

Saying



“Yes”

to Women’s
Health




*Breast***Care**
ANNUAL REPORT 2005

The Year in Review

2005 was a big year for BreastCare. We saw our enrollment figure top 14,000; we had an increase in the number of mammograms and Pap tests performed and we also surpassed the 100,000 mark in calls processed. BreastCare also saw more enrollees than ever before being diagnosed with breast or cervical cancer.

Unique Opportunity to Help Hurricane Victims

BreastCare faced another challenge in 2005: how to provide needed services to women who were in the process of diagnostic testing or treatment for breast or cervical cancer when hurricanes Katrina and Rita ravaged the Louisiana and Mississippi coastlines. These unprecedented natural disasters allowed BreastCare the opportunity to extend our compassion and our help to women from our sister states. Ordinarily, BreastCare is an Arkansas program for Arkansas women, however, the Breast Cancer Control Advisory Board made the decision to allow Katrina and Rita evacuees to receive services through the program. To date, 32 women from the devastated areas have enrolled or received services from BreastCare. One woman is currently receiving treatment for breast cancer.

“We can only imagine what it must have been like for the women who were in the process of diagnosis or treatment when the storms struck. We are grateful to have been able to ensure that the process did continue and that they did get the services they needed.”

Leila Alston, Breast Cancer Control
Advisory Board Chair

Good Breast Health Begins With a Call

The number to call, 1-877-670-CARE

BreastCare is available to Arkansas women ages 40 and older who don't have health insurance or whose insurance doesn't cover screenings. Women who want to find out about eligibility for the program should call 1-877-670-2273. A BreastCare representative will determine whether or not they qualify. Women who qualify for the program and have already been diagnosed with breast or cervical cancer also can receive treatment from BreastCare.

The center takes calls Monday through Friday, 7 a.m. to 5 p.m. BreastCare operators will schedule initial clinical breast exams and Pap tests and provide information about the BreastCare network of care providers across Arkansas.

Screening services are free to qualified women and most women who receive screening through BreastCare get normal test results. BreastCare's care coordinators are available across Arkansas to guide women through the follow-up process if they receive abnormal results and help those women who are diagnosed manage their treatment.

For those who don't qualify, BreastCare staff offers information about low-cost screenings and community resources for breast and cervical cancer. They also answer questions about breast and cervical cancer risk factors, screening and treatment.

“BreastCare saved my life! Thank you! We had no insurance, so I neglected my mammogram until my PCP suggested BreastCare to me.”

BreastCare patient, Heber Springs



2005 TV Spots



Making the Phone Ring

The effectiveness of our marketing and creative strategies in motivating women to call for program information is clearly evident in the number of calls that were handled by BreastCare's call center in 2005. Radio and television commercials that once again asked Arkansas women to, "Say Yes" to free annual mammograms and Pap tests connected with our audience and resulted in more than 13,000 mammograms and more than 9,000 Pap tests being performed.

Information 24/7 BreastCare On-line



Website

The Internet continues to be an increasingly important source of health related information for people of all ages, including our target demographic. Because we understand the

importance of this information avenue, we include our web address, www.ArBreastCare.com, in all promotional material. The site provides useful, up-to-date information, including our Spanish materials and is regularly updated with the latest provider manuals, billing instructions and contract information.

Josetta Wilkins 2005 Award Winners

Until 1997, many Arkansas women who did not qualify for Medicaid and did not have health insurance were unable to afford mammograms. In most cases, those women went without the benefit of this lifesaving technology. Today, thanks to the tenacious efforts of former State Representative Dr. Josetta Wilkins, thousands of Arkansas women are screened each year for breast and cervical cancer and those who receive a diagnosis of cancer receive



Mattye Willis



Charlie Stayton

treatment, regardless of their ability to pay. In honor of Dr. Wilkins' selfless efforts on behalf of women's health issues, the Arkansas Breast Cancer Control Advisory Board annually recognizes one individual and one organization whose works raise the awareness of breast health and educate Arkansas women about the value of early detection and treatment of breast cancer. We are pleased to announce in 2005, the individual award is shared by Mattye Willis and Charlie Stayton, both cancer survivors, whose work through The Witness Project sets the standard for breast and cervical cancer activists. The group honored as the

2005 Organization Winner is the Steel Magnolias Breast Cancer Support Group in Magnolia, Arkansas. This group, since its beginning in 1997, has provided education and service to women, breast cancer survivors and the general public in the Columbia County area. Their outreach efforts at local health fairs and fundraisers, public education about BreastCare and individual contact and support for breast cancer survivors earned Steel Magnolias this year's award.



