



Women's Health Update

A Publication of BreastCare • Summer 2006

BreastCare Hosts First Conference for Providers

BreastCare along with UAMS hosted the first Provider Conference designed for BreastCare clinical providers. The two-day conference informed attendees about BreastCare policies and procedures, legal principals, management of Pap tests and mammogram results, among other topics.

The Accreditation Council for Continuing Medical Education accredited the BreastCare Provider Conference, allowing those in attendance to receive CME credits.

Dianne Crippen, co-course director for the conference and a BreastCare program nursing coordinator said, "Providers are a key component to BreastCare and the Provider Conference seemed like the best opportunity to reach out to them and provide updates and the latest program details."

This year's Provider Conference, held in the Walton Auditorium of the Arkansas Cancer Research Center on the UAMS campus, attracted 149 primary care providers, surgeons, radiologists, nurses, mammography technicians and others from across the state. The conference addressed a number of topics important to the continued success of the BreastCare



Radiologist Jerry Gehl, MD, (left) and surgeon Jerri Fant, MD presented information on diagnosis and management of breast disease and cancer from their respective perspectives.

program including risk management, management of abnormal mammograms and Pap tests, new screening and diagnostic methods and clinical protocols. In addition, the Interdisciplinary Case Conference emphasized the importance of a multi-disciplinary approach in the management of abnormal breast and cervical cancer results.

This year's conference drew a host of top-notch exhibitors. Attendees had ample opportunity throughout the two-day event to visit with vendors, gather information and see demonstrations of new technology developed to assist in the early diagnosis and treatment of breast and cervical cancer.

2006 Provider Recognition Awards Presented at Conference

Because BreastCare providers are at the heart of the BreastCare program, those providers who have seen the most BreastCare patients since the program's inception were honored.

Northeast Region

PCP Dr. John St. Clair - Jonesboro
LHU Mississippi County - Blytheville
Surgeon Dr. John Cook - Jonesboro
Mammogram Facility St. Bernards Regional Medical Center - Jonesboro

Northwest Region

PCP Cynthia Kresse APN - Eureka Springs
LHU Baxter County - Mountain Home
Surgeon Dr. Michael Cross - Fayetteville
Mammogram Facility Sparks Womens Center - Fort Smith

Southeast Region

PCP Dr. Sudhir Kumar - Forrest City
LHU Phillips County - West Helena
Surgeon Dr. Charles Mabry - Pine Bluff
Mammogram Facility Forrest City Medical Center - Forrest City

Southwest Region

PCP Dr. Matthew Callaway - El Dorado
LHU Hempstead County - Hope
Surgeon Dr. William Thompkins - Texarkana
Mammogram Facility Medical Center of Southwest Arkansas - El Dorado

Central Region

PCP Dr. Judy McDonald - Little Rock and Hot Springs
LHU Pulaski County Central - Little Rock
Surgeon Dr. James Hagans - Little Rock
Mammogram Facility St. Vincent Breast Center - Little Rock

Providers Must Submit Claims by August 15

All claims for services provided to BreastCare clients during fiscal year 2006 (July 1, 2005 - June 30, 2006) must be submitted by August 15, 2006 in order to be paid by BreastCare. Providers must submit claims in a timely fashion for reimbursement.

"Putting the Pieces Together" is No Puzzle for BreastCare

Putting the Pieces Together was a particularly descriptive theme for this year's Arkansas Cancer Summit, which was held in three Arkansas cities this spring. According to Barbara Hager, BreastCare program director, BreastCare annually helps sponsor the summit in an effort to raise awareness of Arkansas' comprehensive cancer plan and the steps being taken to reach its goals.

According to Tina Gill, CDC Regional Public Health Advisor, conducting sessions

in three different locations was an attempt to provide the opportunity for more participation from a more diverse population.

Session 1, Summit at the Capitol, targeted the legislative community and was designed to update legislators of the status of breast, colorectal and cervical cancer programs.

Session 2, Clearing the Air in Communities of Color, held in conjunction with the Arkansas Minority Summit on Tobacco Control, was held at the University of Arkansas at Pine Bluff and recognized outstanding tobacco advocates.

