



Women's Health Update

A Publication of BreastCare • Winter 2007

DHHS Team Takes Home Award for Sixth Year at Komen Race for the Cure®

For the sixth consecutive year, the Arkansas Department of Health and Human Services (DHHS) received the award for largest government agency team at Little Rock's 13th Annual Susan G. Komen Race for the Cure® on October 7. This year's team, headed up by co-captains Erin Freeze and Blondell Hinton, was comprised of 299 members, 18 of whom were breast cancer survivors.

For the first time, DHHS team members received a team t-shirt, compliments of BreastCare and Stamp Out Smoking, in addition to the Race for the Cure t-shirt. The DHHS t-shirt design was kept as a secret from the team until a pre-race rally in August, at which time the shirts were unveiled. The pink and brown shirts featured a boxing glove on the front, keeping with the overall theme of this year's race: "Live for today; Fight for tomorrow."



The DHHS team joined with the other 42,000 race participants to help make the 2006 race the largest in Little Rock's Race for the Cure history. The record-breaking crowd flooded the streets of downtown Little Rock with the unified goal of supporting the fight against breast cancer.

Members of the 2006 Department of Health and Human Services Race for the Cure team

(L-R) Catherine Tapp, Division of Health Epidemiologist; Erin Freeze and Linda Wilson, BreastCare team members, accept the DHHS team's award for largest government agency team at the 2006 Race for the Cure



Arkansas Represented at D.C.'s "Celebration on the Hill"



View of the nation's capitol from the Arkansas tent on the National Mall at "Celebration on the Hill"



Congressman Vic Snyder and Joyce Elliot, Arkansas representative for "Celebration on the Hill"



Catherine Tapp, Division of Health Epidemiologist, with a White House intern from Egypt in Washington, D.C.



Catherine Tapp, Division of Health Epidemiologist, and other Arkansas representatives meet with Senator Mark Pryor in the Arkansas tent at the 2006 "Celebration on the Hill" in Washington, D.C.

On September 19-20, 2006, Catherine Tapp, Health Marketing Branch Epidemiologist at the Division of Health, joined 10,000 other cancer advocates from every Congressional district in the country for "Celebration on the Hill" on the National Mall in Washington, D.C. This annual grassroots effort, sponsored by the American Cancer Society Cancer Action Network (ACS CAN), sets out to put a face, or in this case, 10,000 faces, behind the fight against cancer.

The goal of this annual event is to encourage Congressional officials to join the fight against cancer by supporting legislation that provides the necessary funding for cancer research and key cancer prevention and detection programs.

Tapp was one of the 4,000 "Celebration Ambassadors," especially chosen to meet with her Congressional representatives to

share her personal stories and ask for the representatives' support in the fight against cancer. "I personally spoke with Senator [Mark] Pryor as well as Congressman Vic Snyder about the importance of the issues at hand and how they can use their influence and decision-making power for the good of all citizens who may face or are currently fighting cancer," Tapp said.

Celebration on the Hill concluded at sundown on September 20, with the lighting of more than 20,000 luminaries honoring those who have lost their lives to cancer and celebrating those who are triumphing over it. Tapp described it as the most meaningful part of the event, saying, "That is why we were there...for the names represented by each candle. We were their voice and we were heard."

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BreastCare
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What's NEW?

BreastCare Participates in Relay for Life



Cancer survivors come together to celebrate survivorship at Little Rock's 2006 Relay for Life

BreastCare partnered with the American Cancer Society in 2006 to help raise money for Little Rock's Relay for Life at Riverfront Park. Relay for Life is an annual event held across the country in which teams comprised of local citizens gather at schools, fairgrounds or parks and take turns walking or running laps for 12 consecutive hours to celebrate cancer survivorship and to raise money for cancer research and programs.

BreastCare joined other event sponsors in setting up informational and entertainment booths and tents in the center of the track. At BreastCare's tent, team members sold snow cones to raise money for Relay for Life. BreastCare also provided educational literature on the program and on breast and cervical cancers.

