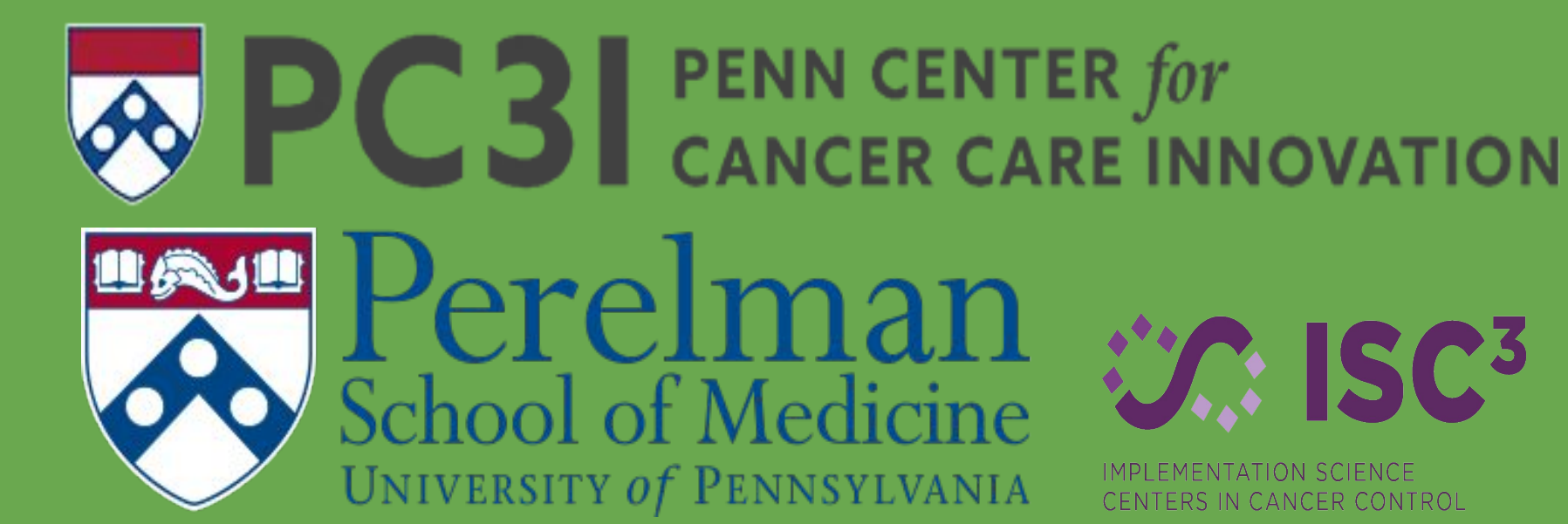
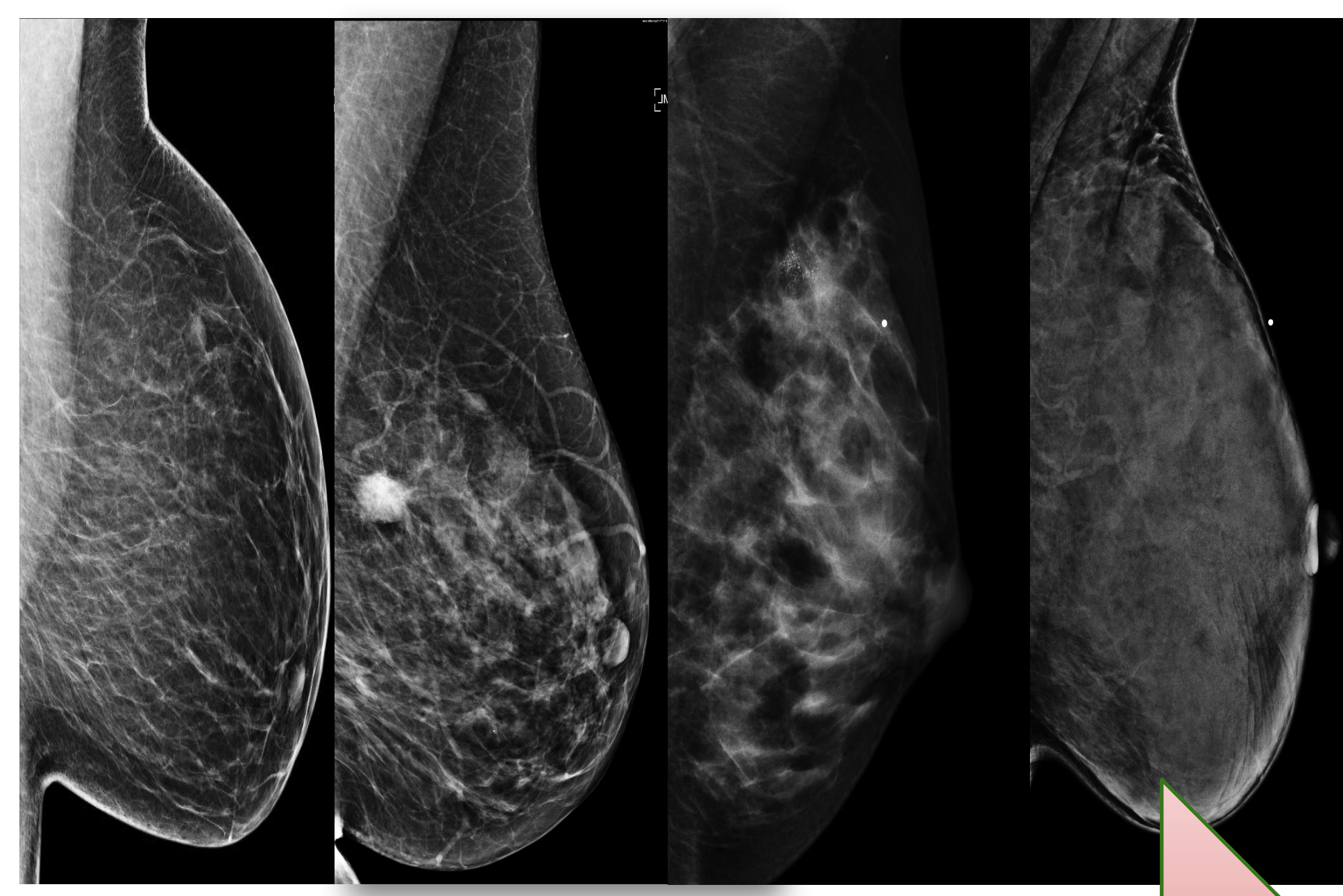


