What Women Want: Expectations and Experiences in Breast Cancer Screening

Executive Summary
Presented October 29, 2014
Study Objectives

• Address the lack of quantitative evidence regarding women's attitudes about mammography
• Identify barriers to mammography
• Benchmark health literacy about mammography issues and facts
• Quantify the toll of false positive screening results
• Understand women's attitudes towards improved technology to screen for breast cancer
Summary of Key Findings

From a survey conducted among 3,501 women regarding mammography attitudes and practices in September 2014. The survey utilized Internet panels, telephone interviews and intercepts in English and Spanish.
Actions Do Not Match Attitudes When It Comes to Mammograms

While most women strongly believe mammograms are important...

...many are not actually getting them ...

Mammography is an important examination that should be conducted in addition to the one made by the health care provider and the woman herself.

Agree 78%
(8-10 on scale)

Neutral/disagree 22%
(0-7 on scale)

Annual Mammogram

Yes 54%

No 46%

Base: Total sample = (3501)
O1a. Rate your level of agreement with each of the following statements. [0-10 scale where 0 is strongly disagree and 10 is strongly agree]

H3. How frequently do you get a mammogram?
Women Most Often Report Financial Concerns as Barriers to Mammography

Insurance and income influence mammography

Across groups insurance and cost are key concerns

Top Box Ratings (8-10)

- High cost: 16%
- Lack of adequate insurance coverage: 16%
- Out of the way or inconvenient: 16%
- Lack of transportation: 9%
- Unable to get information on cost: 9%
- Cannot get time off of work: 9%
- Unable to schedule an appointment: 7%
- Unable to get a referral: 7%
- No local mammogram offices in my area: 7%
- Unable to get information on exam: 5%
- Lack of child care: 5%

Base: Those who have gotten a mammogram (3080)
B2. How much difficulty does each of the following factors cause you in scheduling and attending your mammograms? [0-10 scale]
Secondary Barriers Differ By Race and Ethnicity

Base: Total sample (3501)

B2. How much difficulty does each of the following factors cause you in scheduling and attending your mammograms? [0-10 scale]; where scores of (8-10) represent Most Difficult factors
Health Literacy May Further Limit Access:
2/3 of Women Surveyed Are Not Aware That Mammography Is Covered By The Affordable Care Act (ACA)

Mammogram Literacy assessed understanding of mammography

- Correctly answer most questions about mammograms: 64%
- Incorrectly answer questions about mammograms: 36%

Awareness of Mammography Coverage Under the ACA

- Yes, I was aware: 32%
- No, I wasn't aware: 63%
- No, I don’t think this is true: 5%

Base: Total sample (Total= 3501 AGE- 18-39yr=357, 40-50yr=947, 51-64yr=1243, 65+=952)

[“correct” means they correctly answered 6-7 of the following 6 questions and the one ACA question on right of slide; correct answers on 01a (0-10 scales) means one of three points selected at the correct end of the scale]

01. Which of the following statements about mammography do you agree with the most?
   - Prevents the risk of getting breast cancer
   - Reduces the risk of getting breast cancer
   - Does not have any effect on the risk of getting breast cancer

01a. Rate your level of agreement with each of the following statements.
   - Mammography is an important examination that should be conducted in addition to the one made by the health care provider and the woman herself
   - If a mammogram does find something, it is too late
   - I had one normal mammogram, so I don’t need another
   - I don’t need a mammogram if I don’t have any symptoms
   - The amount of radiation exposure during a mammogram is very small and the benefits are more important than the risks.

Base: Total sample (3501)

X7. Were you aware that mammography is provided at no cost as part of Affordable Care Act (ACA) preventative services benefits?
Although Health Literacy Varies, ACA Awareness is Consistently Low

**Mammogram Literacy**

- Understands Mammography Health Benefits

- Hispanic: 23%
- Black: 35%
- White: 39%
- Other: 33%

**Awareness of Mammography Coverage Under the ACA**

- Yes, I was aware

- Hispanic: 30%
- Black: 32%
- White: 33%
- Other: 32%

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Base: Total sample (Total= 3501; AGE: 18-39yr=357, 40-50yr=947, 51-64yr=1243, 65+=954)

[“correct” means they correctly answered 6-7 of the following 6 questions and the one ACA question on right of slide; correct answers on O1a (0-10 scales) means one of three points selected at the correct end of the scale]

O1. Which of the following statements about mammography do you agree with the most?