Session 3, Essential Pieces of Cancer Control, held in Fayetteville, honored Governor Mike Huckabee for his Clean Indoor Air Act legislation and the American Cancer Society for its advocacy work with community leaders to help



Representative Jay Bradford, Dr. Ronda Henry-Tillman, Dr. Glen Mays, Charlotte Williams and Dr. Paul Greene attend the Arkansas Cancer Summit - Summit at the Capitol.

pass that legislation. Dr. Armin Weinberg, Director of the Chronic Disease Prevention and Control Research Center and Professor of Medicine at Baylor College of Medicine in Houston, delivered a keynote address regarding disparities in cancer care.

The Arkansas Cancer Summit is organized annually by the Arkansas Cancer Coalition for cancer programs, providers, survivors and advocates. For an in-depth summary of the Arkansas Cancer Summit VII, go to www.arcancercoalition.org/cancer_summit.asp.

What's Inside

- 2 EDS: Providing a Critical Function
- 2 New Board Member
- 2 New Providers
- 2 Local Happenings
- 3 Provider Updates
- 3 A Remarkable Year
- 3 Josetta Wilkins Event
- 3 Minority Outreach
- 4 National Happenings
- 4 Update Your Address Book

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

Page 2



Page 2



Page 3



Page 3



BreastCare
Say Yes to a Mammogram!

What's NEW?

EDS: Providing a Critical Function

Electronic Data Systems (EDS) is a Fortune 500 company with offices around the world. EDS serves as the claims processing agent for BreastCare, as well as for clients such as General Motors and the United States Navy. EDS Arkansas plays an essential role in BreastCare's ability to meet the breast and cervical health needs of Arkansas women. The EDS Arkansas staff consists of approximately 180 employees who support BreastCare and Medicaid customers. As the claims processing agent for BreastCare, EDS has a number of important functions:

- Recruiting and training providers about the program and its billing requirements
- Answering calls to BreastCare's toll-free number
- Qualifying, enrolling and scheduling appointments for women in the program
- Providing BreastCare patients and providers with additional information when needed
- Following up on CBE, Pap test and mammogram appointments, rescheduling missed appointments and making reminder calls about up-coming appointments
- Contacting women who have not yet re-enrolled in the program
- Referring women over 65 to the appropriate Medicare contact

Since July 2000, the BreastCare Call Center has processed almost 600,000 calls. According to Chrissy Cook, "The most basic calls are from women calling to enroll in the program. We determine if they are eligible and if they are, we assign them to a Primary Care Provider (PCP) in their area. We then schedule them for a clinical breast exam and Pap test. Based on the results from the PCP, we schedule the woman for either a screening or diagnostic mammogram."

When asked about other types of calls, Cook responded, "We have much more complicated and often heartbreaking calls. Calls from women who have had abnormal diagnostic mammograms and need surgical consults, and from women who have just been diagnosed with breast cancer and need to know what treatment services are available to them. It's a huge responsibility," continued Cook, "but I'm so proud to be part of this wonderful program and the really important work we do."

Project Management

Chrissy Cook has been with BreastCare since the program began, serving first as the business analyst/provider representative and later as supervisor of the call center contract. She has not only trained providers on how the program works, but has also been responsible for implementing the call center, hiring the staff and training them on how clients are enrolled and appointments scheduled. Because of Chrissy's intimate knowledge about virtually every aspect of the BreastCare program, she was the natural choice as BreastCare's EDS project manager, a position she assumed in April 2005. As project manager, Chrissy is responsible for the entire contract EDS has with the Arkansas Department of Health and Human Services BreastCare program. She oversees all contract requirements, financials, as well as the program's day-to-day operation.



Chrissy Cook,
Project Manager, EDS
BreastCare Account

Dr. Jerri Fant Joins Board

The success of BreastCare is in no small part due to the professional insights and commitment of our board members. BreastCare is proud to welcome Dr. Jerri S. Fant to our Board. Dr. Fant is fulfilling the term of Dr. Robert Janes who retired last year.

Dr. Fant did her undergraduate work at Duke University where she earned a B.S. in Classical Studies. She graduated from the University of Arkansas for Medical Sciences where she also did her internship and residency in general surgery. Dr. Fant completed



Jerri S. Fant, M.D.

a two-year fellowship in surgical oncology of the breast at Baylor University Medical Center in Dallas.

In addition to authoring numerous papers published in some of the profession's most respected journals, Dr. Fant is certified by the American Board of Surgery and is a member of the American College of Surgeons, American Society of Breast Surgeons, Association of Women Surgeons, American Medical Association, Society of Baylor Surgeons, Arkansas Medical Society and the Pulaski County Medical Society.

