



BreastCare: A Reflection of Success


BreastCare
Say Yes to a Mammogram!

ANNUAL REPORT 2007

Arkansas Takes Care of Its Women

A result of the Breast Cancer Act of 1997 passed by the Arkansas General Assembly, BreastCare has been making a difference in the lives of Arkansas women and their families since 1999. Recognizing that breast cancer is second only to skin cancer as the most common form of cancer in women and that treatment outcomes are far worse for women without health insurance, the Governor's Breast Cancer Control Advisory Board established program guidelines through BreastCare to assure breast and cervical cancer screening and treatment for underserved Arkansas women.

Free Mammograms

Free Clinical Breast Exams

Free Pelvic Exams and Pap Tests

Free Follow-up Tests and Treatment, if needed

1992 – Arkansas Breast and Cervical Cancer Control Program (BCCCP) received federal funding for capacity building from the Centers for Disease Control and Prevention.

A Reflection of Success

It All Begins with a Call

The BreastCare program targets Arkansas women 40 years of age and older with incomes at or below 200 percent of the federal poverty level who do not have health insurance or whose insurance does not cover mammograms or cervical cancer screening. Women are encouraged to call the BreastCare hotline for information about a free mammogram. Women who qualify are enrolled in BreastCare and scheduled for a clinical breast exam and Pap test with a BreastCare provider in their area. The call center operators provide women who do not qualify for a free mammogram with information about low-cost screening and community resources available to them. BreastCare nurses answer questions about risk factors, screening and treatment procedures.

Most women in the BreastCare program receive normal results from their mammograms and Pap tests. The program's network of regional care coordinators provides follow-up to those who receive abnormal results. Should the follow-up result in a diagnosis of breast or cervical cancer, the program care coordinators help those clients through the treatment process and beyond.

Now entering its second decade of service, BreastCare provides free screening, diagnosis and treatment of breast and cervical cancer to thousands of Arkansas women each year. Through outreach programs, as well as public and professional education about the importance of good breast and cervical health, BreastCare is helping empower Arkansas women to wield their only weapon against breast and cervical cancer: early diagnosis through mammograms, clinical breast exams and Pap tests.



The Bottom Line in 2007

- **18,291 women** enrolled
- **57,315 women** eligible to receive services
- **164,628 calls processed**
- **6,749 new enrollees**
- **14,116 women** screened
- **17,305 mammograms** performed
- **6,907 Pap tests** performed
- **479 women diagnosed** with breast or cervical cancer*
- More than **\$4.5 million** spent on screening, diagnostic and treatment services

Since BreastCare began in February 1999

- **925,814 calls processed**
- **108,056 mammograms** performed
- **55,730 Pap tests** performed
- **1,918 cases** of breast or cervical cancer treated*

*Includes precervical cancers

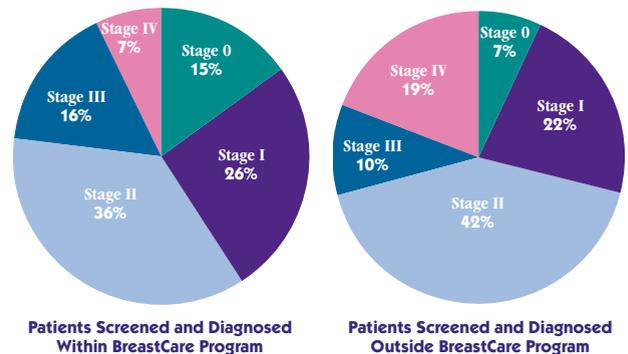
1999 – BreastCare began a comprehensive program for Arkansas that included screening, diagnosis and treatment.

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Successful Outcomes Tied to Early Detection

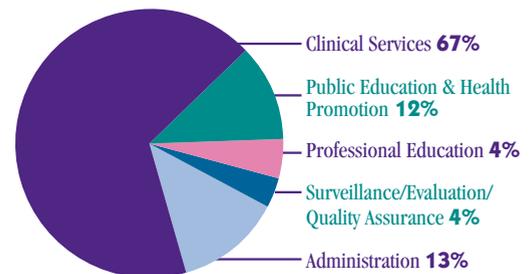
The earlier breast cancer is detected, the greater the treatment options and the better the treatment outcomes. The trend continues to be that women enrolled in the BreastCare program who were subsequently diagnosed with breast cancer were diagnosed with earlier stage cancers than women who enrolled in the program after they had received a breast cancer diagnosis.

Breast Cancer Staging Distribution (2006)



Budget Allocation Heavy On Clinical Services

Fully 67 percent of BreastCare's annual budget goes to provide breast and cervical health services to uninsured and underinsured Arkansas women.



