



A Decade of Success




Celebrating 10 Years
ANNUAL REPORT 2006

2006: The Year in Review

Several things distinguish 2006 as an important year for BreastCare. The total number of women receiving BreastCare services increased substantially and we processed a record number of calls through our call center – over 136,000. In addition, our partnership and outreach efforts paid off with an increase of 2,365 enrollees since 2005. (For more data, please refer to The Bottom Line on page 4 in this report.)

With an eye to the future, BreastCare made significant progress in gathering information and identifying priorities that will improve how well we are able to serve our target audience.

Near the end of its first year of operation, the Cervical Cancer Task Force – legislatively mandated to report to the Breast Cancer Control Advisory Board – drafted its formal recommendations about how to combat cervical cancer in Arkansas and how to improve health care for women with cervical cancer.

The Quality Management Committee (QMC), established by the Breast Cancer Control Advisory Board, began research into what constitutes quality of care for breast and cervical cancer patients and what should be the standards of service for the BreastCare program.



“When I contacted BreastCare, they really took care of me.”

*Helen Mangum
Breast Cancer Survivor, Waldo*

Their findings will be compiled into a comprehensive report in 2007 and used to evaluate and improve the quality of clinical services BreastCare clients receive.

We recognize that BreastCare is a work in progress, constantly striving to find better ways of addressing the breast and cervical health of all Arkansas women. In light of BreastCare’s goal to reduce morbidity and mortality from breast and cervical cancers through early detection, enrolling and screening eligible women continues to be a critical factor.

Good Breast Health: One Call Can Make the Difference

Women tell us that no single call has made such a difference in their health and peace of mind as the call they made to BreastCare. Women ages 40 and older who don’t have health insurance or whose insurance does not cover breast or cervical cancer screening are taking control of their health by calling 1-877-670-2273.

After determining program eligibility, a BreastCare representative will schedule an initial clinical breast exam and Pap test with a BreastCare provider in the caller’s area. Operators also answer questions about risk factors as well as screening and treatment for breast and cervical cancer. The center takes calls Monday through Friday, 7 a.m. to 5 p.m.

Most women who are screened through BreastCare get normal test results. However, BreastCare’s network of regional Care Coordinators is ready to guide women who receive abnormal results through the follow-up process and help them manage their care if diagnosed with either breast or cervical cancer. Women who qualify for the program can receive treatment through BreastCare if they have been diagnosed with breast or cervical cancer.

Because our concern is for good breast and cervical health of all Arkansas women, those who do not qualify for the program are given information about low-cost screenings and community resources available to them.

When the Phone Rings, the Program is Working

Through marketing, advertising and other outreach methods, Arkansas women called BreastCare's toll-free number to see if they qualified for a clinical breast exam, mammogram and Pap test. In 2006, BreastCare's call center took 59,981 calls (36 percent more than in 2005) about program eligibility. BreastCare enrolled 6,251 women who had not been part of the program before. The call center operators also process calls concerning appointment scheduling, test results and other follow-up matters between BreastCare and our providers. The total number of calls processed through the call center was 136,521, which was also up 36 percent this year.

BreastCare On-Line Around the Clock

The BreastCare Web site has become an increasingly important information resource for Arkansas women and health care providers alike. As in the past, we continue to prominently display the Web address in all of our promotional materials as well as both broadcast and print. Those who visit the Web site find answers to their

questions about the BreastCare program and facts about breast and cervical cancer in addition to links to a host of state and national breast and cervical cancer sites.



Web site

Media Carries the BreastCare Message



TV spots

Bilingual television, radio and print once again played a major role in maintaining awareness of good breast health and the importance of annual breast and cervical cancer screening. Due to the success of our "Take the Pledge" message in 2005, we continued the theme in 2006 with new emphasis on "taking care of yourself" and then taking

action. Data confirms that Arkansas women did indeed take action. The number of new enrollees increased by 15 percent. We also saw an increase in enrollment by Hispanic women with that number increasing to 1,456.

The 2006 National Public Health Information Coalition (NPHIC) meeting was held in Portland, Oregon. As part of the annual event, NPHIC presents awards for excellence in communication. Once

again, BreastCare was recognized as among the best in the nation for its marketing and public relations materials and presentations.

Take Care of Yourself.

Early detection is your best weapon against breast cancer.

If you're 40 or over and don't have health insurance or if your insurance doesn't cover breast health, you may be eligible for a free mammogram. One clinical breast exam, free Pap test and free treatment if needed. Every year thousands of Arkansas women get the peace of mind that comes with getting a normal mammogram report. Let BreastCare help you too.

