

CASE STUDY

MarinHealth Medical Center

How MarinHealth Medical Center Built a Robust High-Risk Assessment Program

Marin County, California, had one of the highest incidence rates of breast cancer in the country. To address this, MarinHealth Medical Center hired a full-time, high-risk nurse practitioner to offer navigation and genetic services in its high-risk breast health center. To cover the cost of this program, the goal was to drive downstream MRI revenues.

Setting: Breast Center in a 235-bed hospital

Patient Volume: 11,000 mammograms/year

Number of Locations: 1

Parent System: MarinHealth

Geographic Setting: Suburban California

THE CHALLENGE

Missed Patients

The center struggled to identify the correct patients for high-risk consults using Tyrer-Cuzick score alone, resulting in many inappropriate referrals.

Administrative Burden

The volume of referrals the nurse practitioner could see in a week was limited due to heavy administrative work, averaging out to 1.5 hours per patient.

Cost Justification

Leadership could not easily justify the expenditure of additional staff since the MRS system utilized could not provide reports regarding downstream return on investment.

THE OPPORTUNITY

MarinHealth Medical Center partnered with CancerIQ to help their nurse practitioner gain productivity by streamlining the genetic services workflow, automating the documentation process, and providing a management portal for follow-up on medical management recommendations. This upgrade empowered the center to identify all appropriate high-risk patients for genetic testing, resulting in new downstream revenue opportunities.

THE RESULTS

78%

Accurate Referrals

CancerIQ enabled their nurse practitioner to operate at the top of her license. Risk-identified referrals rose from 46% to 78%.

3.9x

Increased Productivity

Genetics service capacity grew 3.9x — from 132 consults per year to 521 consults annually.

\$445K

Transparent Downstream Revenue

With CancerIQ, the center could log recommended medical management changes directly in the platform, and could now project \$445K in associated revenue from preventative service, justifying the cost of the program.

Transform your high-risk breast program with CancerIQ