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Understanding the experience of women undergoing assessment with BreastScreen NSW

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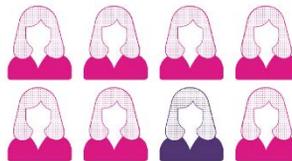
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Background



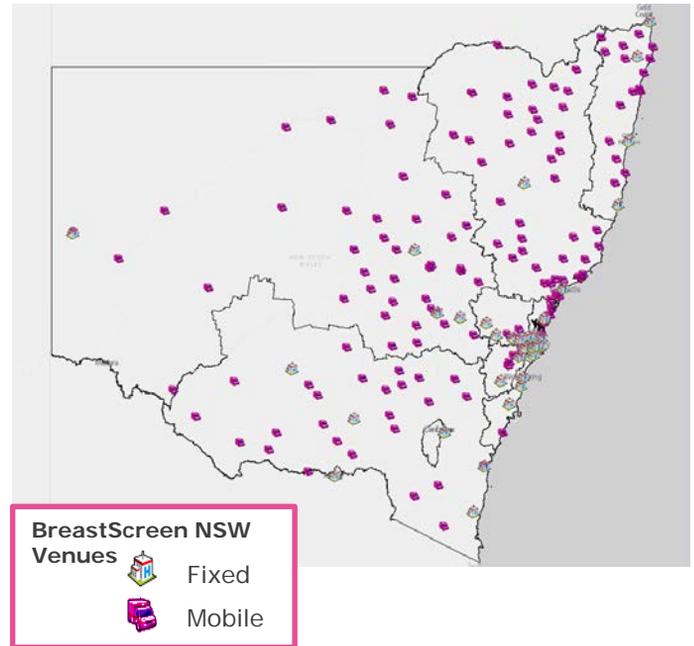
- In NSW, 7% of women are recalled to an assessment clinic for further investigation of anomalies
- A positive client experience is important to achieving and maintaining screening participation
- No prior state-wide research on client experience in assessment

1 in 8 women
in NSW will develop
breast cancer.



Aim

- The research was conducted to understand:
 - Factors +ve or -ve influencing client experience
 - The extent to which the service aligns with best practice
 - How client experience could be improved



Methods

Stage	Sample		
	BSNSW	BSV	Private
1. Qualitative In-depth interviews	n=25	-	n=10
2. Quantitative Telephone survey	n=1000	n=200	-

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Quantitative sample

	NSW total	VIC total
2D Mammogram	55%	89%
3D Mammogram	54%	9%
Ultrasound	97%	74%
Clinical breast examination	29%	10%
Needle biopsy	18%	13%
N=	1,000	200

Results - Initial notification method

SAS	Base	Letter	Phone
Greater Southern	n=110	52%↓	44%↑
Greater Western	n=75	44%↓	53%↑
Hunter New England	n=118	46%↓	49%↑
North Coast	n=110	67%	29%
Northern Sydney Central Coast	n=141	78%	19%
South East Sydney Illawarra	n=122	85%↑	13%↓
South Western Sydney	n=100	81%↑	17%↓
Sydney	n=79	75%	19%
Sydney West	n=145	72%	26%
NSW Total	n=1,000	71%↑	26%↓
Victoria	n=200	50%↑	42%↑

A1. How did you first hear that you needed to attend an assessment appointment? (Base: as shown, above)

↑↓ Denotes significant difference

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Results - Assessment notification