- Prevents the risk of getting breast cancer
- Reduces the risk of getting breast cancer
- Does not have any effect on the risk of getting breast cancer

O1a. Rate your level of agreement with each of the following statements.

- Mammography is an important examination that should be conducted in addition to the one made by the health care provider and the woman herself
- If a mammogram does find something, it is too late
- I had one normal mammogram, so I don’t need another
- I don't need a mammogram if I don't have any symptoms
- The amount of radiation exposure during a mammogram is very small and the benefits are more important than the risks.

Base: Total sample (3501); PREV MAMM: Yes=3080, No=421

X7. Were you aware that mammography is provided at no cost as part of Affordable Care Act (ACA) preventative services benefits?
Younger Women And Those With No Prior Mammogram
Represent Opportunities for Educational Outreach

### Mammogram Literacy

- **Understands Mammography Health Benefits**
  - 31% for 40-50
  - 39% for 51-64
  - 42% for 65+

### Awareness of Mammography Coverage Under the ACA

- **Yes, I was aware**
  - 28% for 40-50
  - 33% for 51-64
  - 38% for 65+

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**Base:** Total sample (3501); PREV MAMM: Yes=3080, No=421

X7. Were you aware that mammography is provided at no cost as part of Affordable Care Act (ACA) preventative services benefits?
Health Providers and Reminders Motivate Women To Schedule Mammograms

Most Motivating Reasons to Schedule Mammograms

- Health care provider's recommendation: 56%
- Reminder / scheduling at annual check up: 53%
- Personal medical history: 40%
- Family history of breast cancer: 38%
- Concern from self-exam: 37%
- Breast cancer awareness ads and information: 33%
- Family recommendation: 32%
- Close friend's history of breast cancer: 26%
- Friend recommendation: 24%
- Insurance company: 22%

Base: Total sample (3501)
C3. Rate the following reasons on how much each motivates you to schedule and get your mammogram. [Answered 8-10 on 0 to 10 scale, where 0 is “least motivating,” 5 is “neutral,” and 10 is “most motivating”]
Secondary Motivators, Particularly Family Influence and Awareness Campaigns, Differ By Race and Ethnicity

Most Motivating Reasons to Schedule Mammograms

- **Health care provider's recommendation**
  - Hispanic: 61%
  - Black: 62%
  - White: 62%

- **Reminder / scheduling at annual check up**
  - Hispanic: 54%
  - Black: 62%
  - White: 63%

- **Personal medical history**
  - Hispanic: 36%
  - Black: 53%
  - White: 52%

- **Family history of breast cancer**
  - Hispanic: 35%
  - Black: 50%
  - White: 47%

- **Concern from self-exam**
  - Hispanic: 32%
  - Black: 49%
  - White: 52%

- **Breast cancer awareness ads and info**
  - Hispanic: 27%
  - Black: 54%
  - White: 55%

- **Family recommendation**
  - Hispanic: 27%
  - Black: 43%
  - White: 55%

- **Close friend's history of breast cancer**
  - Hispanic: 22%
  - Black: 33%
  - White: 40%

- **Friend recommendation**
  - Hispanic: 19%
  - Black: 38%
  - White: 36%

- **Insurance company**
  - Hispanic: 19%
  - Black: 34%
  - White: 31%

Base: Total sample (Hispanic=582, Black=429, White=2319)

C3. Rate the following reasons on how much each motivates you to schedule and get your mammogram.
Women Want Their Mammograms To Be Covered By Insurance and Access To The Most Advanced Technology