Since Relay for Life is a celebration of survivorship, survivors played a special role throughout the event, wearing nametags boasting their length of survivorship in months or years. Prior to the start of the Relay, more than 55 survivors participated in a Survivor Reception held at the Peabody Hotel, where BreastCare Minority Outreach Specialist Linda Wilson served as the Survivor Chairperson. Survivors then took part in a ceremonial first lap around the track to kick off the Relay.

Following the ceremonial first lap, Wilson presented two survivorship awards which were purchased and donated by BreastCare. The awards were given to the newest and longest cancer survivors who were participating in the event.

For more information on Relay for Life, contact Linda Wilson at 501-661-2513 or at Linda.Wilson2@arkansas.gov.

BreastCare Accepting Nominations for Josetta Wilkins Awards

The BreastCare Advisory Board is once again seeking nominations for the annual Josetta Wilkins Awards, which recognizes individuals and organizations in the fight against breast cancer. The award, created in 2000, is named in honor of former state representative Dr. Josetta Wilkins, whose tireless effort in the legislature was a driving force behind the development of the BreastCare program.

For the past six years, BreastCare has recognized individuals and organizations for their outstanding efforts in breast cancer education, research, advocacy, treatment or support with this award. This year's Josetta Wilkins Award will be slightly different than previous years in that there are three categories of award recipients rather than just two – an organization, a volunteer individual and a professional individual.

Nomination forms and additional information are available online at www.ArBreastCare.com or by contacting

Becky Kossover at 501-280-4097 or Becky.Kossover@arkansas.gov. Nominations are due by February 15, 2007.

Previous Josetta Wilkins Award winners include: the Susan G. Komen Breast Cancer Foundation – Arkansas and Ozark Affiliates, White County Regional Medical Center, Encore Plus, Steel Magnolias Breast Cancer Support Group, Jane McDaniel of Jonesboro, Patsy Bentley of Magnolia, former state Representative Bobby Newman of El Dorado, Representative Jay Bradford of Pine Bluff, Dr. David Bourne, Charlie Stayton and Mattye Willis, all of Little Rock.

BreastCare Welcomes New Providers

BreastCare's local providers help to ensure that breast and cervical cancer screening is a possibility for thousands of uninsured and underinsured women in Arkansas. BreastCare welcomes its newest providers, as of June 1, to the BreastCare team. There are currently a total of 2,010 BreastCare providers in Arkansas.

Abdnenour Abib, Little Rock
 William Alexander, Jonesboro
 Yazan Alsayed, Little Rock
 Valencia Andrews-Pirtle, Osceola
 Charles Baker, Jonesboro
 Karen Baker, Springfield, MO
 Lewis N. Ballard, Hot Springs
 Baptist Health Imaging, Saline County
 David L. Beck, Springdale
 Jeff Bell, Fayetteville
 Douglas D. Bernard, Batesville
 Jon Berry, Fayetteville
 Keiva Bland, Little Rock
 Carrie L. Bond, Hot Springs
 Alfred N. Bount, Jr., Hot Springs
 Martha Brewer, Little Rock
 Michael Brown, Monticello
 Caroline Calton, Newport
 Indranil, Chakraborty, Little Rock
 Chien Chen, Little Rock
 Lei Chen, Little Rock
 Willard Chumley, North Little Rock
 Laura Collins, Little Rock
 Conway Radiology Consultants, Conway
 Cornerstone Medical Clinic, Harrison
 Jessica Crowder, Conway
 Bao Dang, Fort Smith
 Amy Darwin, Melbourne
 Dennis O. Davidson Clinic, Batesville
 Norbert Delacey, Jonesboro
 Elvin Dennington, Conway
 Lephiew E. Dennington, Little Rock
 Dewitt Family Practice, Dewitt
 Joseph Dirono, Monticello
 Belinda Doss, Texarkana
 Charles Dunn, Jonesboro
 Family Practice Center, Clinton
 Paul J. Fronapfel, Little Rock
 Robert Garcia, Crossett
 Garner Family Medical Clinic, Hardy
 Cheryl Golden, Greers Ferry
 Gary Griffin, Fort Smith
 Lesley Guthrie, Newport
 Michael Guyer, Greenwood
 Ronald Hagggett, Little Rock
 Steven J. Halter, Hot Springs
 Hematology Oncology Services, Little Rock
 Paul J. Hergenroeder, Newport
 John R. Herring, Greers Ferry
 Thomas W. Hinton, Fayetteville
 Michael Hong, Jonesboro
 Amandah House, Hot Springs
 David G. Jng, Little Rock
 Allison M. Johnson, Little Rock
 Dallas Johnson, Little Rock
 Venkat Kalapatapu, Little Rock
 Ken Kelley, Hot Springs
 Ryan C. Koch, Searcy
 Mehmet Kocoglu, Little Rock
 Chaya Krishman, Little Rock
 Walter L. Kyle, Fort Smith
 Katherine L. Latimer, Hot Springs
 Lorna Layton, Jonesboro
 Lifelong Health Center, Salem
 Rebecca Phillips, M.D.
 Stephanie Long, Russellville
 Mammoth Springs Clinic, Mammoth Springs
 Victor L. Mandoff, Little Rock
 Renee P. McGraw, Searcy
 Anegela McKinness, Jonesboro
 Cathy J. McLain, Benton
 Irina Mikolaenko, West Memphis
 Mississippi Co. Primary Care, Osceola
 Lackey G. Moody, Batesville