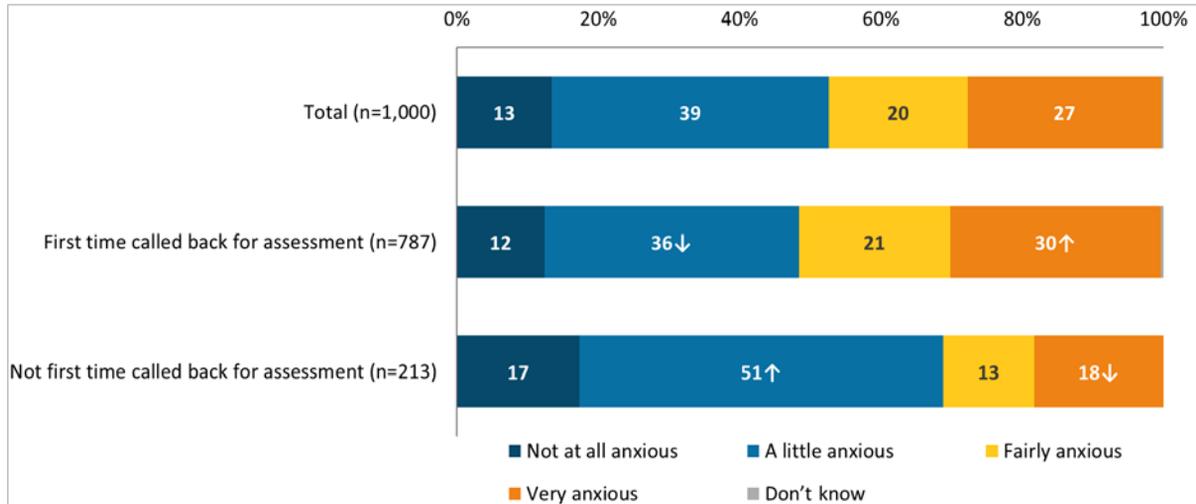
"The thought process starts and you have to pull yourself back"

North Sydney, aged 50-59

"I thought 'holy shit' and I had a bit of a cry"

Hunter New England, aged 50-59

Results - Anxiety levels before appointment



A9. How worried or anxious did you feel in the days leading up to your appointment? (Base: BSNSW clients n=1,000)

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Results - Anxiety levels before appointment

*"The longer you have to wait for the appointment, the worse it is. The wait is horrific. Not knowing is the biggest issue".
Greater Western, aged 60-69*

*"Terrifying. I had the funeral planned. As I've had more and more call backs ... you do think, is it waiting for me round the corner?"
Greater Western, aged 60-69*

*"[During] the wait for the assessment I felt ill with worry"
Private client, Greater Southern, aged 50-59*

Results - Arrival at the assessment clinic

"The nicest lady, honestly she was awesome, she looked up, she came round from the counter, and said 'Hi (client's name), I'm (receptionist's name), come on in'. She was mega. Acknowledging that we were there for something that was unknown to us".

Hunter New England, aged 50-59

- 96% NSW women say receptionist was 'pleasant and welcoming'
- A 'bad start' when no-one at the desk
- Undermined confidence when administrative details were inaccurate

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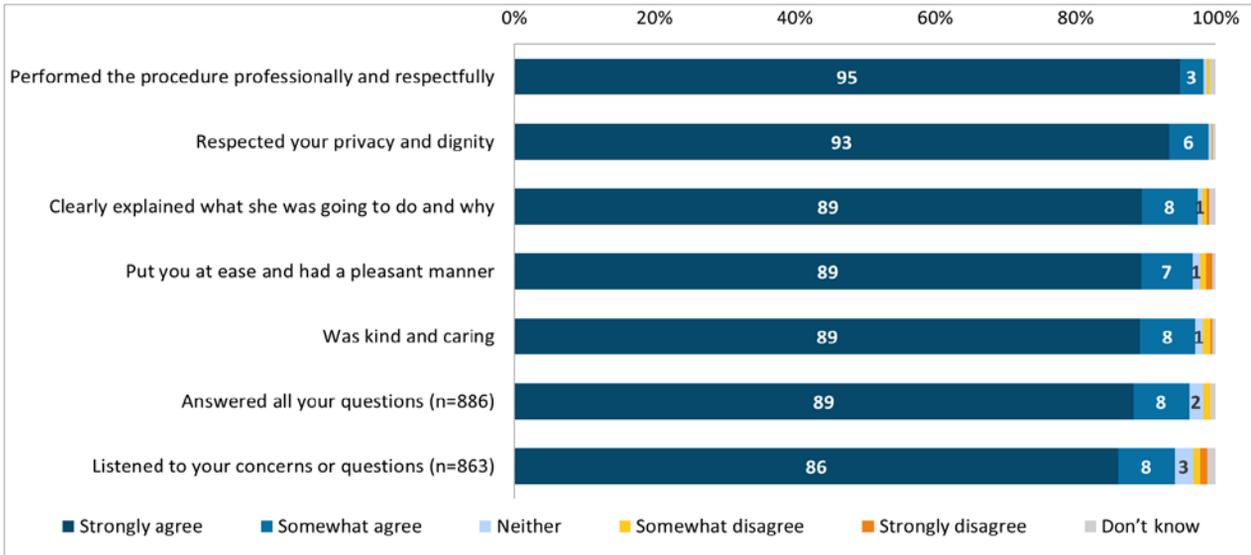
Results - Initial conversation with nurse counsellor

