

Making a Difference for Arkansas Women




*Breast***Care**
ANNUAL REPORT 2003

BreastCare:

Breast cancer is second only to skin cancer as the most frequently diagnosed form of cancer in Arkansas women. BreastCare embraces the importance of early detection as the most effective means of curbing the effects of this devastating disease. The program is devised as a proactive means of fighting breast and cervical cancer in Arkansas women. BreastCare seeks to raise awareness through public and professional education that all women over the age of 40 should receive annual mammograms and cervical cancer screening tests. BreastCare also strives to provide those services to women who are underserved in traditional healthcare delivery populations. The program, administered through the Arkansas Department of Health, provides screening, diagnosis and treatment to Arkansas women who meet eligibility guidelines.

The original guidelines established by the Arkansas Breast and Cervical Cancer Control Advisory Board for identifying women eligible for services under the program remain unchanged since the program's inception.

To qualify, women must:

- be 40 years of age or older
- have income at or below 200 percent of the Federal Poverty Level
- have no health insurance or insurance that does not cover Pap tests or mammograms
- be Arkansas residents

Because early detection is still the most powerful weapon we have against breast and cervical cancer, women who qualify for BreastCare receive free mammograms, free clinical breast exams, free pelvic exams and Pap tests as well as follow-up treatment when needed. Women in the program who are diagnosed with breast or cervical cancer and qualify for BreastCare Medicaid receive a full array of Medicaid services during the course of treatment.

Recently BreastCare has been asking women to, “Say ‘Yes’ to a free mammogram,” and that’s exactly what more and more of them have been doing. As you will see throughout this report, BreastCare is making a huge difference in the long-term quality of life of Arkansas women and their families.



1-877-670-CARE: The Number to Call

BreastCare's toll-free call center makes everything easy. The center takes calls Monday through Friday between 7:30 a.m. and 5:30 p.m. Operators determine program eligibility and make initial clinical breast and pelvic exam appointments. After a woman's initial appointment, she is scheduled for a free mammogram. For most women, this process ends when they receive the report that their mammogram or Pap test results are normal. However, if a woman finds that her results are abnormal, she receives further tests and follow-up care if necessary with only a small co-payment required. BreastCare also makes further diagnostics and treatment available for women who qualify under the program and have already received a diagnosis of breast or cervical cancer.

The call center provides a single place for physicians and other medical providers to get information or resolve problems.

Committed to Every Woman's Health

What about those women who don't qualify for the program? Every woman who calls the BreastCare phone center, regardless of her qualifications, receives assistance in getting the services she needs. BreastCare operators give callers information about breast and cervical cancer as well as alternate, low-cost community resources and providers available in their areas.

Women Well Served

Enrollment in the BreastCare program has increased steadily since the year 2000. That means we are making good progress toward reaching our goal of providing eligible Arkansas women with the breast and cervical cancer screening and treatment services they need. Although we're winning some battles, the war is far from over.

The Bottom Line In 2003

- **14,724 women** enrolled
- Approximately **74,491 women** eligible for the program
- **6,711 new enrollees**
- **12,697 women** served
- **11,939 mammograms** performed
- **6,598 Pap tests** performed
- **232 began treatment** for breast and cervical cancer
- More than **\$5.4 million** spent on covered services
- Over **\$8.6 million** actual value of services

Since BreastCare began

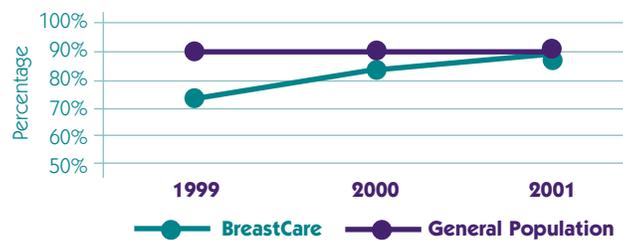
- **28,817 free mammograms** performed
- **8,800 free Pap tests performed**
- **510 cases** of breast and cervical cancer treated since Medicaid contribution began in December, 2001

Early Detection is Still the Key

Even with all the advances in technology and treatment options we have seen since the program began, early detection is still the key to saving lives and treatment dollars. Breast cancer is evaluated in terms of stages. The stage of breast cancer depends on the size of the cancer and whether it has spread. BreastCare is designed to reach women who often do not get regular screenings because of financial or health insurance concerns. By detecting cancer in its earliest stages, women's lives and their families' overall well-being are greatly improved.

The graph below shows that BreastCare is increasing the percentage of cancer discovered in the early stages among our clients. This is great news for our clients and their families.