# The Impact of New Pennsylvania Laws and Behavioral Nudges on Breast MRI Utilization

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## BACKGROUND



Increasing Density: Increasing Breast Cancer Risk  
 Increasing Density: Decreasing Mammography Performance  
 Solution: MRI, which improves cancer detection among women with dense breasts

## OBJECTIVES

- Breast cancer is the 2nd leading cause of cancer death among women in the U.S.**
- \*Performed qualitative analysis of themes that emerged in communications between patients and providers enrolled in the study.
- \*Short term goal of the study: Ordering, scheduling, and engaging in MRI.
- \* Long term goal of the study: Early detection in identifying more breast cancer cases because more people are getting MRI's

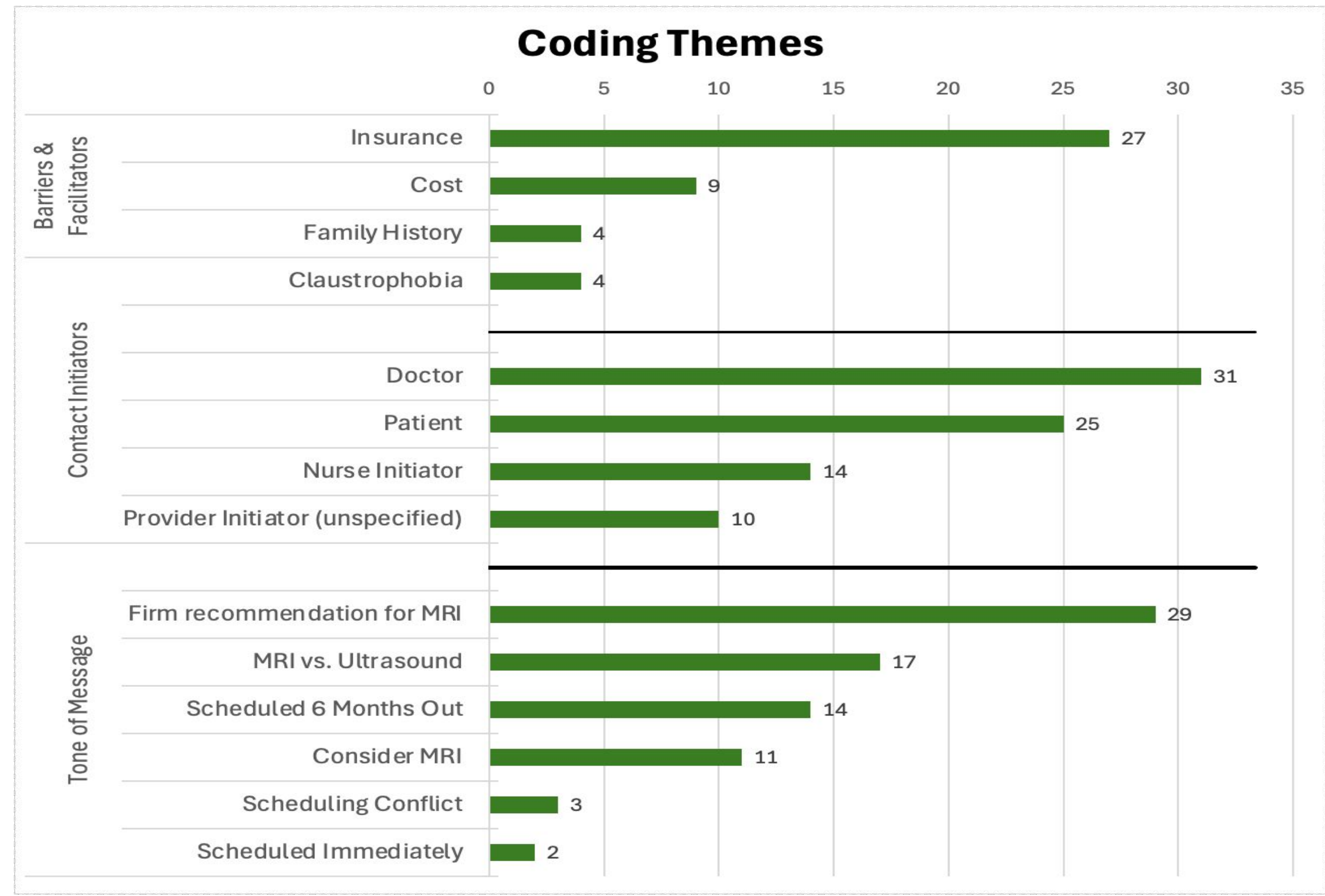
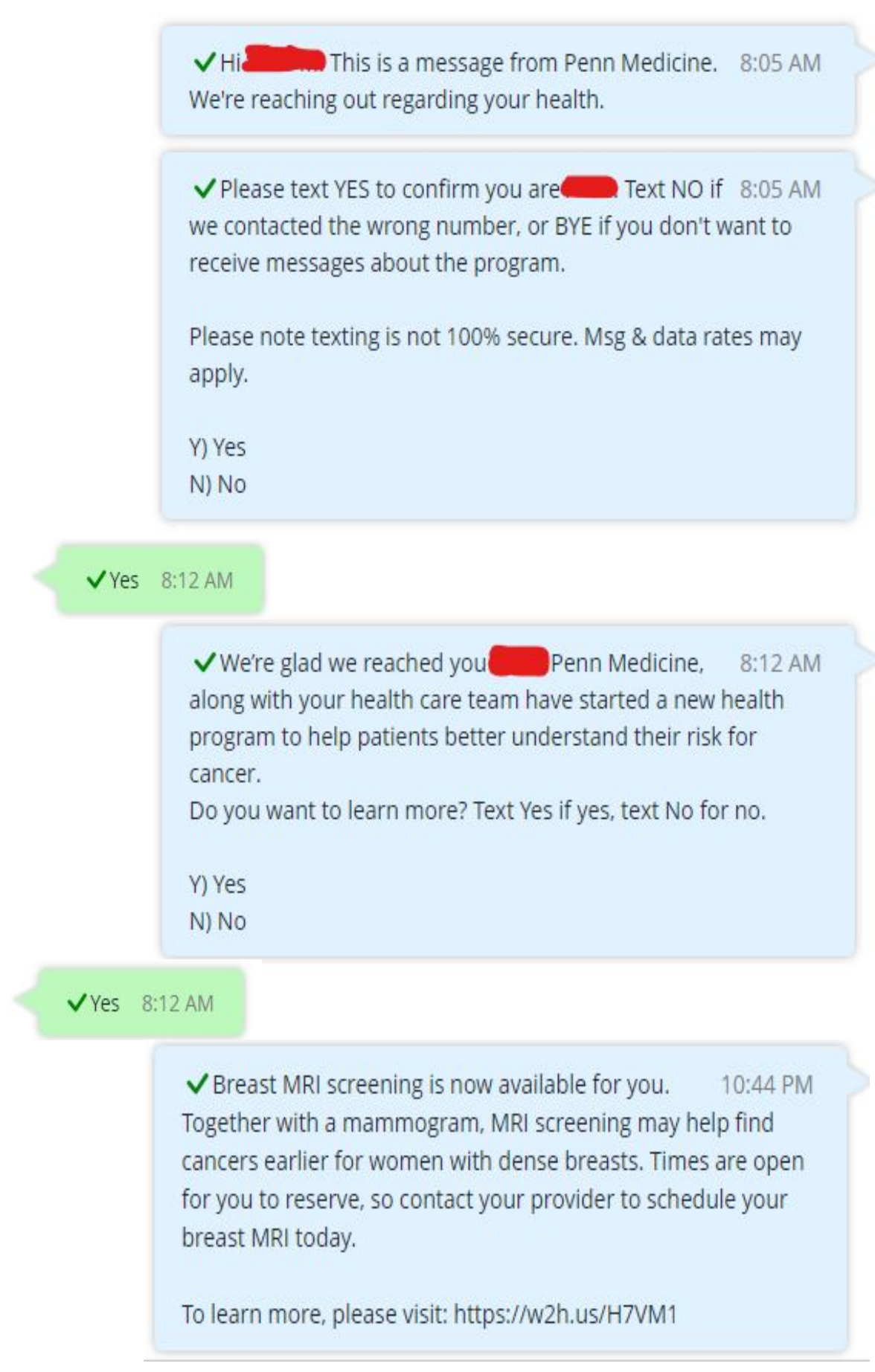
## STUDY OUTLINE & METHODS