Dr. Fant serves as a volunteer speaker for The American Cancer Society, the *Reach to Recovery* and *Bosom Buddies* breast cancer survivor support groups, as well as for BreastCare nursing personnel, the Baptist Health Care System volunteers and Junior League breast cancer prevention meetings. Additionally, Dr. Fant serves as physician advisor for the American Cancer Society's patient support program work groups.

New Providers Join BreastCare

Local providers make it possible for uninsured or underinsured Arkansas women to receive breast and cervical cancer screening. BreastCare welcomes these newest providers to the BreastCare family.

- Teresa Bartlett, Alma
- Shannon Card, Berryville
- Charles Horton, Berryville
- Mark Malone, Berryville
- Craig Milam, Berryville
- Johnny Nash, Berryville
- Robert Phillippe, Berryville
- Randal Spurgin, Berryville
- Johnathan Lewis, Camden
- Robbie Pickle, Clinton
- Harriette Allison, El Dorado
- Staci Watson, Fayetteville
- Michael Payne, Fordyce
- Rezina Ahmed, Fort Smith
- James P. Bell, Fort Smith
- Stanley Reyenga, Fort Smith
- Lynette Johnson, Harrison
- Sarah Robertson, Harrison
- Harvey Osborn, Hope
- Jaime Cardenas, Hot Springs
- Nicquel Gordon, Hot Springs
- Marcus Gunter, Hot Springs
- Clinton Henson, Hot Springs
- Haynes Jackson, Hot Springs
- William Davenport, Hot Springs
- Stephen Penor, Hot Springs
- Eldon Reed, Hot Springs
- Michael Sawyer, Hot Springs
- Gregory Slagle, Hot Springs
- St. Bernard Imaging Center, Jonesboro
- Laurance Lee, Lake Village
- Jason Morris, Lake Village
- Rad-One P.A., Lake Village
- Askin Uysal, Lake Village
- Charles Burke, Little Rock
- Elaine Landry, Little Rock
- Mark Moss, Little Rock
- Donald Norwood, Little Rock
- Aaron Spann, Little Rock
- Magnolia Rural Health Clinic, Magnolia
- Lynn Strickland, Magnolia
- Tara Reynolds, Newport
- Breast Health Clinics of AR, North Little Rock
- James L. Workman, Pine Bluff
- John Scribner, Salem
- Joyce Simmons, Searcy
- David Crownover, Siloam Springs
- Faye Armstrong-Paap, Springdale
- Enrique Cubillo, Sprindale
- Jennifer Turner, Springdale
- Jack Royal, Texarkana, TX

Local Happenings



Disparity Week at the Division of Health: BreastCare team members Lucy Im and Jenny Gutierrez-Le (center) model examples of native dress from Korea and Honduras at Division of Health "Taste of the World." They are joined by two other DOH employees, Rupa Sharma representing Nepal (left) and Laura Challenger representing Antigua (right).



(Center) Cancer patients and their care givers attended a "Look Good, Feel Better" party compliments of BreastCare, Baptist Health and the American Cancer Society. Ladies were taught beauty techniques to help restore their appearance and self image during chemotherapy and radiation treatments.

(Left) Linda Wilson, BreastCare minority outreach specialist, and Kirsten Heintz, with the American Cancer Society, participate in The Witness Project program at Allison Presbyterian Church in Little Rock during Minority Cancer Awareness Week.

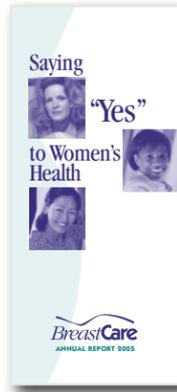
2005: A Remarkable Year of Service

Annual Report

BreastCare's 2005 annual report was released on April 27 during the Josetta Wilkins Award program. According to last year's figures, enrollment topped 14,000 with an increase in the number of mammograms and Pap tests performed. The BreastCare call center also surpassed the 100,000 mark in calls processed there.

In order for state programs to retain funding, they must do more than provide

services. They must meet the Centers for Disease Control and Prevention (CDC) standards for timeliness and continuity of care. BreastCare has 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 also 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 averaged only 64 percent compliance.

To download a copy of the complete 2005 Annual Report go to www.ArBreastCare.com.

MINORITY OUTREACH



Pink Carnation Sunday: October 22, 2006

Churches across the state will present pink carnations to the women in their congregations over the age of 40 as a reminder to practice good breast health. If your church would like to be part of this event, register as soon as possible by contacting Linda Wilson at 501-661-2513 or e-mail Linda.Wilson2@Arkansas.gov.

