



## What Women Want: Survey Findings Fact Sheet

Survey of more than 3,000 women ages 18 and older

### Experiences with Mammography

- More than three-quarters (78%) of women surveyed **strongly believe mammograms** are important.
- Nearly half (46%) **fail to make scheduling a mammogram** an annual occurrence.
- Nearly half (47%) report being **recalled for further testing** at some point after receiving abnormal mammogram results, triggering feelings of fear, stress and sadness.

### Real Barriers Exist

- Women cite **high cost and lack of insurance** as the most significant barriers to mammograms.
- Women report that they must factor **non-medical costs**, such as travel or childcare, into the time and effort it takes to get a mammogram.
- **Secondary barriers** such as ability to get a referral and transportation differ by race and ethnicity.

### Knowledge and Motivations

- More than half (64%) of the women **surveyed lack an adequate understanding** of the benefits of mammography.
- Two-thirds (68%) are **unaware or do not believe that the Affordable Care Act** requires that health insurance cover preventative services like mammography at no cost sharing to the patient.
- Over half (56%) of women say their **provider's recommendation is the most significant factor** in scheduling a mammogram.

### What Women Want

- Four in five women agree that access to mammograms that **offer better detection and lower their chances of being called back** for more testing is important (81% and 82%, respectively).
- Most women (88%) believe that the 3D mammography exam, which offers these benefits, **should be covered by insurance**.
- Two-thirds (67%) would consider **switching insurance companies** to a company that offered coverage of superior technology like 3D mammograms.