



Women's Health Update

A Publication of Arkansas BreastCare • Summer 2005

Josetta Wilkins Award Honors Breast Health Advocates

Jane B. McDaniel of Jonesboro and the Ozark Affiliate of the Susan G. Komen Breast Cancer Foundation were honored with the Josetta Wilkins Award at a recent presentation ceremony. McDaniel and the Ozark Affiliate were honored for their work to further educate Arkansans about breast health.

McDaniel, a 20-year breast cancer survivor, has labored tirelessly as an advocate, lobbyist and outreach worker committed to eradicating breast cancer. As former Vice President of Marketing for St. Bernards Health System, McDaniel was responsible for acquiring the area's first mobile mammography unit to visit worksite and rural locations. McDaniel developed a successful professional education program for physicians about the

importance of recommending mammography to their patients. She has served on the Breast Cancer Control Advisory Board and on the Komen Foundation's National Public Policy Advisory Council.

The Ozark Affiliate makes education, screening and treatment available for Northwest Arkansas women. The Ozark Affiliate has funded more than 60 grants to serve rural, minority, underserved and uninsured women. The Ozark Affiliate's Race for the Cure® has raised more than \$2.7 million dollars, funding numerous community programs. Affiliate representatives recently testified before the House and Senate Committees on Insurance and Commerce and were instrumental in achieving changes in the



Left to right: Jane B. McDaniel, Josetta Wilkins and Allison Levin of the Ozark Affiliate of the Susan G. Komen Breast Cancer Foundation at the award event.

mandated reimbursement policies for breast health services in Arkansas. The Ozark Affiliate sponsors a Breast Health Providers Conference annually to provide grantees and health professionals the latest information on breast health research, education, screening and treatment.

Presented annually to one individual and one organization by BreastCare, the Josetta Wilkins Award is given in honor of the tireless efforts of former state

representative Dr. Josetta Wilkins of Pine Bluff, whose persistence helped pass the legislation in 1997 that led to the development of the Arkansas BreastCare program. She spoke at the ceremony about her own battle with breast cancer and the importance of regular screening.

Leila Alston, chair of the Governor's Breast Cancer Control Advisory Board, and Barbara Hager, BreastCare Team Leader, presented the awards.

2004 Annual Report Released

The BreastCare program of the Arkansas Department of Health (ADH) continued to expand its efforts to fight breast and cervical cancer among uninsured and underinsured Arkansas women in 2004. The program's 2004 BreastCare Annual Report provides a comprehensive overview of the program and its results.

Also included in the report is a history of BreastCare, a description of program eligibility, profiles of the individual and organization winners of the Josetta Wilkins Award, regional BreastCare Care Coordinators, Breast Cancer Control Advisory Board members and statistics showing program performance.

Some of the most significant statistics in the report include:

- Almost 14,000 women are currently enrolled in BreastCare, an increase of 35 percent in just two years
- More than 650 cases of breast and cervical cancer have been treated since Medicaid contributions began in December 2001
- Almost 13,000 mammograms and more than 6,300 Pap tests were performed in 2004
- Screening and treatment services valued at more than \$4.9 million have been provided to Arkansas women in 2004

Visit www.arbreastcare.org to see the 2004 BreastCare Annual Report.

BreastCare Gets High Marks from Patients

Patient satisfaction survey results indicate that the overwhelming majority of BreastCare patients are satisfied with the program. In the summer of 2004, BreastCare distributed its first-ever patient satisfaction survey to more than 3,700 women enrolled in BreastCare. The purpose was to determine how the BreastCare program is affecting patients as well as what areas to improve in order to reach as many Arkansas women as possible.

With almost 1,600 surveys returned (a 43 percent response rate), the program received an overwhelmingly positive

response from the people who matter most – the women assisted by BreastCare.

A brief summary of the survey results:

- 99.7 percent said they would recommend BreastCare to their friends or family
- 98 percent had a mammogram in 2003
- 98 percent indicated the BreastCare enrollment center operators were friendly and helpful
- 95 percent indicated that the BreastCare staff was friendly and helpful
- 98.5 percent indicated that the Call Center operator they spoke with was knowledgeable of the program
- 97 percent felt that the clinic hours were convenient and that the clinic staff was



Theresa Peebles and Marilyn Hurley (center), postmasters of Patterson and Tilly, Arkansas respectively, present a check to Leila Alston (left), chair of the Governor's Breast Cancer Control Advisory Board, and Barbara Hager, BreastCare team leader (right).

