

A Decade of Service to Arkansas Women




*Breast***Care**
ANNUAL REPORT 2002

10 Years of Progress

- 1992** Arkansas Breast and Cervical Cancer Control Program (BCCCP) received federal funding for capacity building from the Centers for Disease Control and Prevention.
- 1995** BCCCP received federal dollars for the implementation of screening and diagnosis of breast cancer (no treatment) and to provide professional and public education and awareness.
- 1997** Arkansas General Assembly passed the Breast Cancer Act of 1997.
- 1999** BreastCare began a comprehensive program for Arkansas that included screening, diagnosis and treatment.
- 2001** BreastCare women diagnosed with breast or cervical cancer became eligible for the full array of Medicaid services while being treated for cancer, due to the federal Breast and Cervical Cancer Treatment Act of 2000.
- 2002** BreastCare provided clinical breast exams, mammograms, follow-up treatment when needed and Pap tests to all women who qualified for the program.

BreastCare: A Program for Arkansas Women

BreastCare is an Arkansas program for Arkansas women. Administered under the Arkansas Department of Health, BreastCare resulted from the passage of the Breast Cancer Act of 1997 passed by the Arkansas General Assembly. This important public health program was created in response to our state's continuing battle against breast cancer, which is second only to skin cancer as the most frequently diagnosed form of cancer in Arkansas women. In addition to public and professional education, BreastCare provides much needed screening, diagnosis, treatment and follow-up activities for Arkansas women.

The Arkansas Breast and Cervical Cancer Control Advisory Board guidelines established at the program's inception remain the standards for program eligibility:

- 40 years of age and over
- Income at or below 200% of the Federal Poverty Level
- No health insurance or insurance that does not cover these tests
- Are Arkansas residents



Early detection and treatment remain our best weapons against breast and cervical cancer. That's why we're helping Arkansas women take an active role in the battle. For women who qualify, Arkansas' BreastCare program provides free mammograms, free clinical breast exams, free pelvic exams and Pap tests as well as free follow-up treatment if it is needed. In addition, as of December 2001, women who are eligible for BreastCare and are diagnosed with breast or cervical cancer also have a full array of Medicaid services available to them while they are being treated for breast cancer.

The Bottom Line

In 2002

- **13,575 women** enrolled
- **12,782 screening mammograms** performed
- **11,897 women** served
- Over **\$2.7 million** spent on covered services

Since BreastCare began

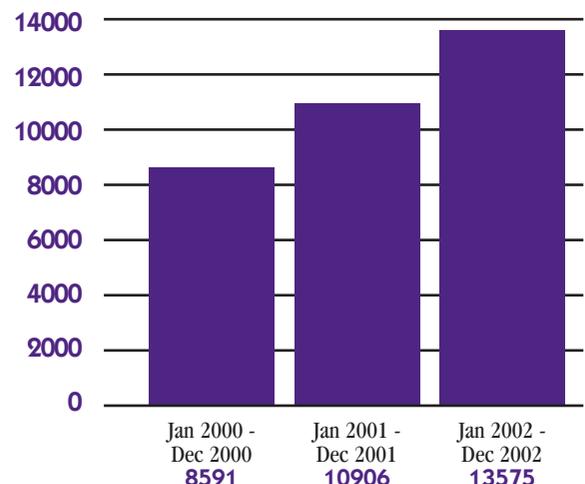
- **36,681 women** received a free mammogram
- **670 cases of breast cancer** diagnosed
- **\$7.3 million** spent on covered services

Good Breast Health Begins with a Phone Call

The number for BreastCare's telephone center is 1-877-670-CARE (2273). Women interested in breast and cervical cancer information, enrollment, mammogram and Pap test appointments or medical provider information should call the toll-free number between 7:00 a.m. and 7:00 p.m. Monday through Friday. BreastCare's call center personnel determine a woman's program eligibility and make an initial appointment for an exam. A mammogram is scheduled after the exam. If her mammogram is abnormal, the woman will receive further tests and follow-up treatment if necessary. If a woman who qualifies for the program has already been diagnosed with breast or cervical cancer, she is eligible for further diagnostics and treatment through BreastCare.

Women who do not qualify for the BreastCare program are given information about alternate, low-cost community resources and providers that are available. All women who reach the call center, regardless of qualification, are assisted in obtaining the services they need and receive educational information about breast and cervical health.

Total BreastCare Enrollees



Reaching Out to Arkansas Women

A Spirit of Empowerment

The positive message, “Say Yes to a Mammogram,” continued to drive the advertising and public information campaigns, receiving high marks from focus groups of eligible Arkansas women. The emphasis on free mammograms and the spirit of women supporting women resounded in the hearts and minds of women across the state. The “Say Yes!” message resulted in a 23 percent increase in program enrollment over



TV Spot

the previous year’s figures. The campaign included television, radio and print as well as Spanish language versions targeting our state’s growing Hispanic population.