Percentage of Early Stage Female Breast Cancers Diagnosed: BreastCare and Arkansas



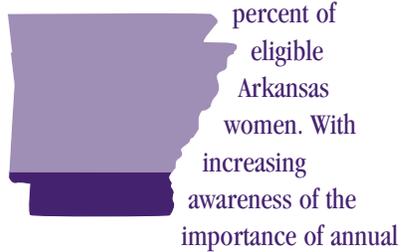
Source: BreastCare, Arkansas Central Registry, 3/24/04

Cervical Cancer – Highly Curable When Caught in Early Stages

Because cervical cancer is among the most treatable forms of cancer and has a very high cure rate, BreastCare includes cervical cancer screening. Since 2002, almost 8,800 Pap tests were provided with 6,598 of them performed in 2003.

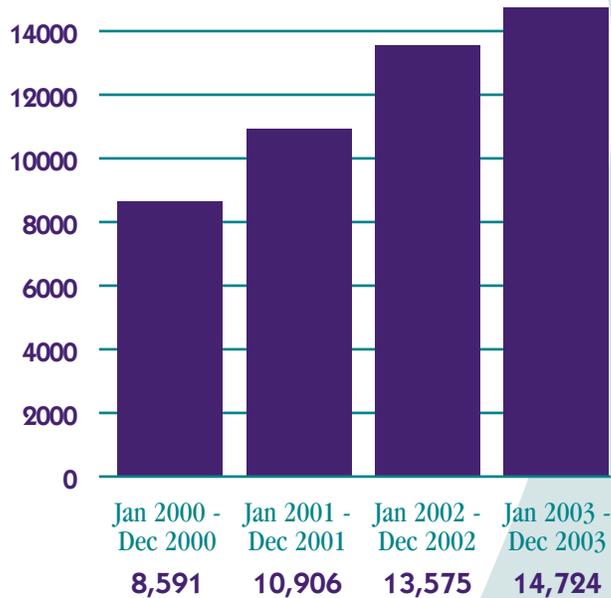
The Fight Goes On

While BreastCare is serving as many women as current funding will allow, we're still not reaching all eligible women. The number of Arkansas women who would be eligible for the BreastCare program is estimated at 74,491. To date, we are providing services for only 20



mammograms, as well as clinical breast and pelvic exams, we anticipate that more and more eligible women will choose to take advantage of this critical health care resource.

Total BreastCare Enrollees



An Effective Message: “Say ‘Yes’ to a Free Mammogram”

Because last year’s radio, television and print “Say Yes” campaign was so successful in bringing women into the program, the campaign was extended into 2003. We realized a program enrollment increase of 8.5 percent over last year. The campaign, which includes both English and Spanish versions, once again proves that our message was effective in getting women across Arkansas to say “Yes” to a free mammogram.

Website Presence Growing

The www.ArBreastCare.com website was introduced in November 2002 to take advantage of the power of the Internet

to reach women with the message of good breast health practices. Since then, it has served as an important information resource as well as a solid support for our broadcast and print campaigns.

BreastCare providers also use the website to check procedure codes and to keep up with program rules and regulations such as the new 2003 HIPAA requirements.



Community Outreach Going Strong

Once again, this year's outreach efforts have broken new ground in bringing the message of early detection and treatment of breast and cervical cancer to communities across the state. Because all health issues are local issues, BreastCare representatives went to churches, homes, health fairs, worksites, health clinics, beauty salons and other places where women can talk freely and get accurate information. As a result of these events, 651 new women were enrolled in BreastCare.

Several years ago, BreastCare initiated a mini-grant program that awards grants of less than \$10,000 to community organizations, churches, hometown health coalitions and hospitals to help promote enrollment. In 2003, 12 mini-grants totaling more than \$65,000 were awarded to 12 local community organizations. We maintain our belief that it is important to help fund the efforts of local groups and organizations as they work to raise awareness and deliver women's health services in their communities.



BreastCare Brochures

The Josetta Wilkins Award

Each year the Arkansas Breast and Cervical Cancer Control Advisory Board recognizes one individual and one organization whose works raise the awareness of breast health and educates Arkansas women about the importance of early detection and treatment of breast and cervical cancer.

2003 Individual Winner: Patsy Bentley of Magnolia

A 10-year breast cancer survivor, Ms. Bentley has been an outspoken and tireless voice for the cause of breast cancer education and treatment. Her efforts to educate southwest Arkansas women about breast health include



Patsy Bentley

organizing the Steel Magnolias Breast Cancer Support Group, which has sponsored numerous speakers and circulated significant amounts of information on women's health issues to the women of the region. She has been an advocate for her support group in helping bring about their inclusion in grant sponsored research projects and other treatment related programs. Ms. Bentley has been a long-time supporter of the *Magnolia Relay for Life* as well as the *Susan G. Komen Race for the Cure*. She has given selflessly of her time in counseling others with cancer. Her many articles, poems and other writings have kept the important message of early detection and treatment in the forefront of women's consciousness in Arkansas. As an adult education instructor, Patsy has focused on raising students' awareness of cancer by taking female students to women's health fairs, organizing special breast health demonstrations and making those around her aware of the programs and resources offered by Arkansas BreastCare. The absolute dedication of Patsy Bentley and others like her have helped make early detection and treatment through education a strong front in the fight against breast cancer.