BreastCare Exceeds CDC Standards

Timing and continuity of care are as important to a successful program as clinical breast exams, mammograms and Pap tests. The Centers for Disease Control and Prevention (CDC) has developed a set of standards for reporting demographic and clinical information on women served through the National Breast and Cervical Cancer Early Detection Program (NBCCEDP). Known as Minimum Data Elements (MDEs), these standards are set by CDC and used to monitor and evaluate the program. In 2007, BreastCare exceeded CDC standards by meeting 10 out of 11 of what the CDC considers to be core performance indicators.



Program Numbers Per Congressional District

	1st Congressional District	2nd Congressional District	3rd Congressional District	4th Congressional District
Total State Funds Spent	\$453,722	\$559,861	\$408,113	\$338,839
Total Federal & State Funds Spent	\$789,852	\$910,103	\$680,358	\$587,146
Counties in the District	26	8	12	29
Women Eligible for Services	15,482	13,057	13,532	15,244
Clients Served*	7,708	6,886	4,280	6,230
Clients with Cancer Diagnosis	138	87	103	146
BreastCare Providers	358	744	382	312

Cost Effectiveness

There has been an emphasis on determining the cost of delivering screening and diagnostic services to medically underserved, low-income women both on the national and local levels. Relative to national program cost evaluations, BreastCare stacks up quite favorably, again showing the value of this program for our women and our state.

	NBCCEDP*	BreastCare
Cost per Woman Served	\$555	\$168
Cost per Cancer Detected	\$10,566	\$9,562

*National Breast and Cervical Cancer Early Detection Program Cost Analysis, 2003-2004

A Good Investment

In calendar year 2007, more than \$4.5 million was spent on covered services valued at \$45.9 million. That means for every \$1 BreastCare spent, the program received \$10 in services from providers, which represents a good value for funds that are invested in Arkansas women.

*Women who receive services in more than one congressional district may be counted more than once. Numbers do not include women served by providers in other states or in bordering cities.

Pink Carnation Sunday Gets A Boost

Pink Carnation Sunday, held on the fourth Sunday in October, is an annual event emphasizing the importance of early detection in successfully treating breast cancer. Thanks to a \$10,000 grant from the Susan G. Komen for the Cure Arkansas Affiliate more funds than ever before were available to support this important outreach effort and a second Pink Carnation event was added in April. By partnering with churches and faith-based organizations throughout Arkansas, breast health advocates hand out thousands of pink carnations to women who pledge to get mammograms during the coming year. More than 177 churches across Arkansas participate in this annual event.



Linda Wilson
Minority Outreach
Specialist

2000 – Pink Carnation Sunday began as an annual outreach event with participation from 12 churches in three counties.

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Reach to Recovery Project

A diagnosis of breast cancer can be devastating. Being able to talk with other women who have faced breast cancer and survived is a tremendous comfort and invaluable source of information for women who are just beginning that journey. The Reach to Recovery Project, sponsored by the American Cancer Society, brings women who have recently been diagnosed with breast cancer (or who are struggling with its aftermath) together with volunteer survivors in their communities or over the phone. In very personal terms, survivors understand what the cancer patients are experiencing and serve as living proof that breast cancer is not a death sentence. The Reach to Recovery survivor volunteers talk one-on-one with BreastCare patients about their diagnoses and treatment and offer encouragement about what life as a survivor can mean to them. In 2007, BreastCare referred 155 women to the Reach to Recovery Project.





Josetta Wilkins inspires luncheon attendees.

Josetta Wilkins Award Winners

Each year the Josetta Wilkins Award recognizes one volunteer, one professional and one organization that demonstrate outstanding achievement in breast cancer education, research, advocacy, treatment or support.

2001 – BreastCare women diagnosed with breast or cervical cancer become eligible for the full array of Medicaid services while being treated due to the federal Breast and Cervical Cancer Treatment Act of 2000.

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Individual Winner –
Francesica Kelley of
Little Rock

The award for “Individual Volunteer” for 2007 went to Francesica Kelley, a two-time breast cancer survivor, author and National Chairperson for the Witness Project. Through her book *Free To Be Me*, which sold nearly 3,000 copies in its first six months in print, Kelley educates women about breast cancer and encourages awareness of screening, diagnosis and treatment. She also travels extensively spreading the word about the importance of early detection and treatment.