Stayton, Willis and Steel Magnolias Honored at Josetta Wilkins Event

On April 27, Charlie Stayton and Mattye Willis of The Witness Project along with the Steel Magnolias Breast Cancer Support Group were honored with a Josetta Wilkins Award. They were each honored for their work in the community and around the state regarding breast cancer education and awareness.

Willis and Stayton have worked together for many years at The Witness Project, a community based breast and cervical cancer education and outreach program designed to reach African-American women. Willis is a two-time cancer survivor and believes strongly in breast cancer advocacy and education. Stayton is a 21-year cervical cancer survivor. She takes pride in her work as a patient advocate and breast cancer advocate.

The Steel Magnolias Breast Cancer Support Group was honored for their work in Columbia County. Members of the support group reach out to local and surrounding community members, informing families of the importance of cancer screenings. Representatives of the support group accepted the award for the group.

This year's Josetta Wilkins event brought several changes. The awards ceremony coincided with the BreastCare providers'



The Josetta Wilkins Individual Award was shared by Charlie Stayton and Mattye Willis of The Witness Project.

conference to allow conference participants an opportunity to attend. And this year for the first time, the Josetta Wilkins Award for an individual actually went, not to an individual, but to a team.

The Josetta Wilkins Award is presented annually to one individual and one organization that have made an impact in the fight against breast cancer in Arkansas. The award is named in honor of the tireless efforts of former state Rep. Dr. Josetta Wilkins in the legislature. Her persistence helped pass the Breast Cancer Control Act of 1997, which led to the formation of BreastCare. Nominations for the 2006 Josetta Wilkins Award will go out in the fall. For more information or a nomination form, log on to www.ArBreastCare.com.



Accepting the Josetta Wilkins Organization award on behalf of the Steel Magnolias Breast Cancer Support Group were (l-r) Mary Gunnels, Pasty Bentley, Margie Farrar and Bonnie Zorsch.



During the La Casa Health Fair, Representative Vic Snyder (center) stopped by BreastCare's booth to visit with Jenny Gutierrez-Le (left) and Kenesha Carbage (right).

Provider Updates

New Public Health Service Agreements

A new Public Health Service Agreement for BreastCare providers will replace the former contract effective July 1. Providers are encouraged to complete their agreement in a timely fashion to be properly reimbursed by BreastCare. The new Public Health Service Agreement will be in effect July 1, 2006 through June 30, 2007. Following the initial agreement, all subsequent agreements will extend for a two-year period.

Provider agreements make it possible for BreastCare to reimburse recognized providers for services in a timely and efficient manner. It is important to submit paperwork for the new Public Health

Service Agreement as quickly as possible to avoid unnecessary delays or interruptions in reimbursements.

If you have questions about this agreement or provider enrollment, contact Shiela Kelley, Arkansas Department of Health and Human Services, 1-800-462-0599, Ext. 2836. If you have questions regarding eligibility, reporting or billing, contact EDS at 1-877-670-2273. The new contract, as well as additional agreement documents, may be accessed from BreastCare's website, www.ArBreastCare.com.

Updated provider codes are available on the BreastCare website at www.ArBreastCare.com.



Arkansas Race for the Cure Dates Set

Arkansans will have three opportunities to participate in Race for the Cure in upcoming months. October 7 in Little Rock, October 21 in Texarkana and April 21 in Fayetteville. Sponsored by Susan G. Komen Breast Cancer Foundation and many corporate sponsors from across the state, Race for the Cure brings breast cancer awareness to the public's attention with this popular and well-attended event. BreastCare will participate as part of the DHHS Team (always one of the largest). For information about Race for the Cure and registration information, visit www.AR-RaceForTheCure.org.

Josetta Wilkins Video Helps Build Awareness

A documentary video highlighting Dr. Josetta Wilkins and her determination to pass the Arkansas Breast Cancer Act of 1997 is now available from BreastCare. This 11-minute video looks at the challenges faced by Dr. Josetta Wilkins, former state legislator and breast cancer survivor, as she fought to make breast cancer screening and treatment a reality for thousands of uninsured or underinsured Arkansas women. The video also explains the program, its benefits and who is eligible. If your group or organization would like to help make women in your area aware of the free breast and cervical cancer screening services available through BreastCare, contact Erin Freeze at 501-661-2432 or at Erin.Freeze@Arkansas.gov for a copy of the video.