Neil Mullins, Bentonville
 Brandon Murphy, Clinton
 Catherine Mustain, Mulberry
 Newport Diagnostic Clinic, Newport
 Northwest Ambulatory Surgery Center, Bentonville
 Oak Park Medical Clinic, Batesville
 Sarah Owers, Monticello
 Pamela Padgett, Conway
 Karol Palczynski, Lake Village
 L.J. Parker, Eureka Springs
 Alex Pildain, Little Rock
 Planned Parenthood, Fayetteville
 Pope County Imaging, Russellville
 Akhilesh Rao, Forrest City
 Tara Reynolds, Batesville
 Roy Russell, Fort Smith
 St. Edwards Mercy Health Network, Fort Smith
 Salem Family Practice, PA, Benton
 Shaw Anesthesia Services, Newport
 Michael R. Shaw, Newport
 Fern Sherrell, Melbourne
 Stephanie Shinabery, Hot Springs
 Stephen Shrum, Russellville
 Stacy A. Smith-Foley, Fayetteville
 Charles J. Stearns, Pine Bluff
 Stone County Primary Care Clinic, Mountain View
 Mark Stripling, Jonesboro
 Anandaraj Subramaniam, Mountain View
 Shane J. Tharp, Little Rock
 The Center for Women, Mountain Home
 J. Harley Barrow, M.D.
 Erik P. Shultz, M.D.
 Mary R. Wren, M.D.
 The Women's Clinic, Batesville
 Tippin Family Medical Clinic, Danville
 Christy Walker, Walker Healthcare for Women, Pine Bluff
 Michelle L. Warden, Batesville
 Washington Regional Medical Center, Fayetteville
 Louise Watson, Jonesboro
 Webber Medical Complex, Forrest City
 Charlene D. West, Dewitt
 Kenneth Wright, Hope
 Lonnie B. Wright, Hot Springs

BreastCare Welcomes New Team Member

Louise Scott joined BreastCare in December. As Program Administrator, Louise will oversee the day to day operations of the BreastCare program, such as maintaining the annual budget and recruiting and evaluating employees.

Prior to joining the Department of Health and Human Services, Louise served



Louise Scott, Program Administrator

as the Government Relations Specialist at the American Cancer Society (ACS) for one year, and she has more than 20 years of experience in social service. During her time at ACS, Louise worked with local government to ensure the passage of the Arkansas Clean Indoor Air Act.