- Creates connection between client and nurse counsellor
- Gauges client anxiety levels

"You have to be a special person to care, to be in those jobs"
Western Sydney, aged 60-69

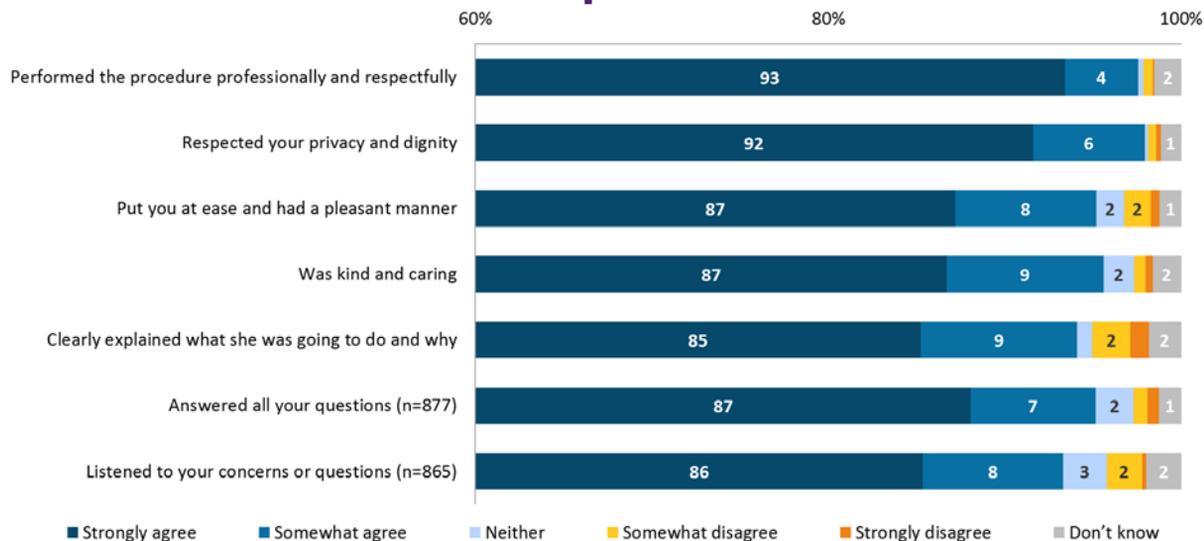
"The people I have met there have been really kind. If you want to talk, they listen. And if you don't want to talk, they don't. They're used to gauging the situation and I find that really comforting"
Greater Western, aged 60-69