BreastCare Team

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

Barbara Hager, MPH
Program Director
501-661-2495

Jenny Gutierrez-Le, MHSA
Program Administrator
501-661-2787

Becky Kossover
Contracts and Accounts Manager
501-280-4097

Dianne Crippen, RN
Program Nursing Coordinator
501-661-2636

Tina Patterson, RN
Program Nursing Coordinator
501-661-2018

Erin Freeze, BS, CHES
Health Educator
501-661-2432

Linda Wilson
Minority Outreach Specialist
501-661-2513

Lucy Im, MPH
Senior Epidemiologist
501-661-2889

Stephen Lein
Data Manager
501-661-2705

Kenesha Carbage
Medical Records Technician
501-280-4816

Carletta Denton
Data Entry Specialist
501-280-4117

Polly Lockett-Fox, RN
Central Region Care Coordinator
501-944-2241 cell
501-889-5156 office

Lisa Southard, RN
Northeast Region Care Coordinator
501-425-3031 cell
870-236-9920 office

Debby Harris, RN
Northwest Region Care Coordinator
501-425-3054 cell
479-498-4549 office

Fran Kirk, RN
Southeast Region Care Coordinator
501-837-9648 cell
870-630-3228 office

Julie Huntley, RN
Southwest Region Care Coordinator
479-234-1114 cell
870-773-2108 office

Carol Middleton
Budget Coordinator
501-280-4105

Wanda Lung' aho
Administrative Assistant
501-661-2947

Shiela Kelley
Accountant
501-661-2836

Tiffany Williams
Secretary
501-661-2942

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

THIS AND THAT

National Happenings

BreastCare Team to Attend World Cancer Congress

BreastCare team members head to Washington D.C. in July for the U.I.C.C. World Cancer Congress. The Congress' agenda is wide ranging and comprehensive in its assessment of cancer prevention, early detection, treatment and research in the world today.

Although the Congress addresses numerous topics from capacity building to supportive care as well as virtually

every form of cancer, of special interest to BreastCare is the Public Health Prevention and Education track developed by the U.S. Centers for Disease Control and Prevention. According to Barbara Hager, BreastCare program director, some of the topics to be covered include:

- Breast Cancer Screening and Early Detection

- Use of HPV Vaccine in Adolescents as Part of U.S. Cervical Cancer Control Efforts
- Cervical Cancer Screening Programs Around the World

For complete details on the conference program, visit www.2006conferences.org/summit.php.

Progress in Cancer Research Presented at National Conference

Upcoming advancements in cancer research were among the topics reviewed at the 97th American Association for Cancer Research (AACR) Annual Meeting. Representatives of The Witness Project, a BreastCare contractor, were among the 17,000 attendees who heard reports of the latest and cutting-edge cancer research.

Highlights included presentations about personal genetic makeup and its role in cancer inheritance. Developing ways to "re-program" cancerous cells in order to find a cure is one example of on-going research conducted today.

Researchers also reported findings that show clinical trials are far more informative

when patients are treated as individuals rather than grouped by cancer types. This allows doctors to better treat patients based on their specific conditions and needs, which is a more individualized treatment method.

Much of the research presented during the week long conference could lead to better treatment and prevention for many forms of cancer. While most of the research presented is in its infancy, there have been huge advancements toward a cure. For more information about the research that was presented at the conference, go to www.aacr.org.

Update Your Address Book

E-mail addresses for The Department of Health and Human Services Division of Health are being revised and all new addresses will be effective by September 30. At that time, BreastCare team members' addresses will be posted at www.ArBreastCare.com. Or contact Tiffany Williams at 501-661-2942 or by e-mail at Tiffany.Williams@Arkansas.gov.

Mailing Address for BreastCare is Now

BreastCare
Arkansas Department of Health and Human Services
P.O. Box 1437 - Slot H-11
Little Rock, AR 72203-1437



Women's Health Update

Produced by BreastCare

BreastCare hopes you enjoyed this publication. If you do NOT want to receive this publication from the Arkansas Department of Health and Human Services, please contact Tiffany Williams, BreastCare Secretary, at 501-661-2942 or by e-mail at Tiffany.Williams@Arkansas.gov to have your name deleted from the mailing list.

Presorted Standard
Mail
U.S. Postage
Paid
Permit 2641
Little Rock, AR



BreastCare
Arkansas Department of Health and Human Services
P.O. Box 1437 - Slot H-11
Little Rock, AR 72203-1437