Louise's personal philosophy is: "To whom much is given, much is required." Louise is excited about working for BreastCare because, "I am actually involved in a program that is making a difference in the lives of women in the state of Arkansas."

MINORITY OUTREACH



Pink Carnation Sunday Reaches Thousands

On October 22, 2006, more than 8,000 women in 143 churches across the state received a pink carnation as a reminder of the importance of good breast health. The carnation was a part of Pink Carnation Sunday, a program that has been sponsored by the Arkansas Department of Health and Human Services BreastCare program since 2000.

For the past six years, Pink Carnation Sunday has been held on the fourth Sunday in October. On this day, churches across the state dedicate all, or a portion, of their church service to reminding women age 40 and older about the importance of receiving a yearly mammogram. Women are then given a card to sign as a pledge that they will make an appointment for a mammogram within six weeks.

In return for filling out the pledge card and turning it in, the women receive a pink carnation to take with them as a visual reminder of their pledge to schedule a mammogram within the next six weeks. BreastCare team members then make follow up telephone calls to the women who submit pledge cards to ensure that the women make their appointments.

Having successfully implemented the Pink Carnation Sunday program for six years, BreastCare is looking to expand the project to even more faith-based organizations across the state. However, in order to do so, BreastCare is looking for churches that are willing and able to become financially responsible for the implementation of the Pink Carnation Sunday program either in their church or in a sister church. The costs include purchasing the carnations and some printing of Pink Carnation Sunday brochures or certificates. BreastCare will provide technical assistance, training for volunteers and follow up telephone services for women who make the pledge.

For more information on Pink Carnation Sunday, contact Linda Wilson, BreastCare Minority Outreach Specialist, at 501-661-2513 or at Linda.Wilson2@arkansas.gov.

PROVIDER UPDATE

Results are in for Phase One of BreastCare's Provider Satisfaction Survey

In keeping with BreastCare's commitment to offering quality services to both its patients and its providers, BreastCare has completed the first phase of a four-part comprehensive Provider Satisfaction Survey. The first phase of the survey was conducted among provider administrators and evaluated provider enrollment, billing, contract and provider representative services.

The results from phase one of BreastCare's Provider Satisfaction Survey are as follows:

- 263 people, or 81.4% responded to the survey
- 60% are very satisfied with BreastCare
- 35% are somewhat satisfied with BreastCare
- 92% of administrators are satisfied with the BreastCare provider representative
- 153 respondents had contact with the EDS BreastCare billing center
- 88% are very satisfied with the billing center's services

- 86% are satisfied with the timeliness of claim reimbursements
 - 73% are satisfied with the terms of the annual renewal process
- Through the survey, BreastCare hopes to accomplish three main goals: determine the current level of satisfaction among providers; understand reasons behind any dissatisfaction; and, discover ways to improve its services to providers.

The survey is conducted over the telephone and via the Internet and consists of four phases, each of which measures a different aspect of BreastCare services. The second phase, which is currently being administered, focuses on mammography technologists. Phases three and four, evaluating local health units and private providers, respectively, are scheduled to be completed by March.

For more information, contact BreastCare team member Lucy Im at (501) 661-2889 or at Lucy.Im@arkansas.gov.

Quality Management Committee Conducting Research to Ensure Top Service

In keeping with BreastCare's commitment to provide quality services to patients, a Quality Management Committee (QMC) was formed in May 2006. The purpose of this group is to conduct research in order to develop quality of care indicators and standards of service for the BreastCare program. BreastCare will then use these findings as a sort of gold standard for evaluating the quality of current BreastCare clinical services to ensure that BreastCare patients are, in fact, receiving the quality services they deserve.

The QMC, which is comprised of professionals from various medical

backgrounds, is divided into two workgroups focusing on either breast cancer or cervical cancer. The workgroups then gather research from existing medical literature or by contacting cancer centers and colleagues. The research, which was completed in December 2006, will be compiled into one comprehensive monitoring piece, from which BreastCare will develop its quality of care indicators and standards of service.