Postmasters Raise Money for BreastCare

The Arkansas Chapter of the National Association of Postmasters of the United States (NAPUS) presented \$450 to BreastCare in December. The funds were raised from an auction of framed Breast Cancer stamps at the Chapter's 2004 Fall Conference.

"I have friends that receive their mammograms via BreastCare who would not otherwise be able to get a mammogram," explains Marilyn Hurley, postmaster of Tilly, Arkansas, and a one-year breast cancer survivor. "I am proud of the work that Arkansas BreastCare does."

What's Inside

- 2 11 Mini-Grants
- 2 New Team Members
- 2 BreastCare Materials Win Awards
- 3 Provider Alerts
- 3 Minority Outreach
- 3 Screening Guidelines
- 4 BreastCare Website

Page 2



Page 2



Page 3



Page 4



www.ArBreastCare.com
1-877-670-CARE (2273)

BreastCare Awards Mini-Grants to 11 Arkansas Programs

Every year BreastCare, the Arkansas Department of Health's breast and cervical cancer education, awareness and treatment program, awards grants to statewide programs that educate women on breast and cervical cancer detection and treatment. This year, 11 mini-grants totaling \$65,000 were given to six minority and five public programs throughout Arkansas to continue these efforts, including:

Promotora de la Salud, **Arkansas Human Development Center**, Little Rock
 Community Breast Education and Screening, **Baptist Health**, Little Rock
 Prim, Proper and Pink, **Calhoun Street Church of Christ**, Newport
 Project Pink Crusade, **Delta Omega Omega of AKA Sorority**, Jefferson County
 Partners in Pink, **East Arkansas Enterprise Community**, Forrest City
 We Care Project Awareness, **Full Gospel Outreach Ministry**, Montrose
 Project Tickled Pink, **Christian Health Center**, Camden
 Adding a Link to Project Pink, **Hempstead, Lafayette, Little River and Nevada Counties**, Southeast Arkansas
 Think Pink Project, **Marion County Hometown Health**, Yellville
 Project Pink Awareness, **Montgomery County Education Coalition**, Mount Ida
 Project Pink Awareness, **Pike County Hometown Health Coalition**,

Murfreesboro

Recipients range from local health units to small rural churches that are passionate about increasing awareness of the BreastCare program. To qualify for the grants, the organization must write a grant proposal with goals, objectives and activities they will perform. They must also have more than one special event planned for women, especially in underserved areas of Arkansas that have not heard of the BreastCare program.

For more information about the mini-grant program, contact Linda Wilson at 501-661-2513 or ljwilson@healthyarkansas.com.

BreastCare Materials Win Awards



Becky Kossover, BreastCare Contracts and Accounts Manager; Dan Cowling, The Communications Group and Tina Patterson, BreastCare Nurse Coordinator, proudly display the 2005 Prism Awards earned by BreastCare.

For the second time in less than 12 months, BreastCare materials and outreach activity have been recognized as outstanding. At the annual Public Relations Society of America (PRSA) Arkansas Chapter Prism Awards ceremony, BreastCare materials were honored with two coveted Prism Awards.

The Prism Awards are given annually to a select few programs and materials that are judged to be outstanding. Judges from outside Arkansas reviewed the materials for quality, excellence in communication and ability to reach desired audiences and objectives.

This year, PRSA recognized the BreastCare radio spots and the Josetta

Wilkins Award program. The radio spots, heard statewide, were designed to motivate women who had never had a mammogram to get their first screening mammogram.

The Josetta Wilkins Award program was recognized for its effectiveness in education and acknowledgment of the breast cancer community and reporting results and information about the program. Both the radio spots and the award program were created and produced by Little Rock marketing firm, The Communications Group.