Results - Mammogram experience



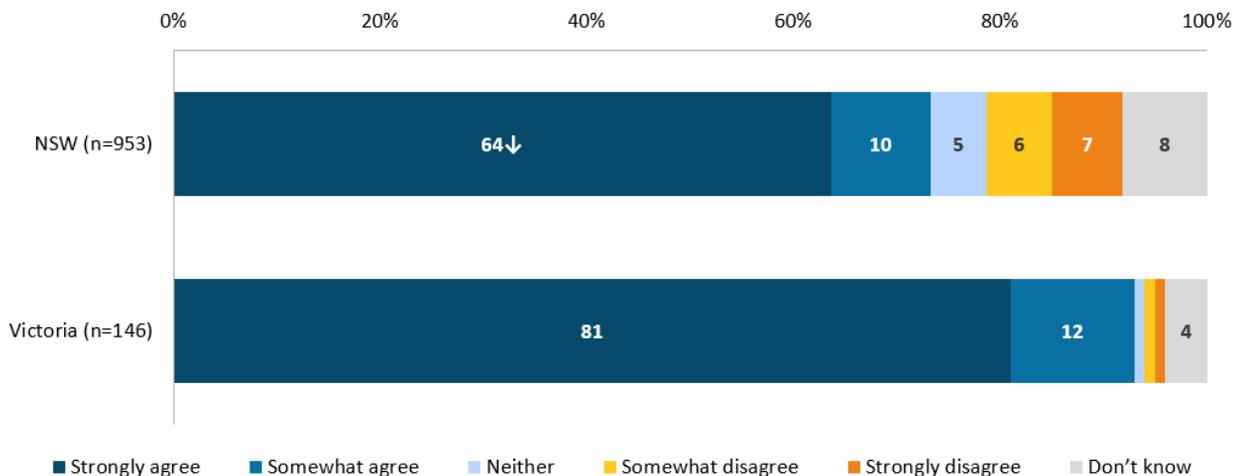
B1. I am now going to read out some statements based on feedback some women have given about how they felt during their assessment mammogram. For each statement I read out, I would like you to tell me whether you agree, disagree or neither agree nor disagree? (Base: BSNSW clients n=1,000)

Results - Ultrasound experience



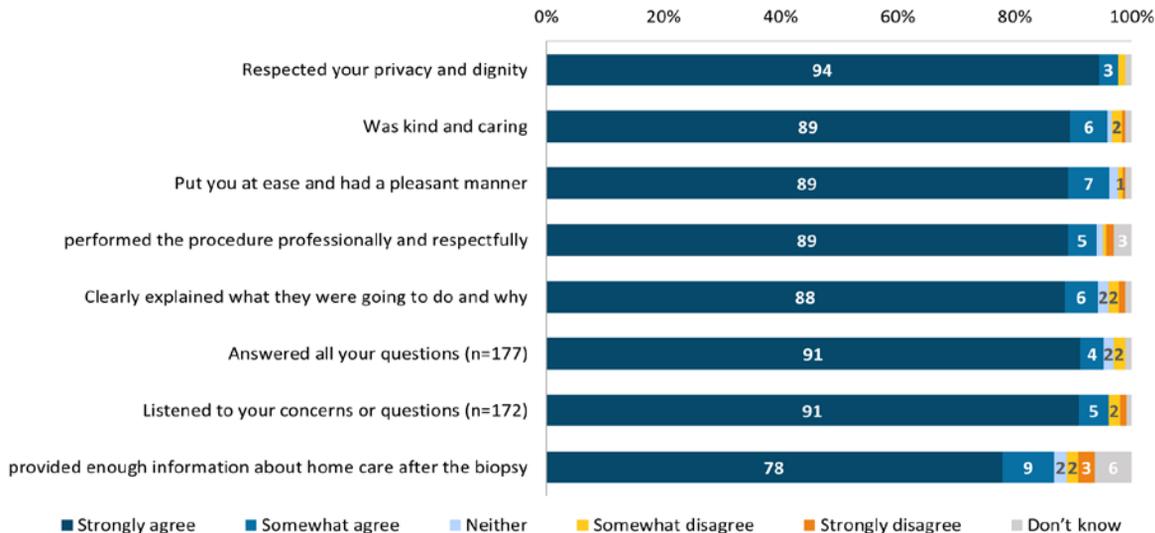
B2. I am now going to read out some statements based on feedback some women have given about how they felt during their ultrasound. For each statement I read out, I would like you to tell me whether you agree, disagree or neither agree nor disagree. *Base: BSNW clients who had an ultrasound n=953*