The Power of the Internet

Many women have begun turning to the Internet for information on all kinds of health issues. To ensure that our message of free exams and mammograms, early detection and free follow-up treatment reached as many Arkansas women as possible, we introduced the new BreastCare website, www.ArBreastCare.com in November 2002. The site is packed with valuable information about how to qualify for a free mammogram, lists of mammogram providers across the state and links to numerous breast health resources. Women also will find other timely information on breast health, screening guidelines and breast self-exams.



Corporations Embrace Wellness

Corporate leaders across the state are partnering with BreastCare to ensure their female employees have easy access to mammograms and cervical cancer screening procedures.

Case in point: Tyson Foods

In July 2002, Tyson Foods and BreastCare began a partnership to screen female employees for breast and cervical cancer at Tyson plants throughout Arkansas. Over 280 women have been screened at eight Tyson locations. Of those screened, one case of breast cancer and one of cervical cancer were diagnosed.

BreastCare regional Care Coordinators work with Tyson on-site nurses identifying and scheduling women for screening. Community volunteers and regional health department colleagues support each screening event. On-site enrollment is done and translation is offered for those women who do not speak English. A mobile screening unit performs clinical breast exams and Pap smears and a mobile mammography unit provides mammograms at the plant site. The BreastCare regional Care Coordinator follows up on all abnormal test results ensuring a timely diagnosis and appropriate treatment.

Tyson Foods will ultimately pay less for the cost of treatment when cancer is diagnosed at earlier rather than later stages.

We are encouraging business and industry leaders to make a commitment to wellness by joining with BreastCare to provide employees with annual mammograms and cervical cancer screening.



Hispanic Poster

Improved Provider Relations

Provider satisfaction is a high priority for the BreastCare program. In 2002, the following program improvements were made:

- The Arkansas Breast and Cervical Cancer Control Advisory Board approved a measure allowing the contract renewal process to be conducted every other year instead of every year. Beginning July 1, 2003, this new measure also will allow for a more streamlined method of reporting provider credentials.
- The BreastCare call center added a phone line dedicated solely to providers. This new line, as well as additional operators, has resulted in faster service for providers and consumers alike.
 - Primary care providers now receive a quarterly report of all BreastCare patients with practice-related BreastCare data.
 - American Academy for Family Practice (AAFP) credit was obtained for two continuing medical education (CME) programs. Care Coordinators provide “Follow-up of Abnormal CBE and Mammographic Findings” and “Rescreening Women for Cervical Cancer: Benefits and Harms” at clinical sites.
- Clinical breast exams and Pap smears are now reimbursable services for all BreastCare clients. All patients see a primary care provider before receiving a mammogram.



Maintaining a network of qualified providers is crucial to the continued success of the BreastCare program. We are happy to report that the number of medical professionals enrolling to provide services to BreastCare patients continues to grow. Without such a network, BreastCare patients will not receive the services they deserve. As BreastCare grows, the program will continue to anticipate challenges and do its best to meet provider needs.



Care Coordinators: Making a Difference

The Arkansas Department of Health has a unique network of regional Care Coordinators working with BreastCare clients. Care Coordinators are nurses who help provide BreastCare with a presence in hometowns across the state. These dedicated professionals also serve as liaisons between the Health Department office in Little Rock and local healthcare providers who perform the screenings and provide treatment. These nurses help clients navigate the healthcare and social services system in an effort to make the diagnosis and treatment process more manageable. They also provide education and outreach to existing and potential BreastCare providers.

Care Coordinators

Debby Vodrazka Harris, RN
Northwest Region Care Coordinator

Lisa Southard, RN
Northeast Region Care Coordinator

Lisa Waller, RN
Central Region Care Coordinator

Fran Kirk, RN
Southeast Region Care Coordinator

Marlene McLeod, RN
Southwest Region Care Coordinator

The Josetta Wilkins Award

The annual Josetta Wilkins Award is given in recognition of an individual and an organization whose outstanding work raises awareness and educates Arkansas women about breast health. The Arkansas Breast and Cervical Cancer Control Advisory Board chooses each year's recipients.

The 2002 individual award went to Former State Representative Bobby Newman of Smackover. Newman was honored for his efforts in the passage of House Bill 320, which later became known as the Arkansas Breast Cancer Act of 1997, and for his continued work to encourage women to seek medical help and get their screening mammogram and follow-up breast cancer treatment. Newman's involvement in the fight against



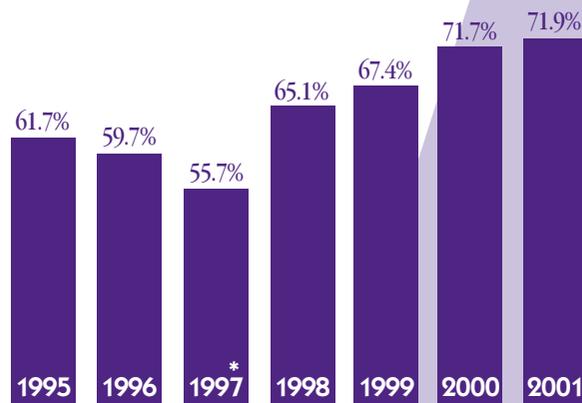
Former State Representative Bobby Newman of Smackover

breast cancer began when his wife Mary Elizabeth was diagnosed. Since that time, Newman's goal has been to help Arkansas women get medical help and a screening mammogram without having to worry about cost.

