

INTEGRATION OF A BREAST HEALTH CLINIC WITHIN THE FRASER NORTHWEST PRIMARY CARE NETWORK (PCN)

[Link to full report](#)

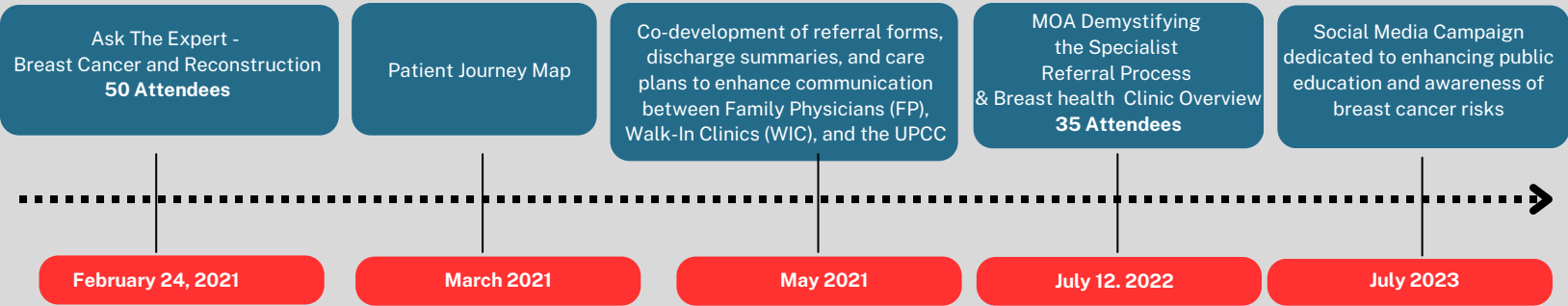
Shared Care Project

Project Overview

Project Aim: The focus of the Cancer Care (Breast Health) Shared Care project was to ensure residents in the Fraser Northwest region receive high quality cancer prevention, preventative screening, and diagnostic services.

Project Leads: Dr. Cathy Clelland (FP Lead) & Dr. Michelle Goecke (Specialist Lead)

Project Activities



Project Activities: Overview

Ask The Expert - Breast Cancer and Reconstruction

ATE: Breast Cancer & Reconstruction | Event Evaluation

Participants learnt and feel more confident about the current referral process and a better understanding of breast cancer and reconstructive surgeries and how they relate to primary care.

Impact to Patients

- A centralized clinic would support in a more organized and streamlined approach for patients to access these services in the FNW communities

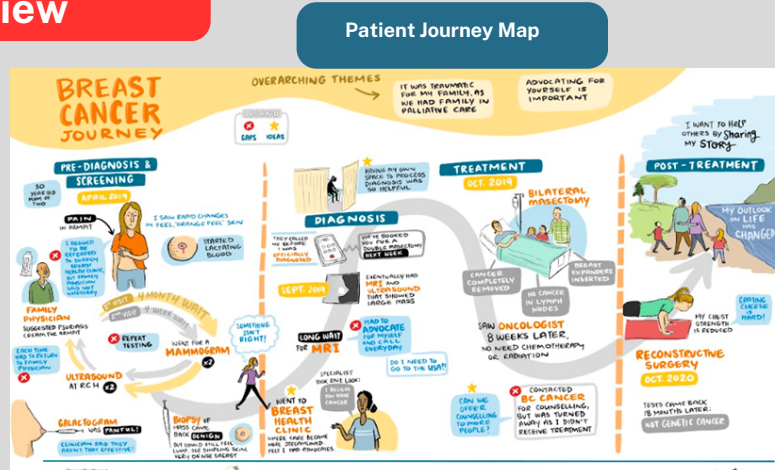
Takeaway Learnings for the FNW Division

- Support from the Family Physician attendees to trial a Phase 1 Rapid Access Breast Clinic in the FNW
- Continue to update Pathways with relevant information/referral criteria

Average of all learning objectives combined: **4.4** (Strongly Agree)

Centralized clinics are typically more efficient and consistent in providing care than each family physician making decisions about where and when to send patients who require this type of evaluation.