Take care of yourself! Call BreastCare today at 1-877-476-CARE (2273) and let us schedule a mammogram at a clinic near you.

"Timing is everything in cancer and I was able to get treatment quickly and locally through BreastCare."

Linda Oliver
Breast Cancer Survivor
Hopeville

BreastCare
Arkansas Department of Health
and Human Services
1-877-476-2273
www.breastcare.com

Print

Newsletters

Women's Health Update..... Gold Award

Special Audio/Visual Projects

Josetta Wilkins Video..... Gold Award

Television Marketing

BreastCare Program Silver Award

Annual Reports

BreastCare 2005 Annual Report Silver Award

Radio Production

Take the Pledge..... Bronze Award

The Bottom Line in 2006

- **16,704 women** enrolled
- **78,877 women** eligible to receive program services
- **136,521 calls processed**
- **6,251 new enrollees**
- **17,166 women** served
- **13,107 mammograms** performed
- **8,948 Pap tests** performed
- **291 women diagnosed** with breast or cervical cancer
- More than **\$3.6 million** spent on screening, diagnostic and treatment services

Since BreastCare began in February 1999

- **739,982 calls processed**
- **86,386 mammograms** performed
- **45,817 Pap tests** performed
- **1,574 cases** of breast or cervical cancer treated

Total BreastCare Enrollees

January 2001 – December 2001: **10,906**

January 2002 – December 2002: **13,575**

January 2003 – December 2003: **14,724**

January 2004 – December 2004: **13,796**

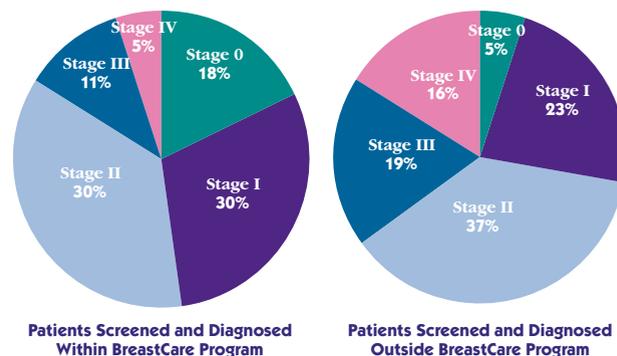
January 2005 – December 2005: **14,339**

January 2006 – December 2006: **16,704**

Early Detection Means More Successful Treatment Outcomes

The importance of early detection of breast cancer is becoming increasingly clear. We are seeing women who enroll in the program after they have been diagnosed with breast cancer having a higher proportion of later stage cancers than those women who were diagnosed while in the BreastCare program. And, as we know only too well, treatment of early stage breast cancer has a higher survival rate.

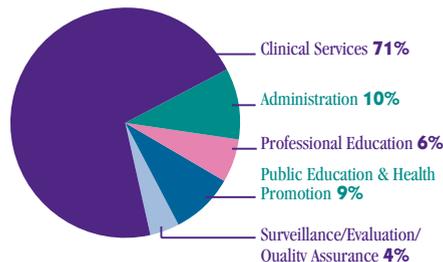
Breast Cancer Staging Distribution (2005)



As seen from these charts, women entering the BreastCare program already diagnosed with breast cancer are being diagnosed with later stage cancer (Stages III and IV) compared to those women who have been screened and diagnosed through the BreastCare program (35 percent and 16 percent respectively). In view of these findings, we are encouraging our providers to get these women enrolled and screened early and regularly.

How the Funds are Used

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



Josetta Wilkins Award Winners

For the past six years, the Josetta Wilkins Award has recognized individuals and organizations that demonstrate outstanding achievement in breast cancer education, research, advocacy, treatment or support. In 2006, we expanded the scope of the award to recognize an organization, a professional and two individual volunteers.



Anita Russell



Mary Green



Dr. Ronda Henry-Tillman

Anita Russell and Mary Green, both American Cancer Society *Reach To Recovery* state trainers, received the Josetta Wilkins Volunteer Award. The *Reach To Recovery* program unites recently diagnosed women with volunteer survivors who know firsthand the experience of breast cancer diagnosis, treatment and life as a survivor. Anita Russell and Mary Green, themselves breast cancer survivors, have trained hundreds of women in the *Reach To Recovery* program. Thanks to the tireless efforts of these women, an army of specially trained volunteers across the state gives newly-diagnosed women hope and the skills they need to cope with life as breast cancer patients and survivors.