BreastCare Welcomes New Team Members, Recognizes Promotion

Becky Kossover, Contracts and Accounts Manager



As the Contracts and Accounts Manager, Becky Kossover is in charge of maintaining the checks and balances of the BreastCare

program. Joining the BreastCare team in January, Kossover works with management to oversee contracts, approve payments, write requests for proposals and monitor legislation. She has extensive experience with cancer-related and nonprofit organizations, having worked previously with the Arkansas Prostate Cancer Foundation, the Arkansas Division of Volunteerism and Central Arkansas Radiation Therapy (CARTI).

What impresses her most about the BreastCare program is its goal to reach as many Arkansas women as possible. "We're enrolling almost 15,000 women annually and still there are thousands who qualify who may not know of the program," Kossover explains. "There are a lot of hard

workers here that believe in the job they are doing to improve the overall health of Arkansas women."

Danielle Burns, Secretary



Danielle Burns joined the BreastCare team in December, after working for a few months in the Tuberculosis department at the

Arkansas Department of Health (ADH).- As secretary for the BreastCare team, Burns schedules meetings, directs phone calls to appropriate areas and assists other team members with various projects.-She also is an integral part of the Breast Cancer Control Advisory Board meetings, taking minutes and transcribing for reference. Prior to working at ADH, Burns worked at USBancorp Investments and Insurance as the district sales manager's assistant, coordinating and updating approximately 53 staff on new policies and auditing their departments to ensure compliance with SEC and NASD regulations.

"Although I've been with BreastCare only a short time, the one thing I like most is how hard we try to get the word out to the public that there is a resource available to them," explains Burns.-"BreastCare gives women an opportunity for quality health that they otherwise may not have."

Renee Davis, Provider Relations Coordinator



Renee Davis, a professional with EDS, joined the BreastCare team as a Provider Relations Coordinator in November. Davis

supports providers seeking to enroll with BreastCare and assists them with billing and policy questions. With more than eight years of experience in provider relations, Davis brings a unique skill set to the BreastCare team. To enhance her capabilities, Davis is pursuing a degree in public relations from the University of Arkansas at Little Rock.

"One of the greatest pleasures I get out of the BreastCare program is without its

help many women in Arkansas-would never get the care they needed," says Davis. "I am proud to be a part of this team."

Jenny Gutierrez-Le, MHA, Program Administrator



Jenny Gutierrez-Le was recently promoted to Program Administrator for BreastCare. As a member of the BreastCare team for

almost three years, Gutierrez-Le brings a multitude of experience and skills to her new position, where she monitors program expenditures, recruits and evaluates employees and helps build yearly budgets. A little known fact about Jenny: she's a non-practicing dentist.

"I know we are saving lives by educating and changing the health behavior of women in Arkansas," says Gutierrez-Le of the BreastCare program. "I feel a lot of joy knowing we are making a difference in people's lives."

PROVIDER ALERTS:

Reimbursement Available for New Cervical Cancer Diagnostic Procedures

As of January 2005, providers may receive reimbursement for utilizing the Loop Electrode Excision Procedure (LEEP) and conization of the cervix (Cone) as diagnostic procedures for the management of women with high-grade squamous intraepithelial lesions (HSIL).

According to the recommendations from the American Society of Colposcopy and Cytopathology (ASCCP), these diagnostic procedures are approved as a follow-up for HSIL Pap tests for the following conditions:

- No lesion on satisfactory colposcopy
- Only if biopsy-confirmed CIN I is identified
- Unsatisfactory colposcopy

To receive reimbursement, the performing provider such as the primary care provider or gynecologist must obtain preauthorization from the BreastCare program Nursing Coordinator. The provider must then report the final pathology result of the LEEP or Cone to the Nursing Coordinator to obtain a preauthorization number for billing purposes.

CDC requires that a final diagnosis be completed within 60 days on all patients with an abnormal test result. BreastCare providers are encouraged to adhere to this requirement in order to expedite the process and ensure timely and adequate

follow-up for BreastCare clients. Contact Dianne Crippen, BreastCare Nursing Coordinator, at 501-661-2636 or 501-944-2197 for assistance.

Updated Provider Manual, Contract Now Online

The most up-to-date Provider Manual for the BreastCare program is now online at the BreastCare website, www.arbreastcare.com. Everything providers need to know about the BreastCare program including the provider contract, program contacts, updates and reimbursement processes can be accessed on the website by clicking on the "Just for Providers" button on the home page.