- \*From our electronic health system, we pulled 916 messages with key terms “supplemental MRI” and “breast density”.
- \*From the 916 messages at the time of this data pull, we extracted 369 messages, looking at a total of 123 patients.
- \*This study looked at a total of 123 patients individual messages relating to our objective in breast MRI's.
- \*Used NVivo coding software for understanding themes in patient barriers, contact initiators, and tone of patients and providers alike.
- \*Study duration: October 2023–October 2024
- \*Total participants: Last data pull in August 2024 had 1350 patients, with our aim at 1600.
- \*Our qualitative study focus: what are barriers, contact initiators, tone, and personal facilitators in getting MRI?

## PROVIDER NUDGE

Consider ordering supplemental breast MRI (MR BREAST W AND WO IV CONTRAST BILATERAL [IMGMR0016]), which significantly improves cancer detection for women with extremely dense breasts. New laws now mandate insurance coverage of breast MRI for women with extremely dense breasts, though copays and/or coinsurance may be charged. For more information providers can visit [link]

## PATIENT NUDGE



## RESULTS & CONCLUSIONS

- \*Themes identified and their frequency are displayed in the bar graph to the left.
- \*Barriers and Facilitators in receiving MRI (from most common to least) included: insurance, cost, family history (facilitator), and claustrophobia.
- \*Contact initiating post-nudge between patients and doctors were relatively equal for those patients who were interested in MRI, and doctors who recommended MRI.
- \*Tone in recommending versus considering places difference in scheduling time for some patients, making them immediately book an MRI, while others scheduled it 6 months out.