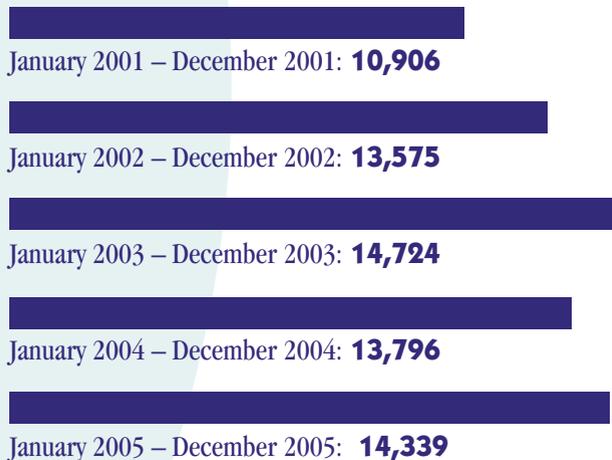
The Bottom Line in 2005

- **14,339 women** enrolled
- Approximately **78,765 women** eligible for the program
- **100,520 calls processed**
- **5,427 new enrollees**
- **10,974 women** served
- **13,609 mammograms** performed
- **9,036 Pap tests** performed
- **298 women diagnosed** with breast or cervical cancer
- More than **\$3.4 million** spent on screening, diagnostic and treatment services

Since July 2000

- **547,142 calls processed**
- **77,147 mammograms** performed
- **42,234 Pap tests** performed
- **1,075 cases** of breast or cervical cancer treated

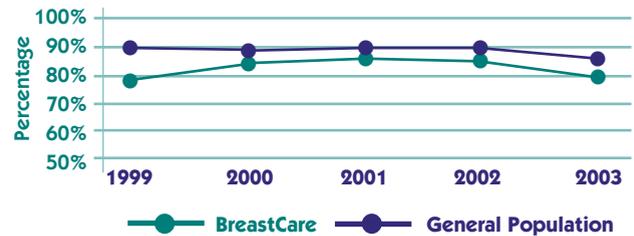
Total BreastCare Enrollees



Early Detection: Still the Key to Treatment Success

BreastCare's primary emphasis is on early detection. Regular mammograms and Pap tests increase a woman's chances of identifying abnormalities early and being treated successfully. There are many new treatment options for breast and cervical cancer, but early detection is still vital to living longer and being cancer-free.

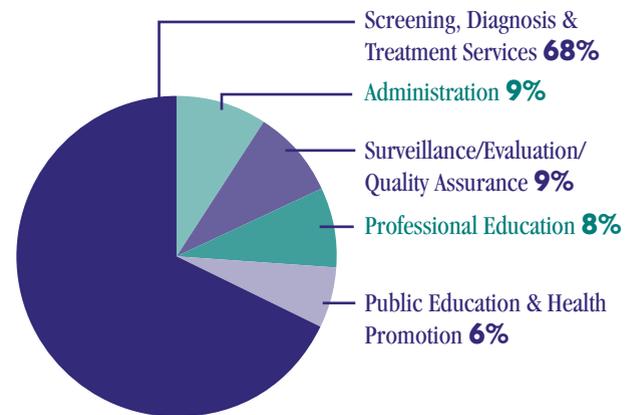
Percentage of Early Stage Female Breast Cancers Diagnosed: BreastCare and Arkansas



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

How the Funds Are Used

The majority of BreastCare's annual budget is utilized to provide services for Arkansas' uninsured and underinsured women.