"This is the first time the Provider Manual has been available online," Dianne Crippen, Nursing Coordinator for the BreastCare program, explains. "The manual has been completely reviewed and updated, and we wanted to make accessibility to the program as easy as possible. Now providers can view and print the provider contract directly from their computers without waiting for one to be mailed to them."

Providers must have a contractual agreement with the Arkansas Department of Health (ADH) before providing services for ADH clients. Providers are bound by all policies and regulations in this Provider Manual in addition to the policies and regulations in the ADH BreastCare Provider Contract. Not all sections of the Provider

Manual are relevant to every provider, but each provider is encouraged to become familiar with the entire manual in order to better serve ADH patients. Providers with additional questions may contact Dianne Crippen, at 501-661-2636 or 501-944-2197 or dcrippen@healthyarkansas.com.

CME Credit available to Physicians, Nurses

BreastCare will present "Rescreening for Cervical Cancer:-Benefits and Harms" to physicians and nurses seeking CME credits in 2005.

The program includes both the monograph and video approved by the American Academy of Family Physicians (AAFP)-and-Arkansas Nurses Association (ARNA).-Physicians will receive one credit hour in Category 1 of the Physician's Recognition Award of the American Medical Association and nurses will receive 1.2 contact hours-from ARNA.-

To register for this CME program, contact Dianne Crippen, BreastCare Nursing Coordinator, at 501-661-2636 or dcrippen@healthyarkansas.com.

BreastCare Welcomes New Providers

BreastCare depends on local providers to make breast and cervical cancer screening possible for uninsured and underinsured women in virtually every corner of Arkansas. There are currently over 1,750 BreastCare providers in Arkansas. The providers listed below have joined the program since January 2005.

- Chambers Memorial Hospital,** Danville
- Clinton Cook III, MD,** Mountain Home
- Conway OB/Gyn Clinic,** Conway
- Cornerstone Medical Group,** Van Buren and Alma
- Gregory Wood, MD,** North Little Rock
- Helena Surgery Associates,** Helena
- John Hearnberger, MD,** Nashville
- Kimberly Farmer, MD,** Helena
- McClurken Clinic for Women,** Jonesboro
- Mercy Medical Clinic,** Mt. Ida and Glenwood
- Michelle Mitchell, MD,** Hot Springs
- Oge Family Medical Clinic,** Nashville
- Ouachita Regional Anesthesia,** Hot Springs
- Outpatient Surgery Center of Jonesboro,** Jonesboro
- Pinnacle Family Medicine,** Little Rock
- Plainview Clinic,** Plainview
- Renaissance Women's HealthCare Partners,** Fayetteville
- Willow Street Health Center,** Harrison



MINORITY OUTREACH

County Health Units in Southwest Arkansas Link with Churches, Community

In May, the county health units in Hempstead, Lafayette, Little River and Nevada Counties sponsored the "I Care, I Can Make a Difference" event targeting the largest minority churches in each county.

As part of Project Pink Link, each county health unit partnered with approximately 25 churches throughout Southwest Arkansas to encourage all women over 40 to schedule a mammogram. To encourage attendance, volunteers in each church read announcements to the congregation prior to the event and any woman over 40 attending church on May 1st received an "I Care" breast cancer pin.

To expand these outreach efforts, women also were asked to share the information they received with friends or relatives, reminding them to get an annual mammogram. For more information on Project Pink Link, contact Linda Wilson at 501-661-2513 or Janet McAdams at 870-887-2004.

BreastCare Receives Grant to Reach Hispanic Women

The Arkansas BreastCare program received a grant from the Ozark Affiliate of the Susan G. Komen Foundation in the amount of \$32,557.

Partnering with The Community Clinic at St. Francis House in Springdale and with Tyson Foods, Inc. in Northwest Arkansas, BreastCare outreach staff will work through the "Tyson Worksite Screening Project" in order to reach Hispanic women with important breast health information and services. The Komen Foundation grant will allow BreastCare to provide 189 women with clinical breast exams and mammograms.

