

THE POSITIVE MAMMOGRAPHY EXPERIENCE:

The Role of the Technologist

Louise C Miller, RT(R)(M), FSBI, FNCBC
Director of Education
Mammography Educators – San Diego, CA



MAMMOGRAPHY
EDUCATORS

© 2020 Mammography Educators

Understanding Your Patients

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



MAMMOGRAPHY
EDUCATORS

Anxiety is the fear
of the unknown.



MAMMOGRAPHY
EDUCATORS

Sources of Anxiety

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



MAMMOGRAPHY
EDUCATORS

Sources of Anxiety

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



MAMMOGRAPHY
EDUCATORS

Sources of Anxiety



MAMMOGRAPHY
EDUCATORS

Sources of Anxiety



MAMMOGRAPHY
EDUCATORS

Sources of Anxiety



MAMMOGRAPHY
EDUCATORS

Sources of Anxiety



MAMMOGRAPHY
EDUCATORS

Sources of Anxiety



MAMMOGRAPHY
EDUCATORS

Sources of Anxiety



MAMMOGRAPHY
EDUCATORS

Sources of Anxiety

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



MAMMOGRAPHY
EDUCATORS

Manifestations of Anxiety

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



MAMMOGRAPHY
EDUCATORS



MAMMOGRAPHY
EDUCATORS

Manifestations of Anxiety

"Is this all you do all day long?"

Coping Mechanism

- Time out
- Time off
- Decompressing
- Self care
- Stay positive



MAMMOGRAPHY
EDUCATORS



MAMMOGRAPHY
EDUCATORS

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

CREATING THE POSITIVE
MAMMOGRAPHY EXPERIENCE



MAMMOGRAPHY
EDUCATORS



MAMMOGRAPHY
EDUCATORS

Creating the Positive Mammography Experience

- Competence
- Communication
- Comfort

Creating the Positive Mammography Experience

- **Competence**
- Communication
- Comfort



MAMMOGRAPHY
EDUCATORS



MAMMOGRAPHY
EDUCATORS

Competence = Confidence

Competence

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



MAMMOGRAPHY
EDUCATORS



MAMMOGRAPHY
EDUCATORS

Making Sure You Are Doing Your Best...ALWAYS

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

Making Sure You Are Doing Your Best...ALWAYS

Pride and Professionalism
= Going the Extra Mile



MAMMOGRAPHY
EDUCATORS



MAMMOGRAPHY
EDUCATORS

Creating the Positive Mammography Experience

- Competence
- **Communication**
- Comfort



MAMMOGRAPHY
EDUCATORS

Communication

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



MAMMOGRAPHY
EDUCATORS

Tips for Scripts

- Acknowledge feelings
- Use broad terminology
- Avoid specifics – generalize
- Use terminology she understands
- Individualize to fit your personality
- Ask her about her previous experience



MAMMOGRAPHY
EDUCATORS

Tips for Scripts

- Introduce yourself
- Tell her what you do...and don't do
- Ask if she has any questions before you get started
- Answer questions directly



MAMMOGRAPHY
EDUCATORS

Tips for Scripts

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



MAMMOGRAPHY
EDUCATORS

Tips for Scripts

"You and I are going to do this together."



MAMMOGRAPHY
EDUCATORS

Creating the Positive Mammography Experience

- Competence
- Communication
- **Comfort**



MAMMOGRAPHY
EDUCATORS

Comfort

- Physical comfort
- Emotional comfort



MAMMOGRAPHY
EDUCATORS

Comfort

- **Physical comfort**
- Emotional comfort



MAMMOGRAPHY
EDUCATORS

Physical Comfort

- Comfortable environment
- Gowns that fit
- Shawls or robe
- Lockers and hangers
- Deodorant pads



MAMMOGRAPHY
EDUCATORS

Emotional Comfort

- Keeping the gown on
- Addressing the patient
- Physical space
- Respectful and professional demeanor

Emotional Comfort = Caring



MAMMOGRAPHY
EDUCATORS



MAMMOGRAPHY
EDUCATORS

Compassion and Empathy

Compassion and Empathy

Compassion is the broader work: it refers to both an understanding of another's pain and the desire to somehow mitigate that pain.

Empathy refers to the ability to relate to another person's pain vicariously, as if one has experienced the pain themselves.



MAMMOGRAPHY
EDUCATORS



MAMMOGRAPHY
EDUCATORS

Stay focused on what is important.

Motivation and Mission
Patients and Perspective



MAMMOGRAPHY
EDUCATORS



MAMMOGRAPHY
EDUCATORS



MAMMOGRAPHY
EDUCATORS



Motivation

- How do we motivate others
- How do we keep ourselves motivated



Mission

- Our aspirations as individuals
- Our aspirations as a group



Patients

Why we do what we do



Perspective

How we look at things



Distorted Perspective



Burn Out and Stress



In Times of Stress

- Remember your mentor or someone you have mentored
- Remember the patient who thanked you for being kind
- Remember something that was personal and positive related to your work



MAMMOGRAPHY
EDUCATORS

This is Personal!

Each and every patient
belongs to someone.

Take the time to see them as such.



MAMMOGRAPHY
EDUCATORS

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

Are You Too Busy?



MAMMOGRAPHY
EDUCATORS



MAMMOGRAPHY
EDUCATORS

What about your commitment
to your work?

Why are you doing this in
the first place?

Committed to a Cause

- Gives us a sense of competence about ourselves and others
- Helps us focus our energy
- Is a positive outlet for our energy
- Creates a positive identification
- Connects us with our Spiritual self



MAMMOGRAPHY
EDUCATORS



MAMMOGRAPHY
EDUCATORS

When We are Committed

- Emotional support
- Empathy
- Engage with our self and others
- Utilize our inner resources to guide us



Committed to a Cause

- Gives us a sense of competence about ourselves and others
- Helps us focus our energy
- Is a positive outlet for our energy
- Creates a positive identification



Committed to a Cause

- We benefit emotionally
- Create interdependence
- Add to our mental well being



Committed to compassion.



Having pride in what you do.

Pride

Acknowledging all that you have...and all that you have accomplished *with* humility but *without* arrogance.



Individual and Collective Pride

Experiences in which we can say

“I....we....did this well.”



MAMMOGRAPHY
EDUCATORS

Being of service to one another, one colleague, one patient, one life at a time, one moment at a time is essentially what the role of the breast health professional is all about....



MAMMOGRAPHY
EDUCATORS

Being proud of what you do and your special role as a link in the chain of life.



MAMMOGRAPHY
EDUCATORS

Pride We Can Feel When We Are

- Kind
- Compassionate
- Mentoring
- Teaching
- Motivating
- Sharing
- Healing
- Helping



MAMMOGRAPHY
EDUCATORS

Making a difference

“Is this all you do all day long?”



MAMMOGRAPHY
EDUCATORS



MAMMOGRAPHY
EDUCATORS

*“To love what you do and to know
that it matters.....
what could be more fun?”*

Catherine Graham



MAMMOGRAPHY
EDUCATORS



MAMMOGRAPHY
EDUCATORS

References

Calming Patients Fears: Mammography Today, 2001.

Long, Shirley; Miller, Louise. 2005. *Mammography Handbook, 5th Edition*.



MAMMOGRAPHY
EDUCATORS

Thank you!

For questions or more information, contact us at:

www.mammographyeducators.com

619-663-8269

info@mammographyeducators.com

Services we offer include:

- Onsite Positioning Training
- Assistance with Accreditation & Inspection Processes
- Live Webinars
- Customized Continuing Education Programs



MAMMOGRAPHY
EDUCATORS