Services

With no specialist available at the breast center, all high-risk patients interested in a genetic evaluation were referred outside the system to a nearby cancer center. Because the cancer center only offered appointments to patients who met specific insurance criteria, **only 68 patients were seen**.



The Relaunch of CancerIQ in Spring 2017

In March 2017, the CancerIQ team was given the opportunity to relaunch services in the breast center, and with new staff on hand – address issues identified during the initial pilot period.

Established New Genetics Service

To capitalize on pent-up demand from patients, the CancerIQ team helped administrators at the breast center develop a comprehensive business justification and pro forma analysis to establish an on-site high risk program. By offering genetics directly in the breast center, they could better serve the 600+ patients with unmet needs.

High Risk Breast Program

The High Risk Breast Program provides comprehensive breast care for women who are at an increased risk of breast cancer due to hereditary risk factors. Our program offers screening and counseling to help patients lower their risk of getting cancer in the future. Women at an increased risk may benefit from additional testing, screening or lifestyle changes.

The High Risk Breast Program Includes:

- Annual screening or diagnostic mammogram, ultrasound or breast MRI if recommended
- Education on how to conduct a detailed breast self-exam
- Genetic counseling and possible testing
- Clinical breast exam
- Education materials on breast cancer risk
- Ongoing surveillance and support

The High Risk Breast Program Works:

Every patient who comes to our center for a mammogram is given a short screening questionnaire to assess their risk. The questionnaire is easy to complete and your results are available immediately. If your results show that you may be at a higher risk of

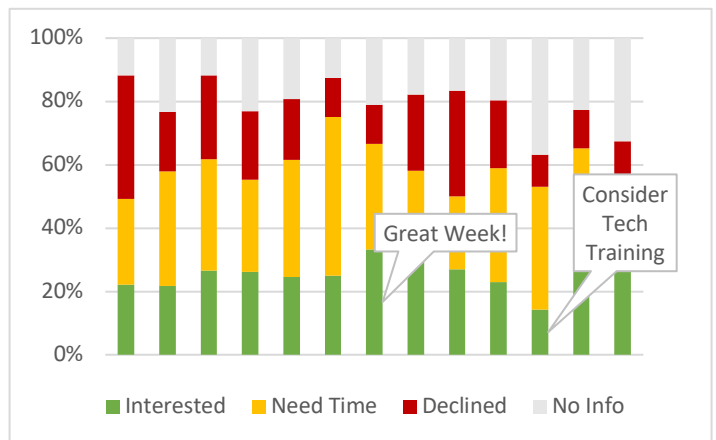


Better Education and Training

Through academic collaborations and partnerships, the CancerIQ team provided genetics and communication training to all staff members. This gave them the tools and confidence to communicate the importance of CancerIQ to patients, and successfully navigate them to the high risk program.

Continuing Process Improvement

On a weekly basis, the CancerIQ team has tracked progress towards key operational, clinical, and financial goals. By providing access to this information, the Breast Center team is able to identify key bottlenecks and make ongoing improvements.

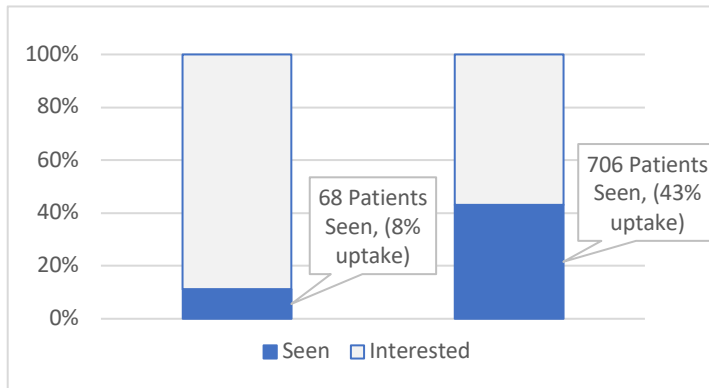
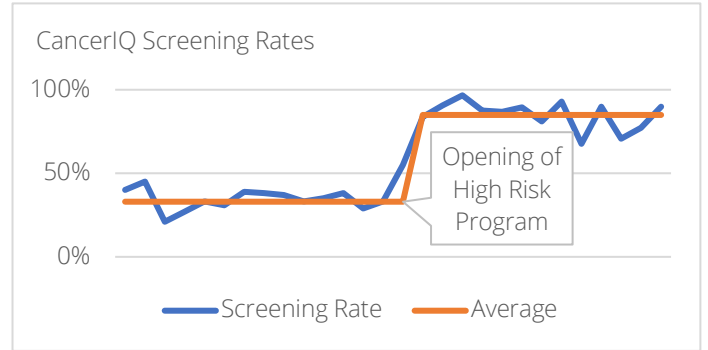


The Breast Center High Risk Program Outcomes to Date

Over the past 18 months, OSF Saint Francis Medical Center has been using CancerIQ at full capacity and has seen dramatic results.

