Mammography Screening Recommendations and Reading Level: Comparing Imaging Centers and Non Imaging Centers
Haleigh Shadley, Veronica Irvin, PhD, MPH, Jessica Seifert
School of Social & Behavioral Health Sciences, Health Promotion & Health Behavior

Introduction
The U.S. Preventative Services Task Force & American Cancer Society offer conflicting mammography screening which might lead to inconsistent provision of screening information between mammography facilities.
• Various information presented by mammography facilities could partially contribute to disparities in screening behaviors across Oregon

Purpose
This project examined the recommendation differences seen between Non-imaging centers and for profit imaging centers. We compared recommendations with a series of factors.
• how many mammography machines
• location-Urban versus Rural
• age at first screen
• screening intervals
• reading levels using SMOG

Design and Methods
Step 1: Obtain list and license for mammography machines in Oregon
Step 2: Match each facility with a site and website ID
Step 3: Search each facility website and captured screen shots for recommendations and pages related to mammography
Step 4: Duel-coded each website using Qualtrics
Step 5: Conducted analyses in Excel including t-tests, chi-square

Variables
Imaging Center: Exclusive outpatient imaging center
Women's centers excluded if they offered more than imaging.
If linked to a clinic, does it have a unique address
SMOG: Measure of readability that estimates the years of education needed to understand a piece of writing

Mammography recommendations for
• Age of first screening
• Interval
• Grade Level

Results

Figure 1: Percentage of sites that offered recommendations by type of clinic

Figure 2: Percentage of recommendations of first screen starting at age 40 by type of clinic

Figure 3: Percent of recommendations for annual screening for women under 50, by clinic type

Figure 4: Websites mean recommendations using SMOG reading level by type of clinic

Summary & Conclusion
Conclusion
Imaging centers are more likely
• urban counties
• recommend screening earlier
• provide resources in a reading level easier for most women
• recommend yearly screening

Imaging centers recommend more frequent and earlier screenings which do not match US Preventative Service Task Force recommendations

Limitation:
American Cancer Society recommendation updated to first screening at age 45 instead of age 40 in October 2015, data was collected prior to update.