



WVBCCSP Provider Press



VOLUME 10, ISSUE 1

FALL 2012



INSIDE THIS ISSUE:

WV Volunteers Fight Against Breast Cancer	1
Director's Dialog	2
Provider & Policy Reminders	3-6
WISEWOMAN Congratulats	7
CDC Cancer Conference, WISWOMAN Call Schedule	8
Save-the-Date	9
Healthy Recipes	10
Altering Recipes for Eating Healthier	11
County Health Departments Get Involved	12
Partnership Updates	13- 14
WVBCCSP Staff Updates	15



WV Volunteers Continue The Fight Against Breast Cancer



Breast Cancer Awareness Month (BCAM), traditionally observed in October, is considered the month for educating the public about breast cancer. It is a time to remind all women about the importance of getting screened for breast cancer. BCAM got off to an early start this year when the first WV Breast and Cervical Cancer Screening Program (WVBCCSP) sponsored Walk for Women was held on August 25, 2012.

The WVBCCSP Health Information Specialists, along with an army of faithful volunteers, hosted 19 Walks for Women around the state. WVBCCSP volunteers spent over 6,300 hours planning and implementing numerous events and activities across the state. The 2012 Walks for Women and other events and activities raised more than \$107,000.00, with many more donations still coming in. All proceeds are donated to the WV Breast and Cervical Cancer Diagnostic & Treatment (D & T) Fund which provides diagnostic and treatment services for uninsured WV women.

This year schools, sports teams, community groups, screening clinics, local politicians, local business leaders, and volunteers participated in the fundraising events throughout the state. Groups held silent auctions, purse auctions, sporting events, proclamations and wreath hangings at courthouses, and balloon launches. One health department hosted a healthy luau. There were breakfasts, luncheons, dinners, pink days, pink outs, and road blocks. Other activities were bra-related, such as bra auctions, bras for the cause, and bras across the bridge. Pink was everywhere: clothing, jewelry, football helmet stickers, wrist bands, hair bows, socks, pom poms, footballs, bows on lamp posts, bows on courthouse fences, and even a pink barn. This year brought many new events, sponsored by community groups and local businesses.

The WVBCCSP thanks everyone that participated in the awareness and fundraising events this year. Our partners and volunteers stepped up to the challenge yet another year to enable the D & T Fund to continue to serve WV women in need!!

Director's Dialog: Letters From the Heart

By GeorgeAnn Grubb, MPH



**WVBCCSP Director
GeorgeAnn Grubb,
MPH**

Contact Information:

Georgeann.Grubb@wv.gov

304.558.5388

1.800.642.8522



**Booklet cover art
designed by a breast
cancer survivor from
Rhode Island.**

Since 1991, the National Breast and Cervical Early Detection Program (NBCCEDP) funded programs have served more than 4 million women, provided more than 10.1 million breast and cervical screening exams, and diagnosed more than 51,891 breast cancer, 2,982 invasive cervical cancers, and 142,443 premalignant cervical lesions, of which 41% were high-grade. As one of the first four states funded in 1991, the West Virginia Breast and Cervical Cancer Screening Program (WVBCCSP) screens an average of 16,500 women each year.

While these numbers are impressive, they do not speak to the difference the Program often makes in the lives of the individual women served. This year the NBCCEDP Council, which is made up of Program Directors from all 50 states, the District of Columbia, 12 Tribal organizations and 5 territories, collaborated on a project to bring together the voices of Program participants in a booklet called "Letters from the Heart." The booklet shares thank you letters/notes from women to their state programs expressing their appreciation for the services and support they received.

We all have a need to feel appreciated. The WVBCCSP staff, volunteers, and providers work tirelessly to provide timely, quality, and often lifesaving breast and cervical cancer screening, diagnostic, and referral for treatment services to women who would not otherwise have access to them. For those of us who do not have direct contact with the women served by the Program, the heartfelt expressions of gratitude in a thank you note go a long way to reminding us that the work we do really does touch the lives of women in our state. Here are a few excerpts from the letters submitted by WVBCCSP for the "Letters From the Heart" booklet:

"Because of this program I am able to see and spend precious time with my only six year old granddaughter. There are no words to express my appreciation for this program and the caring people involved!"