Shown ultrasound screen and image explanation



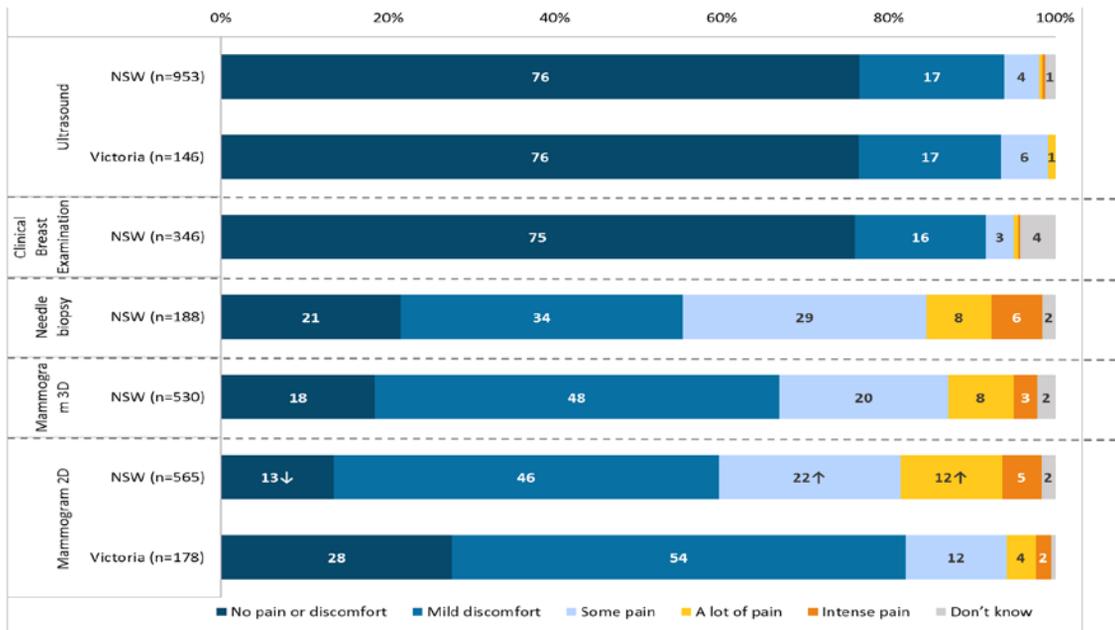
B2_3. I am now going to read out some statements based on feedback some women have given about how they felt during their ultrasound. For each statement I read out, I would like you to tell me whether you agree, disagree or neither agree nor disagree. - Showed you the ultrasound screen and explained the image of your breast. (Base: Clients who had an ultrasound as part of their assessment)