Patients Are Satisfied

Since BreastCare began in 1997, we've been telling Arkansas women just how easy and effective it can be to "Say Yes" to free mammograms and Pap tests. In mid-2004 we began distributing our first-ever patient satisfaction survey to women enrolled in BreastCare. To date, survey results indicate that women who have received services are happy with the program, agree that the program is easily navigated and that the results have made a profound difference in their ability to access good breast and cervical health.

Being responsive to our patients is as important as the services we offer. It is a tribute to program administrators, call center operators, care coordinators and service providers that the Arkansas women we serve are overwhelmingly satisfied with the job we are doing.

"I have been very pleased with my nurse and the BreastCare program. Thank you so much for your help."

BreastCare patient, Forrest City

"I don't know what I would have done without this program. It's been a blessing..."

BreastCare patient, Alma

BreastCare Meets Federal Standards

There's more to having a successful program than providing clinical breast exams, mammograms and Pap tests to women who are underserved by existing healthcare systems. Programs must also meet the Centers for Disease Control and Prevention (CDC) standards for timeliness and continuity of care. BreastCare met all of the CDC standards for the screening, diagnosis, follow-up and treatment for breast cancer and 80 percent of the CDC standards for cervical cancer. BreastCare exceeded CDC standards in six categories and met 91 percent of the standards for breast and cervical cancer compared to all other breast and cervical cancer programs that only averaged 64 percent compliance.

Core Program Performance Indicators			Arkansas Results		All Breast and Cervical Cancer Control Programs Combined	
Indicator Type	Program Performance Indicator	CDC Standard	Percentage	Standard Met	Percentage	Standard Met
Screening	Initial Pap Test, Rarely or Never Screened	≥ 20%	44.00%	YES	21.90%	YES
	Screening Mammogram, Women > 50 Years of Age	≥ 75%	76.30%	YES	71.6%	NO
Cervical Cancer Diagnostic Indicators	Abnormal Screening Results, Complete Follow-Up	≥ 90%	91.00%	YES	87.20%	NO
	Abnormal Results, Time to Diagnosis > 60 days	≤ 25%	35.20%	NO	37.20%	NO
	Treatment for Pre-Cancer/Cancers Diagnosed	≥ 90%	95.20%	YES	89.90%	YES
	Cancers Diagnosed, Time to Treatment > 90 Days	≤ 20%	0.00%	YES	9.00%	YES
	Invasive Carcinoma, Time to Treatment > 60 Days	≤ 20%	0.00%	YES	11.10%	YES
Breast Cancer Diagnostic Indicators	Abnormal Results with Complete Follow-Up	≥ 90%	91.60%	YES	88.60%	NO
	Abnormal Results, Time to Diagnosis > 60 days	≤ 25%	8.00%	YES	18.60%	YES
	Treatment For Cancers Diagnosed	≥ 90%	98.60%	YES	90.30%	YES
	Breast Cancer, Time to Treatment > 60 Days	≤ 20%	2.80%	YES	6.40%	YES

October 2005 MDE Submission,
Results from January 2004 - December 2004

BreastCare Video: A Valuable Educational Tool



2005 Educational Video

BreastCare advocates in all areas of the state make presentations aimed at spreading the word about the importance of early detection and treatment of breast and cervical cancer. Now they have a new tool to aid them in their work. In 2005, BreastCare produced an 11-minute video that summarizes virtually every aspect of BreastCare, its history and the impact the program is having on the health of Arkansas women. This informational video, which is available for meetings and presentations, features former State Representative Dr. Josetta Wilkins, State Representative Jay Bradford and others who have been important in the development and success of BreastCare. We encourage everyone interested in promoting good breast and cervical health to make this video part of his or her presentations. For a free copy of this video, contact Erin Freeze at 501-661-2432 or efreeze@healthyarkansas.com.