The professional person recognized for 2006 was **Dr. Ronda Henry-Tillman**, an associate professor in the UAMS department of surgery, medical director of the Women's Oncology Clinic, director of cancer control and principal investigator of the Arkansas Cancer Community Network. Dr. Henry-Tillman was instrumental in developing the Modular Mammography Program, designed to bring mammography services to women

in 23 of Arkansas' 75 counties that do not currently have certified mammography facilities. Through this important program, 2,246 mammograms were performed with four cases of cancer detected. Dr. Henry-Tillman also recognized a need to catch those women who fall through the cracks in regard to breast cancer screening and follow-up. With funding from the Arkansas Cancer Research Auxiliary, she sought to provide mammograms and clinical visits for underserved women as well as money for immediate use to purchase post-mastectomy bras for women who have had breast surgery. In her role as director of cancer control, Henry-Tillman has attracted more than \$5 million to support research, education, training and secondary prevention for underserved populations across Arkansas. She has recently received funding from the National Cancer Institute Center to reduce cancer health disparities for a five-year cooperative agreement to further address and reduce cancer disparities in Arkansas through community based participatory research.

New Outlook: The Women's Cancer Recovery Program of St. Vincent Health System was recognized for its work in helping people live with their diagnoses of cancer. The Program was created in 1996 by St. Vincent Auxiliary volunteers – several of whom were cancer survivors themselves. New Outlook provides a full range of services including prostheses and mastectomy bras, wigs, scarves, public education, makeovers, counseling and support groups, educational literature, physical therapy and nutrition consultations to people with cancer, regardless of their ability to pay or where they are receiving cancer treatment. In 2006, New Outlook assisted 2,002 women as well as 70 men and children, provided 76 individual counseling sessions, conducted support groups with 464 people in attendance and distributed more than 2,800 educational brochures. As one of a few Arkansas resources for women who cannot afford to purchase their own mastectomy bras and prostheses, New Outlook, in partnership with the Arkansas Affiliate of the Susan G. Komen Breast Cancer Foundation, provided 132 uninsured women with bras and prostheses in 2006.



Pink Carnation Sunday

The goals of *Pink Carnation Sunday* are to raise awareness of breast cancer, the importance of early detection in successfully treating breast cancer and the benefits of BreastCare to Arkansas women over 40 who have little or no health insurance. *Pink Carnation Sunday* began in the spring of 2000 with a modest 12 churches in three counties handing out pink carnations to women in their congregations who pledged to get mammograms during the coming year. Since then, we have seen the number of participating churches climb from 12 in 2000 to 143 in 2006, and the percentage of women following through with their pledges go from just 14 percent to an impressive 64 percent in 2006. By October 2006, churches in 51 counties across Arkansas had made *Pink Carnation Sunday* an annual event. Because the program has received such a positive response, the Breast Cancer Control Advisory Board increased funding so more pink carnations could be handed out in more churches in 2006.



“Next to God, I give credit and thanks to the BreastCare program for saving my life.”

*Stella Hart
Breast Cancer Survivor, Pine Bluff*



“It really helps knowing that there is a program like BreastCare out there to support you.”

*Brenda Miller
Breast Cancer Survivor, Magnolia*

Partnering Continues the Circle of Caring

Witness Project

Women in the African-American community have traditionally been underserved by the health care industry in many of Arkansas' delta counties due to obstacles such as transportation, financial considerations and education. The Witness Project was founded in 1991 to provide breast and cervical cancer educational programs and services to this at-risk population through African-American churches and community organizations. The Witness Project also helps to provide patients the best path when navigating the health care system.

In addition to mobile screening mammography services delivered at health fair events throughout the year, the Witness Project also works through local hospital radiology departments to provide services to African-American women throughout the state.

In 2006, the Witness Project reached 1,059 women at five educational outreach programs and 27 health fairs. Through their partnership with BreastCare, the Witness Project navigated 459 women through breast and/or cervical cancer screenings, which led to five breast cancer diagnoses.

Cervical Cancer Task Force

The Cervical Cancer Task Force (CCTF) was established in 2005 as a result of Act 1414. Its purpose is to coordinate efforts to reduce cervical cancer in Arkansas women and to improve the level of care for those women diagnosed with cervical cancer. In January 2006, CCTF hosted a news conference recognizing January as Cervical Cancer Awareness Month in Arkansas and announced they would develop a plan complete with priorities and recommendations for cervical cancer prevention and treatment in Arkansas. In their plan, CCTF will identify priority items and recommendations for addressing those issues. We look forward to subsequent reports on the task force's success in developing and implementing their recommendations toward making cervical cancer a disease to which Arkansas women no longer fall prey.



"If it hadn't been for BreastCare, I wouldn't have been able to get my breast exam, mammogram and Pap test. I'm so happy there is a program like this."

*Brenda Miller
Breast Cancer Survivor, Magnolia*



"BreastCare, and all the wonderful people who work for BreastCare, have given me another chance at life."