The organization award was presented to White County Medical Center (WCMC) of Searcy. WCMC was honored for its sponsorship of the annual Barbara Montgomery Memorial Breast Cancer Awareness Luncheon. In 1992, Ray Montgomery, president and CEO of WCMC, lost his wife Barbara to breast cancer. The luncheon was created in her memory through the efforts of friends, family and associates of the hospital as a means of keeping White County residents informed about the latest breast cancer treatment tools and technology available.

Former State Representative and breast cancer survivor, Dr. Josetta Wilkins of Pine Bluff, was on hand to encourage others in the advancement of women's health.

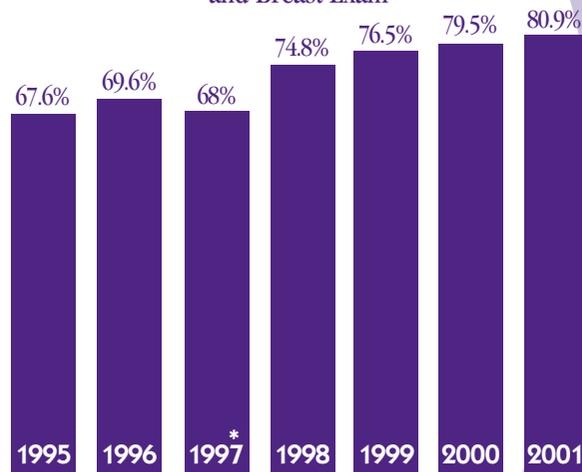
Percentage of Arkansas Women Who have had a Mammogram within 2 Years



*Enactment of Arkansas Breast Cancer Act of 1997

Source: Centers for Disease Control and Prevention, BRFSS, Trend Data.
<http://apps.nccd.cdc.gov/brfss/Trends/trendchart.asp?qkey=10060&state=AR>, Atlanta, GA.

Percentage of Arkansas Women Who have ever had a Mammogram and Breast Exam



*Enactment of Arkansas Breast Cancer Act of 1997

Source: Centers for Disease Control and Prevention, BRFSS, Trend Data.
<http://apps.nccd.cdc.gov/brfss/Trends/trendchart.asp?qkey=10060&state=AR>, Atlanta, GA.

The Breast and Cervical Cancer Control Advisory Board

The program is administered by the Arkansas Department of Health with guidance from the eight-member Arkansas Breast and Cervical Cancer Control Advisory Board appointed by the Governor.

Ms. Jane McDaniel, RN, Board Chair

St. Bernards Healthcare
Jonesboro, Arkansas
Representing Arkansas Nurses
Association
Term expires 1/1/04

Ms. Annette Connaway, Board Co-Chair

Connaway and Associates
Roland, Arkansas
Serving as Women's Health
Advocate
Term expires 1/1/03

Ms. Leila Alston

Baptist Health
Little Rock, Arkansas
Representing the Komen
Foundation
Term expires 1/1/04



Ms. Chris Dent

Little Rock, Arkansas
Representing the Arkansas Hospital Association
Term expires 1/1/05

Dr. Sam Landrum

AHEC Medical Center
Ft. Smith, Arkansas
Representing Arkansas Medical Society
Term expires 1/1/03

Dr. Larry Mendelsohn

LR Hematology/Oncology Associates
Little Rock, Arkansas
Representing Medical Oncology
Term expires 1/1/04

Dr. Al Nelson

Little Rock, Arkansas
Representing Radiation Oncology
Term expires 1/1/05

Ms. Janice Thompson

Lockheed-Martin
Camden, Arkansas
Representing American Cancer Society
Term expires 1/1/05



BreastCare Brochures

BreastCare Team

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Lucy Im-Park, MPH
Epidemiologist

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Nursing Coordinator

Shelia Presley
Secretary

Daniel Moix
Data Manager

Linda Wilson
Minority Health Outreach Coordinator

Breast Cancer is Not a Death Sentence: Survivors are Our Proof

Tree Lessons

by Doris Ruth Ryan,
Breast cancer survivor

Waking to winter wonderland
I watch the trees,
barren of leaves
revealing their deeper beauty.

Their shapes a series of strange twists
from adapting to obstacles;
branching out in new directions.

They showcase their unique beauty,
dressed in snow and ice, dazzling
me with their stamina and grace.

While they grow wild, I have been pruned;
my shape altered; adapting to
the obstacle of breast cancer.

Waking to winter wonderland,
I learn the lesson of the trees
and showcase my unique beauty.

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BreastCare
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1-877-670-CARE
www.arbreastcare.com



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