Reaching Communities Statewide Pink Carnation Sunday

Pink Carnation Sunday provides an opportunity to raise awareness about the importance of early detection of breast and cervical cancer. Through the Pink Carnation Sunday program, BreastCare reaches out to communities statewide, with the help of faith-based organizations. In 2005, 135 churches in 51 counties participated in Pink Carnation Sunday. BreastCare provided over 4,000 pink carnations to breast health advocates who distributed the flowers at church services to women 40 and over. The pink carnations serve as a reminder that good breast health is important. In addition, women were asked to pledge to get or schedule their regular mammogram. By the end of 2005, 623 of the 1,076 women who pledged to get a mammogram had been screened and 68 (10.9%) qualified for and were referred to BreastCare. For more information, contact Linda Wilson at 501-661-2513.

Witness Project: Another Year of Successful Partnering

For the past several years, BreastCare has partnered with The Witness Project to educate women about breast and cervical health and help navigate patients through the healthcare system.

When women have abnormalities detected through screenings, the Witness Project follows up with these women to ensure that they are able to keep their appointments and remain in the BreastCare system. The Witness Project staff members literally go the extra mile, especially when women who have been diagnosed with breast or cervical cancer, often driving women to their follow-up visits. During 2005, The Witness Project helped navigate 195 women through the system statewide.

As a part of its education function, The Witness Project attends health fairs and hosts community outreach programs around the state. During 2005, The Witness Project held 56 education events (not including appearances at health fairs) and reached over 1,172 women through their partnership with BreastCare.

Westside Hispanic Clinic at Aldersgate

The Hispanic population in Arkansas has grown 337 percent during the past 10 years and the number of Hispanic women enrolled in BreastCare increased 21 percent in 2005.

As a result, BreastCare has been challenged to reach this population. The language barrier and other cultural differences impede the progress of reaching this ethnic group. For the past three years, BreastCare has partnered with the Catholic Diocese of Little Rock and UAMS to provide free services for Hispanic women at Camp Aldersgate in Little Rock.

Once a month, BreastCare staffs the clinic with nurses to provide clinical breast exams and Pap tests in addition to case management of the women screened. BreastCare also provides educational literature in Spanish. This year, 39 women were screened at Westside Hispanic Clinic through BreastCare.

“Outreach places priority for using program resources that are most effective in recruiting eligible women for breast and cervical cancer screening.”

Dr. E. Ann Coleman, Breast Cancer Control Advisory Board Member

BreastCare Team Arkansas Department of Health and Human Services

From education and training to managing provider contracts, each member of the BreastCare team plays an important role in making sure the program effectively serves the uninsured and underinsured women of Arkansas.

Barbara Hager, MPH
Program Leader

Jenny Gutierrez-Le, MHSA
Program Administrator

Becky Kossover, MA, CVM
Contracts and Accounts Manager

Dianne Crippen, RN
Program Nursing Coordinator

Tina Patterson, RN
Program Nursing Coordinator

Erin Freeze, BS, CHES
Health Educator

Linda Wilson
Minority Outreach Specialist

Kenesha Carbage
Medical Records Technician

Carletta Denton
Data Entry Specialist

Lucy Im, MPH
Senior Epidemiologist

Stephen Lein
Data Manager

Wanda Lung'aho
Administrative Assistant

Carol Middleton
Budget Coordinator

Shiela Kelley
Accountant

Tiffany Williams
Secretary

Care Coordinators Pave the Way

The BreastCare care coordinators are registered nurses who serve as BreastCare's first point of contact with the women the program serves. Care coordinators act as liaisons between BreastCare providers and women enrolled in the program. They also follow-up with each woman and help her manage screening, diagnosis and treatment.

Care Coordinators

Debby Harris, RN
Northwest Region

Julie Huntley, RN
Southwest Region

Fran Kirk, RN
Southeast Region

Polly Lockett-Fox, RN
Central Region

Lisa Southard, RN
Northeast Region

The People of BreastCare

The Breast Cancer Control Advisory Board

Leila Alston, MHSA, Board Chair

Baptist Health
Little Rock, Arkansas
Representing Susan G. Komen Foundation
Term expires 1/1/08

E. Ann Coleman, PhD, RNP, AOCN

University of Arkansas for Medical Sciences
Little Rock, Arkansas
Representing Arkansas Nurses Association
Term expires 1/1/08