*Oliva Martinez
Breast Cancer Survivor, Little Rock*

Provider Satisfaction Survey Underway

As a means of assessing satisfaction with program components and staff, BreastCare began our first comprehensive Provider Satisfaction Survey. Conducted online and over the telephone, the first of four phases evaluated provider enrollment, billing, contracts and provider representative services. To date, 60 percent of the 263 respondents said they are very satisfied with BreastCare.

Regarding our contractor, Electronic Data Systems (EDS), 92 percent reported they are satisfied with their EDS provider representative. Of those who had contact with the EDS BreastCare Billing Center, 88 percent are very satisfied with the center's services. In regard to the EDS special billing software, only 13 percent said they have experienced problems; 86 percent said they are satisfied with the timeliness of claim reimbursements. Eighty-six percent reported being satisfied with the contract process and 73 percent are satisfied with the terms of the annual renewal process. The second phase of the survey, which targets mammography technologists, has been completed and a report is expected early in 2007.



"BreastCare saved my life. Everyone was very nice and helpful. If it wasn't for them helping me, I probably never would have made it."

*Anita Miller
Breast Cancer Survivor, Cave City*

The Breast Cancer Control Advisory Board

The success of BreastCare is due to the guidance and commitment of the men and women who serve on our 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 Nursing Association
Term expires 1/1/08

Jerri Fant, MD

Breast Health Clinics of Arkansas, P.A.
Little Rock/North Little Rock, Arkansas
Representing Arkansas Medical Society
Term expires 1/1/11

Hershey Garner, MD

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

Tammy Gavin

White River Medical Center
Batesville, Arkansas
Representing Arkansas Hospital Association
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

Mary Lou Wilson, RN

Northwest Breast Center
Springdale, Arkansas
Representing Women's Health Advocacy
Term expires 1/1/11

Paula Younger

Malvern, Arkansas
Representing American Cancer Society
Term expires 1/1/07

Joining the board in 2007:

Stella Hart

Pine Bluff, Arkansas
Representing American Cancer Society
Term expires 1/1/09

The BreastCare Team

Each member of the BreastCare team works tirelessly to ensure the program effectively serves the needs of Arkansas' uninsured and underinsured women.

Barbara Hager, MPH

Program Director

Jenny Gutierrez-Le, MHSA

Program Administrator

Louise Scott

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

Lucy Im, MPH

Senior Epidemiologist

Stephen Lein

Data Manager

Kenesha Carbage

Medical Records Technician

Carletta Denton

Document Examiner

Shiela Kelley

Accountant

Carol Middleton

Budget Coordinator

Wanda Lung'aho

Administrative Assistant

Tiffany Williams

Secretary

Care Coordinators

Our regional Care Coordinators are on the front line of the fight to bring good breast and cervical health to Arkansas women enrolled in the BreastCare program. Acting as liaisons between providers and individuals enrolled in the program, Care Coordinators help women navigate their way through the screening process and provide follow-up assistance when needed. These nurses also are instrumental in initiating and completing the Medicaid application process for women diagnosed with breast or cervical cancer and pre-cancerous conditions.

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

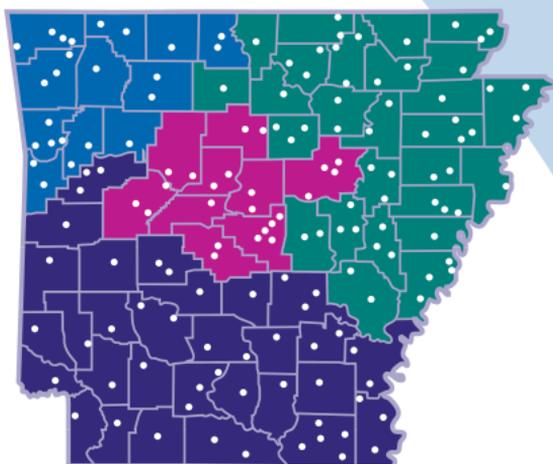


"Timing is everything in cancer and I was able to get treatment quickly and locally through BreastCare."

*Carolyn Greene
Breast Cancer Survivor, Magnolia*

Providers Make BreastCare Work

There are more than 1,797 providers who provide breast and cervical cancer screening services to women enrolled in BreastCare. Thanks to these dedicated professionals in 155 cities across the state, an unprecedented number of Arkansas women now have access to breast and cervical cancer screening no matter where they live.



BreastCare

Celebrating 10 Years

1-877-670-CARE

www.ArBreastCare.com

Administered by



**ARKANSAS DEPARTMENT OF
HEALTH & HUMAN SERVICES**

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