2003 Organization Winner: Susan G. Komen Breast Cancer Foundation Arkansas Affiliate

From its beginning the Arkansas Affiliate of the Komen Foundation has been a powerful agent for change through its efforts to help pass the Breast Cancer Act of 1997. The Arkansas Affiliate has taken a leading role in promoting awareness of breast cancer with the annual *Race for the Cure* and has raised almost \$3.5 million dollars to fund research grants and educational programs in Arkansas, as well as funding screening and treatment programs. It has been instrumental in professional education about the treatment for lymphedema, a condition prevalent in breast cancer survivors. Thanks to the work of the Arkansas Affiliate of the Komen Foundation, old mammography equipment in three rural hospitals has been replaced, the expenses for mobile mammography machines were underwritten, 11 counties that previously had no fixed or mobile services are now served by a modular mammography unit, and aging equipment for an existing mobile unit was updated or replaced. Komen's funding support made possible the purchase of a mammography unit and transport vehicle for on-site mammography screening in 23 counties. UAMS, ACRC, Baptist Health and numerous other healthcare providers owe much to the research, screening and treatment programs made possible through the efforts of the Arkansas Affiliate of the Susan G. Komen Breast Cancer Foundation.



BreastCare Coordinators: More Than Advocates

Working through the Arkansas Department of Health, a regional network of Care Coordinators works with BreastCare clients in cities and small towns across the state. Care Coordinators are nurses who act as liaisons between the Arkansas Department of Health, the healthcare provider and the client. In addition to education and outreach, Care Coordinators act as patient advocates, helping clients make their way through the healthcare and social services systems assuring diagnosis and treatment are efficient and manageable.

Care Coordinators

Debby Vodrazka Harris, RN

Northwest Region Care Coordinator

Lisa Southard, RN

Northeast Region Care Coordinator

Jan Stewart, RN

Central Region Care Coordinator

Fran Kirk, RN

Southeast Region Care Coordinator

Marlene McLeod, RN

Southwest Regional Care
Coordinator



BreastCare Team

Arkansas Department of Health

Barbara Hager, MPH, CHES

Program Leader

Lisa Weaver, BS

State Program Manager

Jenny Gutierrez-Le, DDS, MHSA

Federal Program Manager

Dianne Crippen, RN

Nursing Coordinator

Tina Patterson, RN

Nursing Coordinator

Linda Wilson

Minority Outreach Specialist

Irene Beene, BS

Public Education and Outreach Coordinator

Lucy Im, MPH

Senior Epidemiologist

Tammy Demmitt

Provider Relations Coordinator

Dawn Dandridge, BA

Accountant

Stephen Lein, BS, BA

Data Manager

Kenesha Carbage

Medical Records Technician

Carletta Denton

Documents Examiner

Shelia Presley

Secretary

Wanda Lung'aho

Administrative Assistant

Carol Middleton

Budget Coordinator

The Breast and Cervical Cancer Control Advisory Board

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

Ms. Jane McDaniel, RN, Board Chair

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

Dr. Al Nelson, Board Vice Chair

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

Mary Lou Wilson

Northwest Arkansas Breast Center
Fayetteville, Arkansas
Representing Women's Health Advocates
Term expires 1/1/07

Dr. Robert Janes

Sparks Medical Foundation
Fort Smith, Arkansas
Representing the Arkansas Medical Society
Term expires 1/1/07

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. Larry Mendelsohn

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

Ms. Janice Thompson

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

What Are Arkansas Women Saying About BreastCare?

Jessica Brandon, cervical cancer survivor: “I wouldn’t be here without BreastCare. I could never have afforded treatment but I would not have survived without it. BreastCare didn’t just help me. It also helped my husband and children by giving them back their wife and mother.”



Wilma Helfin, breast cancer survivor: “BreastCare was a lifesaver for me. A lump and some lymph nodes were removed but I still needed radiation treatments. It felt like the weight of the world was lifted from my shoulders when I learned that BreastCare would pay for the radiation. It’s a wonderful program!”



Brenda McGuire, BreastCare client: “I just wanted to express my thanks to the BreastCare program. I’ve had to have a cyst removed the last two years and, Praise the Lord, each one was benign, but I am so appreciative of the help I have experienced through your program. Thank you so much and may God bless you.”



Judy Stevenson, BreastCare client: “I am high risk because my mother died of breast cancer when I was 10. I really depend on BreastCare to get me the testing I need. It gives you peace of mind to know everything’s OK. My husband is relieved that my testing is taken care of.”



*Breast***Care**
Say Yes to a Mammogram!

1-877-670-CARE
www.ArBreastCare.com

Administered by
Arkansas Department of Health
Keeping Your Hometown Healthy



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