Improved Screening Rates

From the day the breast center launched CancerIQ, staff buy-in for screening patients improved dramatically. With the CancerIQ screening survey, the location **now screens 85%-90% of all screening mammo patients**, and the other breast center locations launched screening the 2nd week in July.

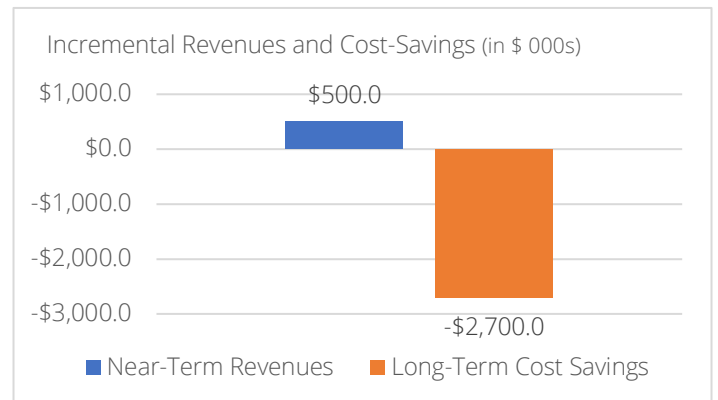


Greater Patient Access to Genetics

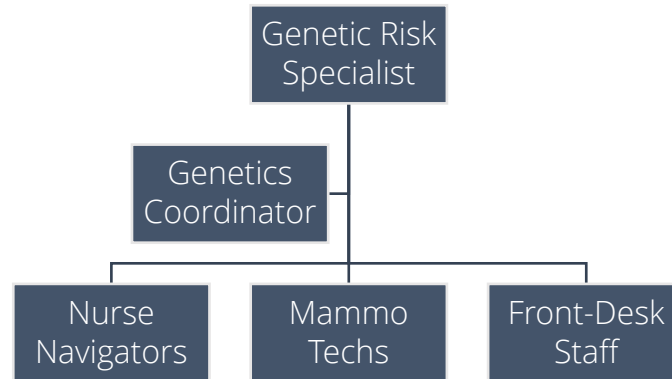
Since the breast center started offering genetic evaluation services in-house and scheduling appointments on the same day, **706 of patients interested in appointments have been seen**. This is more than 10x the number of patients seen previously (68), and 5x higher patient uptake (8% to 43%)

Incremental Revenue and Cost-Saving Opportunities

As testing results come in, the high risk program is beginning to identify downstream revenue opportunities. In 487 follow-up visits, **189 patients have been recommended MRIs, 102 clinical breast exams, 10 prophylactic surgeries, 205 chemoprevention regimens, and 91 more frequent colonoscopies**. Patients that adhere to these changes will yield \$500k+ in revenue and \$2.7m in long term cost savings.



Feedback on the CancerIQ Experience from the Working Team



From Coordinators and Nurse Navigators

Saves Time Collecting Valuable Data: “We are such a busy clinic that it would be difficult for us to collect family history information and provide real-time answers to patient questions about cancer risk. We have screened thousands of patients to date, which would have taken us hundreds of hours that we don't have. CancerIQ has been time efficient, and helped us focus our efforts on patients with the greatest needs.”
– *Tenille Oderwald, RN, BSN, CN-BN, Supervisor of Cancer Services*

Streamlines Patient Outreach Efforts: “We have quickly identified that there are a lot of women out there at risk, and urgently need to navigate patients to the right resources. Instead of calling and mailing patients, CancerIQ helps us do this automatically.” – *Nicole Willenborg, RN, Breast Navigator*

From the High Risk Nurse Practitioner

Easy to Use: “From the beginning to the end, the process flows very well and it's super easy for me and the patient to use. It's very streamlined from initial consult visit, to ordering the test, recording test results and creating all the documentation required. I also love that they're very responsive. Any time I have a problem the team is always very quick to work with me and provide a solution, which is unheard of with other software companies.” – *Michele Settemyer, APN, MSN, Cancer Risk Specialist*

From Leadership

Metrics and Reporting: “The customer service has been excellent. The reporting that CancerIQ offers has been essential to growing our program. It has made it easy for us to identify the areas that need improvement and then quickly implement new solutions.” – *Cindy Martin, Director of Women's Services*

Staff Impact: “With CancerIQ, we are no longer just a breast imaging center, but a truly a center for early detection of cancer. And our staff feels greater job satisfaction talking to patients about cancer risk, MRI, and personalized screening strategies – than they did pushing patients through hundreds of mammos every week.” – *Vicky Shanklin, Manager of Breast Imaging*