For more information, contact BreastCare Epidemiologist Lucy Im at (501) 661-2889 or at Lucy.Im@arkansas.gov.

Online Data System Introduced Statewide

On November 1, BreastCare implemented a new, more efficient online data entry system at Division of Health Local Health Units (LHU) statewide. The new system saves LHUs time and money by eliminating the large amount of paperwork required with the previous data entry process. Whereas the transfer of information from the LHUs to the Central Office was often delayed by days or weeks through having to fax or mail the paperwork, the new online system removes those steps by making the information available almost instantaneously after it is entered into the system.

In addition, the new data entry process ensures accurate data and timely follow up with patients, while also eliminating the duplication of services within the agency. Data is also accessible locally for community planning.

The electronic system is the result of a year's worth of research and testing performed by BreastCare's data management team in Mississippi, Howard, Boone, St. Francis and Garland counties. Based on the past year's research, changes and improvements were made to ensure that the new system is as accurate and efficient as possible.

In the future, BreastCare plans to expand the system so that it can be accessed by all participating BreastCare providers across the state. For more information about the online data system, contact BreastCare Nursing Coordinator Dianne Crippen at 501-661-2636 or at Dianne.Crippen@arkansas.gov.

The Witness Project Appears on CNN

The Witness Project, an Arkansas community-based breast and cervical cancer education program designed to reach African-American women, received national attention when it was featured on CNN Headline News in October. The piece was a part of a series entitled "Work after Retirement." It featured Executive Director of The Witness Project Charlie Stayton, and highlighted the program as an important factor in breast and cervical screenings of uninsured and underinsured African-American women in Arkansas.

Blue Ribbon for BreastCare Booth



Montgomery County local health unit took Best in Show for its BreastCare booth at the Montgomery County fair.

BreastCare Team

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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

Local Happenings

Arkansas Cancer Summit Scheduled for February

The 2007 Arkansas Cancer Summit VIII is set for February 27-28. The Arkansas Cancer Coalition hosts this annual event to celebrate the progress Coalition partners have made towards meeting goals and objectives of the state comprehensive cancer plan during the previous year. The summit also provides a forum for information sharing, networking and skill-building.

The primary goal of this year's summit is to encourage support for Arkansas' Cancer Promise, which encourages individuals to join the Cancer Coalition by pledging their time, effort and commitment to improving Arkansas' healthcare system. Arkansas' Cancer Promise includes five primary goals: making health system reform a priority; reducing and preventing suffering from tobacco-related illness; expanding access to quality cancer care through prevention and detection; reducing the cancer burden among minorities and the medically underserved; and, encouraging elected officials to support Arkansas' Cancer Promise.

For more information about the Arkansas Cancer Summit or about Arkansas' Cancer Promise, contact Tiffany

McFadden at 501-603-5209 or at Tiffany.McFadden@cancer.org.

Cervical Cancer Task Force to Unveil Plan at News Conference

The Cervical Cancer Task Force (CCTF) is holding a news conference hosted by Representative Wilhelmina Lewellen at the Capitol on January 22 to recognize January as Cervical Cancer Awareness Month in Arkansas and to introduce the task force's plans for making good cervical health a priority in Arkansas. The CCTF, which was established in 2005 with the goal of educating women about cervical health, has spent the past year researching and developing a plan for the best course of action to spread the word about cervical cancer detection and prevention.

While the Cervical Cancer Task Force's main objective is still educating the public about cervical cancer, the plan will also focus on the professional education of healthcare providers about both cervical

cancer and Human Papilloma Virus (HPV), more specifically, who needs to be tested for HPV and who can currently receive the HPV vaccine.

The news conference will also serve as a time for the task force to highlight key research and findings concerning cervical cancer and HPV.

The CCTF hopes to bring attention to the importance of cervical cancer screening and treatment, as cervical cancer is the second most common cancer among women worldwide, next to breast cancer.

For more information, contact BreastCare Program Director, Barbara Hager, at 501-661-2495 or Barbara.Hager@Arkansas.gov.



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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.

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