"Very Important" mammogram attributes

- Covered by insurance: 88%
- Better and earlier detection: 88%
- Fewer unnecessary tests: 82%
- Lower out of pocket costs: 79%

Key factors which impact site of service selection

- Is fully covered under my insurance: 26%
- Has the best medical equipment: 12%
- Offers 3D mammography or digital tomosynthesis: 11%
- Is recommended by my health care provider
- Is located nearby / convenient for me
- Has flexible scheduling
- Provides quick results
- Ability to speak with HCP the same day
- Uses a mobile unit – can schedule online
- Only offers mammograms
- Has online appointment scheduling
- Convenient parking
- Is recommended by a family member
- Is recommended by a friend

Base: Total sample = 3501
X1c. How important are each of these factors to your mammogram?

Base: Those completing MaxDiff exercise (3218)
P1. Of these factors, which would most make you want to go to a certain mammography office or center and which one would least make you want to go there? [MaxDiff methodology]
**Too Often, Women Are Called Back Unnecessarily, Producing Stress and Anxiety, Especially For Younger Women**

- **Half of women have experienced a callback following a mammogram**
- **The emotional effect is most pronounced among women in their 40s**

**Experienced a Callback**

- **No**: 53%
- **Yes**: 47%

**89% of these are false alarms**

Base: Those who have gotten a mammogram (3080)

H9. Have you ever had your health care provider let you know that you needed to go back for further testing after your mammogram?  

H12. Did the follow-up tests (Example: biopsy) show that you had breast cancer?

**Base: Those who have gotten a mammogram (3080)**

<table>
<thead>
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<th>Age Group</th>
<th>Scared</th>
<th>Stressed</th>
<th>Sad</th>
<th>Angry</th>
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<tr>
<td>40-50</td>
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<td>57%</td>
<td>51%</td>
<td>36%</td>
<td>8%</td>
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</table>

Data shows those saying 1-3 on the scale
Women Value a More Accurate Mammogram that Eliminates Callbacks and Increases Detection

Strongly believe in...

...access to a mammogram that lowers the chance of having to come back for more tests

...access to a mammogram that has a better chance of finding breast cancer than current mammograms

82%

81%

Emotions associated with mammogram that eliminates extra testing needs

<table>
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<th>Calm</th>
<th>Relaxed</th>
<th>Not afraid</th>
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<td>65+</td>
<td>68%</td>
<td>39%</td>
<td>37%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Base: Total sample (3501)

X1a. If it existed, how important would it be to you to have access to a mammogram that has a better chance of finding breast cancer than current mammograms? X1b. If it existed, how important would it be to you to have access to a mammogram that lowers the chance of having to come back for more tests (Example: additional mammograms, MRIs, ultrasounds, etc.)?

H10a. How would you feel if you found out that a different type of mammogram eliminated the need for these extra tests? [multiple response aided list]
2 out of 3 Women with Commercial Insurance Assign Value to 3D Technology and Are Willing to Make Changes to Gain Access

**Willing to pay more for insurance that covers 3D mammograms**

- Yes: 47%
- No: 53%

**Likelihood to switch insurance for 3D mammography coverage**

- Very Likely: 20%
- Somewhat Likely: 47%
- Not Likely: 32%

Base: Have private insurance (1588)

X3. Would you be willing to pay more for insurance that covers this mammogram?

X4. If only one insurance company covered this type of mammogram, and yours did not, how likely would you be to switch insurance companies? [0-10 scale where 0 is “not at all likely,” 5 is “somewhat likely,” and 10 is “extremely likely”]
Key Takeaways and a Call to Action