"Would definitely benefit! help get these patients seen faster to decrease anxiety/psychological burden of waiting after an abnormal screening test"

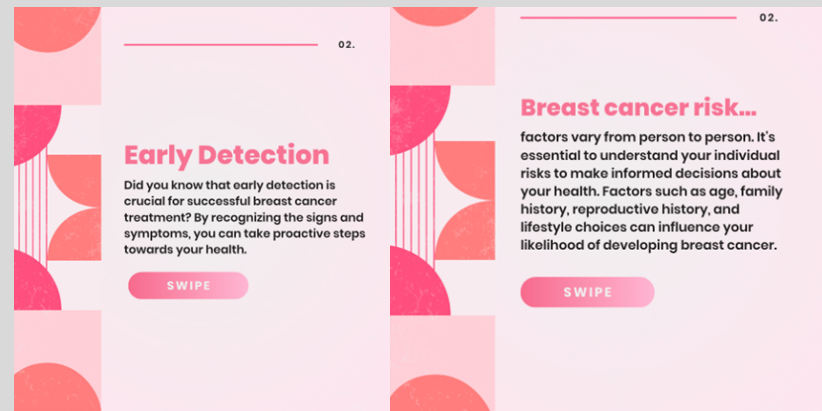
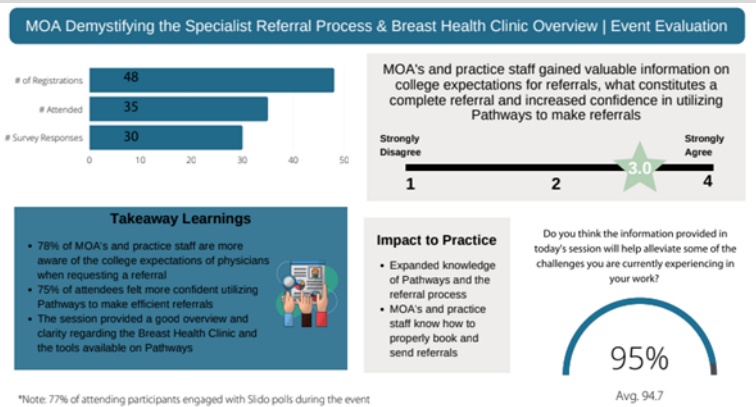


[Link to view event recording](#)

[Link to view high resolution patient journey map](#)

MOA Demystifying the Specialist Referral Process & Breast health Clinic Overview

Social Media Campaign Visuals



Lessons Learned: What worked well?



The project excelled in building strong relationships among stakeholders, fostering a collaborative environment that facilitated open discussions and problem-solving.



Successful identification of core biopsy bottlenecks showcased the project's ability to pinpoint operational challenges and initiate discussions for process improvement, leading to enhanced efficiency.



The project's inclusive approach involving various perspectives led to continuous improvement through the PDSA cycle, establishing a robust foundation for future phases and addressing common challenges in similar clinics.

Challenges & Gaps

Next Steps

Clinic Closure and Access Gap:
The closure of the Breast Health clinic created a significant access gap to imaging and core biopsy, impeding progress and introducing barriers.

Delays and COVID-19 Impact:
Delays in diagnostic imaging, worsened by the COVID-19 pandemic, exposed a vulnerability in adapting to external challenges and managing increased waiting times.

Stakeholder Misconception:
A misconception about the clinic's goal for rapid imaging access fell short of stakeholder expectations, emphasizing the need for clearer communication.

Leadership Complexity:
Inconsistent medical oversight and administrative turnover added complexity, highlighting challenges in maintaining leadership continuity.

Data Management Issues:
Concerns in data management, including operational feedback and clerk involvement, hindered timely and accurate information flow, exposing gaps in data processes.

Sustain Education Initiative:
Use video recordings and project evaluations for ongoing education on breast health and cancer care. Revisit "Ask the Expert" sessions as needed to address community needs.

Leverage Established Relationships:
Build on strong partnerships for future collaborations. Explore opportunities to support ongoing projects improving cancer care and awareness in the region.

Active Participation in Model Review:
Participate actively in the review of the breast health model. Advocate for integrating successful elements and lessons learned to develop a model aligning with community needs and preferences.

Positive Impact Beyond Funding:
Recognize that while the breast health clinic may change, sustainable elements like education and partnerships will continue positively impacting breast health awareness in the Fraser Northwest region beyond funding conclusion.

Sustainment of Public Education:
The public education campaign can be repurposed for continuous use, serving as an ongoing means to sustain and disseminate the message to the public in future years.