The “Professional Award” went to a group of five individuals – the BreastCare Care Coordination Team. The team includes Polly Lockett-Fox (North Little Rock), Lisa Martin (Paragould), Debby Harris (Russellville), Fran Kirk (Forrest City) and Julie Huntley (Texarkana) who travel across the state providing follow-up to patients and advocating for good breast health to women who often fall between the cracks of the healthcare system. Due to the diligence of the Care Coordinators, over 90 percent of women with abnormal screening results received follow-up exams.



The “Professional Award” recognition went to the BreastCare Care Coordination Team – Back row: Julie Huntley representing Southwest Arkansas and Debby Harris representing Northwest Arkansas. Front row: Fran Kirk representing Southeast Arkansas, Lisa Martin representing Northeast Arkansas, and Polly Lockett-Fox representing Central Arkansas.



Organization Winner – Washington Regional Cancer Support Home
 Back row: Trace Henley and Susan Earnest. Front row: Audra Flammang and Gina Maddox.

The 2007 Josetta Wilkins “Outstanding Organization” award went to Washington Regional Cancer Support Home in Fayetteville. The Cancer Support Home provides cancer patients with support groups, a resource library to help them understand their diagnosis and a boutique with wigs, hats and mastectomy supplies within a comfortable home-style environment. The Cancer Support Home also offers free clinical breast exams to women throughout the year and makes referrals to the cancer outreach program “No Excuses.”

2005 – The Cervical Cancer Act of 2005 created the Cervical Cancer Task Force within BreastCare to combat the debilitating effects of cervical cancer on Arkansas women and improve care for cervical cancer victims.

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The BreastCare Team

The BreastCare Team ensures that the program works effectively to reach and serve uninsured and underinsured women. From education and training to managing provider contracts, the BreastCare Team is tireless in their dedication to our mission.

Barbara Hager, MPH
 Program Director

Bamidele Olaleye
 Data Manager

Louise Scott
 Program Administrator

Adam Nelson
 Medicaid Case Manager

Becky Kossover, MA, CVM
 Contracts and Accounts Manager

Stephen Lein
 Data Manager

Dianne Crippen, RN
 Program Nursing Coordinator

Carletta Denton
 Medical Records Technician

Tina Patterson, RN
 Program Nursing Coordinator

Shiela Kelley
 Accountant

Tatiana Swanigan
 Health Educator

Carol Middleton
 Budget Coordinator

Linda Wilson
 Minority Outreach Specialist

Wanda Lung'aho
 Administrative Assistant

Lucy Im, MPH
 Senior Epidemiologist

Letha Bell
 Secretary

Care Coordinators

BreastCare Care Coordinators are a network of nurses who work with BreastCare clients across the state and serve as liaisons between the Arkansas Department of Health and the local providers who perform the actual screenings and treatment of women in need. Care Coordinators also offer education and outreach to existing and potential BreastCare providers.

Debby Harris, RN
 Northwest Region

Polly Lockett-Fox, RN
 Central Region

Julie Huntley, RN
 Southwest Region

Lisa Martin, RN
 Northeast Region

Fran Kirk, RN
 Southeast Region

The Breast Cancer Control Advisory Board

While many share in the success of the BreastCare program, we are especially indebted to the Breast Cancer Control Advisory Board for their guidance and dedication to the women of Arkansas.

Laura Hutchins, MD, FACP, Board Chair

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

Leila Alston, MHSA

Baptist Health
Little Rock, Arkansas
Representing Susan G. Komen Foundation
Term expires: 1/1/12

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, PA
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

Stella Hart

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

Mary Lou Wilson, RN

Springdale, Arkansas
Representing Women's Health Advocacy
Term expires: 1/1/11

Joining the board in 2008:

Laura Hutchins, MD, FACP

University of Arkansas for Medical Sciences
Little Rock, Arkansas
Representing American Cancer Society
Term expires: 1/1/09

Sondra Bedwell, RN, MNSC, FNP

University of Arkansas for Medical Sciences, AHEC-SW
Texarkana, Arkansas
Representing Arkansas Nursing Association
Term expires: 1/1/12

Ronda Henry-Tillman, MD

University of Arkansas for Medical Sciences
Little Rock, Arkansas
Representing Medical Oncology
Term expires: 1/1/12

2007 – There have been 1,918 women diagnosed and treated for breast or cervical cancer since BreastCare began.

A Reflection of Success

Providers: Our Front Line Against Breast Cancer

There are more than 1,870 clinical services professionals who provide breast and cervical cancer screening to women enrolled in BreastCare. Thanks to these dedicated professionals in 155 cities across Arkansas, an unprecedented number of Arkansas women – whether urban or rural – now have access to breast and cervical cancer screening.



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

Administered by



Arkansas Department of Health

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