Results - Needle biopsy

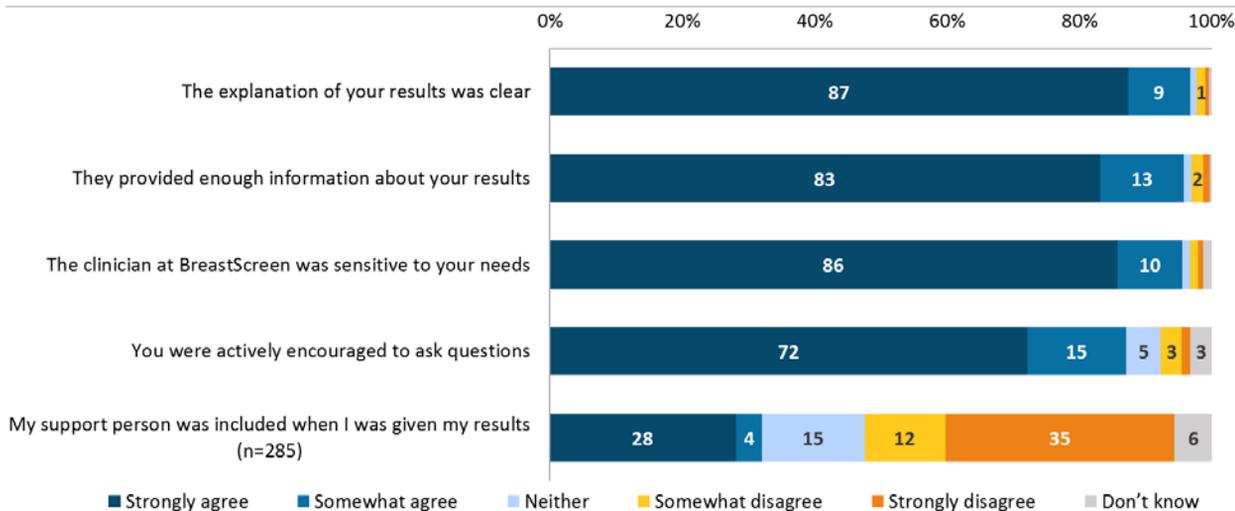


B3. I am now going to read out some statements based on feedback some women have given about how they felt during their biopsy. For each statement I read out, I would like you to tell me whether you agree, disagree or neither agree nor disagree. (Base: BSNSW clients who had a needle biopsy n=188)

Results - Pain and discomfort

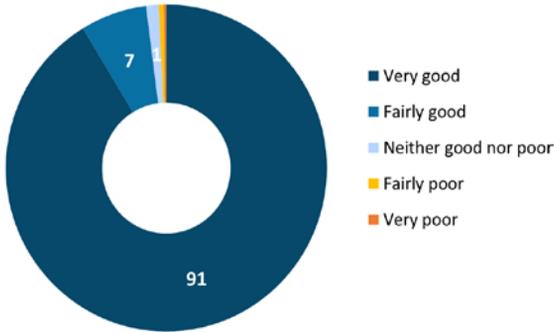


Results - Notification of assessment results



B8. I am now going to read out some statements some women have made about how they felt when receiving their results. For each statement I read out, I would like you to tell me whether you agree, disagree or neither agree nor disagree. (Base: BSNW clients n=1,000)

Results - Overall rating of care



SAS	Base	Total good	Total poor
Greater Southern	n=110	100%	0%
Greater Western	n=75	98.6%	0%
Hunter New England	n=118	100%	0%
North Coast	n=110	99.3%	0%
Northern Sydney Central Coast	n=141	96.5%	0.70%
South East Sydney Illawarra	n=122	95.4%	1.90%
South Western Sydney	n=100	98.8%	0%
Sydney	n=79	98.6%	1.38%
Sydney West	n=145	97.7%	1.37%
NSW Total	n=1,000	97.7%	0.83%
Victoria	n=200	99.5%	0%

B12. Overall, how would you rate the care you received at the BreastScreen Assessment Clinic? Would you say it was.... Base: BSNW clients n=1,000

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Recommendations

- As the results showed most women are anxious attending their assessment appointment, it is recommended:
 - Images/video are used to illustrate what may happen at assessment
 - Administrative details are clarified and confirmed
 - Staff training to highlight the importance of a 'good' welcome at reception
 - Phone calls with women in the lead up to assessment
 - Reduce waiting times as much as possible

Recommendations

- Communication and information is extremely important before, during and after assessment
 - Information reiterated both verbally and written
 - Inform women in more detail about possible biopsy
 - Ongoing encouragement to ask questions
 - Interest in seeing ultrasound images during procedure
 - Involve support person when communicating results and in other parts of the assessment day, where possible

The logo for BreastScreen NSW is centered on a background of overlapping pink and purple circular shapes. The word "BreastScreen" is written in a white, elegant cursive script, while "NSW" is in a white, clean, sans-serif font directly below it.

BreastScreen
NSW