



CASE STUDY

Prioritized Breast Cancer Screening Outreach Impacts 1,395 Lives

Situation

At the beginning of the COVID-19 pandemic, screening mammograms all but stopped as healthcare facilities delayed or cancelled elective procedures. However, as about 1 in 8 U.S. women (about 13%) will develop invasive breast cancer over the course of her lifetime, delayed breast cancer screenings were putting lives at risk. Once healthcare providers better understood and implemented the needed pandemic safety practices, getting patients in for their mammograms was crucial.

Virtua Health, an award-winning comprehensive community healthcare system comprising five hospitals and 270+ locations in South New Jersey and Philadelphia, was ready to restart conducting mammograms and recognized the need to prioritize its communications outreach to patient populations at higher risk for breast cancer. The objective was to educate identified patients about both the availability and safety of mammogram appointments to encourage them to schedule their screening.



1 in 8

Women will develop invasive breast cancer during her lifetime

Challenge

Although early detection is critical to preventive health, fears of COVID-19 caused many high-risk patients to delay or cancel tests and screenings. An increased health care gap for patients also stemmed from healthcare systems temporarily halting elective procedures to minimize the virus' spread.

Once its safety systems were in place, Virtua Health wanted to identify and influence priority patients to come in for their breast cancer screening. It needed to prioritize high-

risk patients to make up for lost time as well as schedule appointment levels in alignment with the new pandemic safety capacities and protocols. As traditional marketing methods cast a wide net and blanket the market, Virtua Health was looking for a more modern, data-driven approach.

In addition, Virtua Health needed to build trust with personalized, meaningful outreach to help allay public fear of engaging in healthcare.

“Even in a pandemic year that caused unprecedented health care disruption and trauma, through highly tailored communications to prioritized patient populations, we are able to effectively influence high-risk individuals to come in and get their mammograms.”

RYAN YOUNGER — VP of Marketing, Virtua Health

11,310

mammograms scheduled during
the COVID-19 pandemic
(from March 2020 through May 2021)



Solution

Virtua Health leveraged Actium's purpose-built CRM Intelligence Platform to identify patients who are most at risk for breast cancer and created targeted, proactive outreach strategies that identified a mammogram as their Next Best Action. Factoring in more than just patient age and family history, Actium's Clinical AI Model enables complex clinical (EHR), payer, claims and third-party datasets to predict which patients were in need of a mammogram. It uses AI to observe millions of local population encounters and machine learning to continually improve the model, an approach that identifies

patients up to 15x more likely to have breast cancer.

In addition to helping Virtua Health surface its priority breast cancer screening patients, Actium's platform also helped deploy communication journeys personalized to the individual. This increased engagement with, and trust in, the healthcare system, while influencing patients to seek proper care and intervention. Digitally engaging with patients through their preferred communication.



“With Actium’s proactive, AI-driven outreach campaigns, we were truly able to touch people’s lives, influencing more than a thousand lives being affected by breast cancer.”

RYAN YOUNGER — VP of Marketing, Virtua Health

10,000

life years gained

1,395

lives impacted via early breast cancer diagnosis during the COVID-19 pandemic

Results

While Virtua Health was already familiar with Actium's patient engagement ROI results, the human impact of the breast cancer screening outreach campaign during the COVID-19 pandemic surpassed expectations.

The targeted communications influenced 11,310 mammogram appointments (from March 2020 through May 2021), resulting in 1,395 breast cancer diagnoses for patients that may have not otherwise scheduled their screening due to pandemic restrictions or fears.

These diagnoses also have a positive ripple effect on the lives of the patients as well as their families. Once a patient

is diagnosed with breast cancer, she begins receiving therapeutic intervention, which typically extends her life an average number of years. Given this multiplier effect, the Virtua Health breast cancer screening marketing campaign resulted in an astonishing and heart-warming 9,793 life years gained for its patient population.

In addition, 124 patients received benign findings. By getting screened and confirming that their concerning lumps were benign, these patients were not only able to receive the appropriate treatment, but also enjoy peace of mind, which was particularly meaningful during the high-stress, high-stakes environment of the pandemic.

Next Steps

Following the success of its breast cancer screening campaign during the COVID-19 pandemic, Virtua Health is looking to add always-on Next Best Action data-driven outreach campaigns — such as for colorectal screening, cardiology and orthopedics — to proactively engage and open dialogue with patients and continue to impact lives in a meaningful way.



Schedule a Demo

Book a demo with one of our patient engagement experts today to see how we can help you transform your healthcare marketing.

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