- The most significant barriers for screening mammography are cost and coverage, which are addressed by the ACA, but not communicated adequately to women.
- It is incumbent upon all stakeholders in this effort to improve educational efforts regarding technology, frequency and actual costs for mammography.
- A woman’s health care provider remains a key influence on her choices regarding mammography screening.
- Across all groups of women, technology, accuracy, diagnostic pathways, along with cost and insurance coverage are very important.
- False positives result in fear and stress. Consequently, the prospect of 3D mammography providing increased detection and a reduction in false positives, is highly valued by women.
- In fact, most women with commercial insurance indicate they would opt for insurance that covered a more accurate mammogram, with two-thirds reporting they are likely to switch insurance providers for 3D mammography coverage.
- Educational outreach and programs which increase access to mammography services will reduce barriers and improve population health.
APPENDIX
Methodology

• Phoenix Marketing International designed and administered this survey, which was conducted in English and Spanish by Internet panels, telephone interviews and personal intercepts. The Survey was fielded during September and October 2014. Participants were surveyed for attitudes and behaviors relative to mammography.

• The survey included 3,501 women in the United States (U.S.) comprised of a base sample of 357 women ages 18-39, 947 women ages 40-50, 1,243 women ages 51-64, and 954 women ages 65-93. The subset of women ages 18-39 were required to have a healthcare provider’s recommendation for mammography to be included. Black women and Hispanic women were oversampled to ensure adequate representation. Sample quotas were set to represent the U.S. Census data and mammogram incidence.

• Data were weighted by incidence of mammogram to reflect the U.S. mammography market. The Black and Hispanic oversample was weighted into the base sample so that each respondent in this group reflects their actual contribution to the total population of women.

• Ethnicity was determined by first asking women if they consider themselves Hispanic, Latino, or Spanish. Respondents selecting “yes” were classified as Hispanic. If “no” they were asked to select one of either Black or African American, Asian, White, American Indian or Alaska Native, Native Hawaiian or Pacific Islander, Multiracial, or Other ethnicity. For purposes of data analysis, the following were grouped as “All Others”: Asian, American Indian or Alaska Native, Native Hawaiian or Pacific Islander, Multiracial, or Other ethnicity.
Methodology cont’d.

• “ACA Literacy” was determined by correctly answering that mammography is provided at no cost as part of Affordable Care Act (ACA) preventative services benefits. Those who selected the correct answer were classified as “ACA Literate” and others are not.

• “Mammography Literacy” was assessed by respondents choosing the correct answers to six questions about health benefits and risks associated with mammography and one question about its coverage under the ACA. Two of the questions (O1 and X7) had discrete answers while the five O1a questions were presented by rating the level of agreement with a statement on a 0 to 10 scale. If a respondent strongly agreed (8, 9, or 10) with a true statement and if she strongly disagreed (0, 1, or 2) with a false statement, then that question was counted as correct.

• Classifications regarding Insurance were grouped based on the following: Insured = (insurance plan through an employer or labor union, Health care exchange (individual, family or business), Medicare, Medicare plus supplemental health insurance, Medicaid, Military/VA from my own service or spouse’s/partner’s); Uninsured = (Self-pay / I do not have health insurance).

• Comparisons were made across a wide range of demographic characteristics. Other comparisons included health literacy, history of mammography, breast health and health insurance. Statistical comparisons on data cuts were made at the 95% confidence level. The margin of error for the full sample of women is +/- 1.66. The margin of error among Black women is +/- 4.73% and among Hispanic women is +/- 4.06%.
Select Verbatim Responses on What Motivates Women to Receive Mammograms

“Nothing. I don't go because I have no insurance. The only one I've had was because my doctor had concerns.”

“Honestly, I didn't have insurance until ACA took affect. I need to schedule one it has been a long time.”

“I have not gone since the initial screening, I check regularly, and have no plans to schedule a mammogram anytime soon.”

“I only had one mammogram, so I do not have regular screenings.”

“I have enough current health concerns that having a preventive mammogram performed puts one more thing out of the mind and avoids the additional stresses of not knowing.”

“Nothing prevents me from getting a mammography every year I do what my doctors recommend and that's what they recommend.”

“I know that it is important for women over 40 to have annual mammograms to reduce their risk of breast cancer.”

“My primary care doctor and the imaging center where I have my mammograms motivate me. Otherwise, I would not think of it.”