Care Coordination Team Receives Outstanding Community Service Award

On May 5, 2005, the BreastCare Care Coordination Team received the 2004 Outstanding Community Service Award from the Public Health Nurses Association of Arkansas at the Arkansas Public Health Convention. Members of this group are Debby Harris, RN, Lisa Southard, RN, Fran Kirk, RN, Polly Lockett-Fox, RN, Debra Turley, RN, Ginger Bailey, RN, Darlene Cannon, RN, Patricia Teague, RN, and Stacy Voisin, RN.

The Care Coordinators case manage program clients with abnormal test results to ensure that they receive appropriate and timely follow-up. This is done by identifying needs and barriers to adequate care, establishing a plan of care with the client's input, coordinating activities to obtain appropriate care, reassessing the plan and it's effectiveness as well as the client's compliance to the plan of care, developing resources, utilizing and improving existing resources and evaluating each individual case. As a result, patients are able to

manage their own health care and make informed decisions.

They are also responsible for professional education, quality assurance, provider outreach and recruitment and the completion of Medicaid applications for patients with breast or cervical cancer. To date, they have placed over 800 cancer patients on Medicaid, ensuring comprehensive coverage for treatment of breast and cervical cancer and high-grade cervical lesions.

The Care Coordination Team is an integral part of the BreastCare program. Their contributions have made an impact on every community in this state as well as making BreastCare a model program for other states. Each member of the team has her own special gift, but they all have a listening ear, a caring heart and an encouraging spirit. They have made tremendous sacrifices for quality patient care and the improvement of patient and provider satisfaction. Congratulations for a job well done.

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Cervical Cancer Resources
 If you'd like more information about cervical cancer, Pap tests or HPV, the Centers for Disease Control provides information for providers and patients at the following websites:
www.cdc.gov/cancer/nbccedp/info-cc.htm
www.cdc.gov/std/hpv/default.htm



Team

www.ArBreastCare.com
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**BreastCare
 Enrollment Center
 Hours of Operation:
 Monday - Friday
 7:00 a.m. - 5:00 p.m.
 Saturday - Sunday
 Closed**

THIS AND THAT

In the National News

Cancer, Heart Disease Account for Most Deaths in Americans

Recent national media reports about the American Cancer Society's new cancer statistics and its projections for cancer deaths in 2005 have confused many about death rates due to cancer and heart disease. Between cancer and heart disease, these two diseases claim the lives of most Americans.

While heart disease is the number one killer of the entire population as a whole (both men and women), cancer has now surpassed heart disease as the number one killer of Americans 85 years of age and younger. Heart disease remains the number one killer in some specific age groups such as men ages 40 to 59 and older adults ages 75 to 84. In addition, cardiovascular problems (heart disease, stroke and other vascular diseases) continue to be the number one killers overall as well as across most age groups.

For more information about cancer statistics, log on to the American Cancer Society website at www.cancer.org and click on the "Health information seekers" link.

Suggestion Box

We want to hear from you! Through this newsletter, we want to provide you with the information and tools necessary to help fight against breast and cervical cancer. Please send your suggestions for the *Women's Health Update* or questions about the BreastCare program to:

Danielle Burns
 BreastCare Secretary
 501-661-2942 or e-mail
dpburns@healthyarkansas.com

BreastCare Website

Provider Information Kit Now Online

To reach as many providers as possible in Arkansas, BreastCare compiled an online Provider Information Kit that includes everything a physician, nurse or clinic needs to know to become a BreastCare provider.

By accessing the "Just for Providers" section at www.arbreastcare.com, providers can download and print the following items:

- Billing Instructions
- Claim Form
- Treatment Codes
- Reimbursement Rates: Breast and Cervical
- Provider Messages
- Provider Manual
- Companion Guide

For more information about the BreastCare Provider Information Kit, contact Dianne Crippen, BreastCare Nursing Coordinator, at 501-661-2636.



Women's Health Update

Produced by Arkansas BreastCare

Arkansas BreastCare hopes you enjoyed this publication. If you do NOT want to receive this publication from the Arkansas Department of Health, please contact Danielle Burns, BreastCare Secretary, at 501-661-2942 or by e-mail at dpburns@healthyarkansas.com to have your name deleted from the mailing list.

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