

# The Positive Mammography Experience



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# Understanding your patients...

- Why do they do the things they do?
- Why do they say the things they say?



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## Important Because????

“The perception of pain and anxiety during mammography was assessed as well as satisfaction outcome measures including the reported likelihood to return and recommend the facility.”

This most likely will carry over into subsequent imaging procedures.



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## Anxiety is the Fear of the Unknown



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## Sources of Anxiety

- **Societal pressures**
- **Lack of information**
- **Erroneous information**
- **Cultural differences**
- Personal experience or history
- State at time of exam



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## Sources of Anxiety



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## Sources of Anxiety



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## Sources of Anxiety



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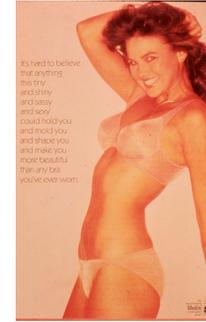
## Sources of Anxiety



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## Sources of Anxiety



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## Sources of Anxiety



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## Sources of Anxiety

- Societal pressures
- Lack of information
- Erroneous information
- Cultural differences
- **Personal experience or history**
- **State at time of exam**



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## Sources of Anxiety: Personal Experience or History

- Previous bad experience
- Family member
- Friend
- Celebrity
- Call backs
- Previous history of breast cancer



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## Sources of Anxiety: State at the Time of Exam

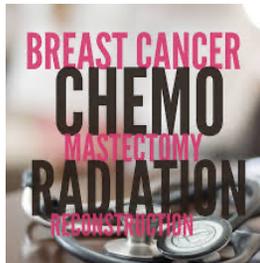
- Clinical finding
- Call back for diagnosis mammogram
- Call back for technical repeat
- Fear of cancer diagnosis
- Previous history – recurrence/metastatic disease



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## Fear of Diagnosis and Treatment



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## Manifestations of Anxiety



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## Manifestations of Anxiety

- Avoidance of eye contact
- Sweating – fidgeting
- Talking too much or not at all
- Jokes/cartoons
- Rude or condescending
- Can't follow instructions
- Comments about your job



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## Manifestations of Anxiety

*“Is this all you do all day long?”*



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## Ways of Coping



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Using the information you have and the  
compassion you feel...



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Create the Positive  
Breast Imaging Experience



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## Creating the Positive Breast Imaging Experience

- Competence
- Communication
- Comfort
- Caring



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## Creating the Positive Breast Imaging Experience

- **Competence**
- Communication
- Comfort
- Caring



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## Creating the Positive Breast Imaging Experience

*Competence = Confidence*



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## Creating the Positive Breast Imaging Experience

- Displace certificates of achievement and licenses
- Dress the part
- Join professional organizations



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## Making sure you are doing your best... **ALWAYS**

- CEUs
- New techniques and ways of doing things
- Patient histories
- Follow up and documentation



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## Making sure you are doing your best... **ALWAYS**

PRIDE AND PROFESSIONALISM =  
GOING THE EXTRA MILE



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## Creating the Positive Breast Imaging Experience

- Competence
- **Communication**
- Comfort
- Caring



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## Creating the Positive Breast Imaging Experience

*Develop scripts that are concise and caring that  
address potentially difficult situations.*



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## Creating the Positive Breast Imaging Experience

### *Tips for scripts:*

- Acknowledge feelings
- Use broad terminology
- Use terminology she understands
- Avoid specifics – generalize
- Individualize to fit your personality



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## Creating the Positive Breast Imaging Experience

Ask about her previous experiences with breast imaging – tell her how this may be different.



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## Creating the Positive Breast Imaging Experience

- Introduce yourself
- Tell her what you do
- Ask if she has any questions before you get started
- Answer questions directly



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## Creating the Positive Breast Imaging Experience

- Tell her what you are going to do before you do it
- Keep her updated
- Apologize when necessary



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Remember:

*Anxiety clouds intake.*



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## Creating the Positive Breast Imaging Experience

- Competence
- Communication
- **Comfort**
- Caring



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## Creating the Positive Breast Imaging Experience

### **Comfort**

- Physical Comfort
- Emotional Comfort



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## Creating the Positive Breast Imaging Experience

### **Physical Comfort**

- Comfortable environment
- Gowns that fit
- Shawls or robes
- Warm gel!
- Lockers and hangers
- Deodorant etc.



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## Creating the Positive Breast Imaging Experience

### ***Emotional Comfort***

- Keeping the patient covered
- Addressing the patient
- Physical space
- Respectful and professional demeanor



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## Creating the Positive Breast Imaging Experience

***Emotional Comfort = Caring***



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## Creating the Positive Breast Imaging Experience

**Empathy**



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## Creating the Positive Mammography Experience

***Emotional Comfort***

=

***Caring***



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## This is personal!

- Each and every patient belongs to someone.
- Take the time to see them as such.
- The quality of their exam depends on YOU!



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Remembering this will help us focus on  
the commitment we have made as  
health CARE professionals.



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*"Is this all you do  
all day long?"*



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# Thank You!

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For questions or more information:

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