Tammy Gavin

White River Medical Center
Batesville, Arkansas
Representing Arkansas Hospital Association
Term expires 1/1/09

Hershey Garner, MD

Ozark Radiation Oncology/Northwest Arkansas
Radiation Therapy Institute
Fayetteville, Arkansas
Representing Radiation Oncology
Term expires 1/1/09

Laura Hutchins, MD, FACP

University of Arkansas for Medical Sciences
Little Rock, Arkansas
Representing Medical Oncology
Term expires 1/1/08

Robert Janes, MD, FACS

Surgical Associates of Fort Smith
Fort Smith, Arkansas
Representing Arkansas Medical Society
Term expires 1/1/07

Paula Younger

Malvern, Arkansas
Representing American Cancer Society
Term expires 1/1/09

Mary Lou Wilson, RN

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

Joining the board in 2006:

Jerri Fant, MD

Breast Health Clinics of Arkansas, P.A.
Little Rock/North Little Rock, Arkansas
Representing Arkansas Medical Society
Term expires 1/1/07

Cervical Cancer Task Force

Cervical cancer is second only to breast cancer as the most common cancer in women worldwide. Arkansas ranks third in the nation for cervical cancer incidence and mortality, according to the 2001 US Cancer Statistics publication. In 2002, 119 Arkansas women were diagnosed with cervical cancer and 63 Arkansas women died from the disease. With proper screening and treatment, cervical cancer is highly curable and can be prevented.

Because of Arkansas' comparatively high number of cervical cancer deaths, the Cervical Cancer Task Force was formed to help educate Arkansas women about cervical cancer. The Task Force was formed in response to Act 1414 passed by the legislature in 2005 and consists of 12 members appointed by the Director of the Division of Health. Headed by Dr. Jennifer Dillaha, representing the Division of Health, the Task Force will continue working in the coming months to develop an outreach and education strategy to combat this preventable form of cancer.

Making a Difference

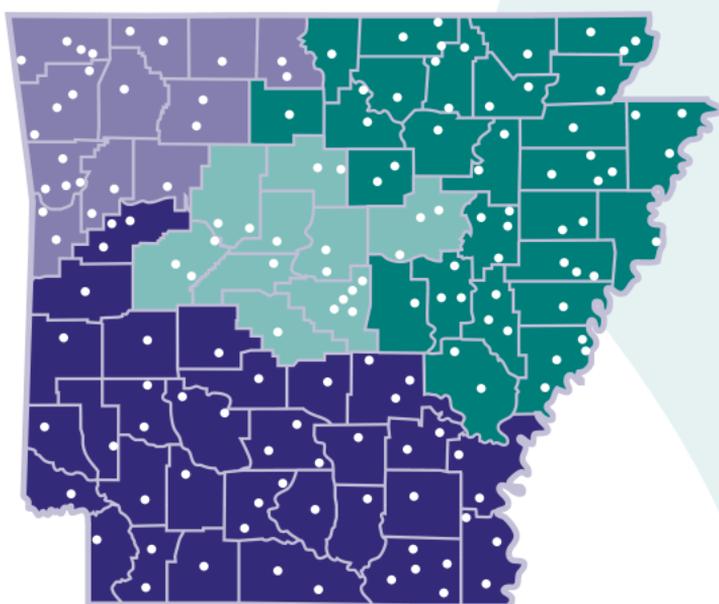
BreastCare continues to make a difference in the lives of Arkansas women. Our most recent data (2003) shows that of the 2,143 Arkansans diagnosed with breast cancer, 137 were diagnosed by BreastCare and an additional 60 entered the program after diagnosis. Equally impressive for the same time period, BreastCare diagnosed and treated nearly 20 percent of the 143 Arkansas women diagnosed with cervical cancer.

"Thank you for all you have done...and are doing for me. I don't know what I would do without you. Thank you so very much."

BreastCare patient, Lonoke

Providers Make It Happen

Without our statewide network of providers, BreastCare would be a hollow promise. Each dot on the map represents one of the 154 towns and cities with BreastCare providers. There are more than 1,805 providers statewide.




BreastCare
Say Yes to a Mammogram!

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

Administered by



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