"I am sending this email to express my gratitude to you, your staff, and your generous organization for helping my mother financially, morally, and emotionally on her surgery and long-term recuperation....We could never repay you but God will bless you and your big hearts and return every blessing a hundred-fold."

"Never in my wildest dreams could I have thought to get my hope back. All I can say is Thank You. Thank you for caring and giving me what you have given me. I feel worthy once again."

We so often get caught up in the day-to-day routine of our jobs which can feel frustrating and even overwhelming at times, but every once in awhile a message of gratitude touches our hearts and inspires our work. So I want to take this opportunity to say "Thank You From the Heart" to all of our staff, volunteers, providers and organizational partners for all of your efforts during Breast Cancer Awareness Month and for the incredible work that you do every day and the profound difference you make in the quality of life for WV women.

GeorgeAnn Grubb

WVBCCSP and WISEWOMAN: Provider & Policy Reminders

WVBCCSP Screening Mammogram Reimbursement Policy

WVBCCSP enrolled women 50-64 years of age may receive a yearly Program funded screening mammogram.

WVBCCSP enrolled women 40-49 years of age **MUST** have a high-risk factor for developing breast cancer* in order to receive a Program funded screening mammogram.

One of the following risk factors must be documented on both the Patient Data and Referral Forms to ensure the mammogram is paid for by the WVBCCSP.

* High-risk factors include:

- ♦ Previous personal history of breast cancer or abnormal breast biopsy result
- ♦ Family history of breast cancer
- ♦ Never had children
- ♦ First child born after age 30

WVBCCSP enrolled women under the age of 40 years of age are not eligible for a Program funded screening mammogram.

Computer Aided Detection (CAD) is not reimbursable by WVBCCSP.

Digital mammography is reimbursed at the conventional rate.

WVBCCSP Diagnostic Mammogram Reimbursement Policy

Program enrolled women 25-64 years of age are eligible for a Program funded **diagnostic** mammogram with a clinical breast exam result of:

- ♦ Discrete palpable mass (suspicious of cancer)*
- ♦ Bloody/serous nipple discharge*
- ♦ Nipple/areolar scaliness*
- ♦ Skin dimpling or retraction*

Clinical breast exam results **MUST** be documented on both the Patient Data and Referral Forms to ensure reimbursement by WVBCCSP.

***IMPORTANT REMINDERS**

- A surgical referral is required for women with one of the above *CBE results, even if the mammogram and/or ultrasound results are **negative** or **benign**.
- A surgical consult is required for a mammogram result of BIRADS 4 (suspicious) or 5 (highly suspicious) regardless of CBE result.

WVBCCSP and WISEWOMAN: Provider & Policy Reminders

Payment Claim Status

The Bureau for Public Health Central Finance Unit requests that any questions related to payment amounts or date of payment be emailed to them at dhhrbphclaims@wv.gov. This is a secure email address. Please email the client's name, date of birth, date of service and CPT code billed (if known) for all claims being checked. Contacting the Central Finance Unit by this method will allow them to serve all providers more efficiently. WVBCCSP/WISEWOMAN staff do not have access to payment information.

Providers may also check VISTA for payment information at www.wvsao.gov. This is not an email address. A log on and password are required to check payment information on this website.

Reminders About Breast Ultrasound Eligibility

- Ultrasounds will only be reimbursed by WVBCCSP when used in conjunction with a mammogram.
- WVBCCSP does not reimburse for a 3 or 4 month follow-up ultrasound.
- If a 6-month repeat ultrasound is requested, WVBCCSP can only reimburse for the ultrasound if a 6-month repeat mammogram is also performed.

WISEWOMAN Forms

All current WISEWOMAN forms are available through the www.wvwisewoman.org website. Clinics are asked to remember that lab results are acceptable for the period of up to 30 days prior to the integrated visit or 30 days following the integrated visit. Keep in mind that rescreening must occur between 12-18 months after the woman's WISEWOMAN baseline screening. We have seen an increase of ineligible rescreening visits because the examinations are occurring too soon. Also, remember that the Client Enrollment Form and Health History Form are to be submitted within seven days of the woman's visit.

WVBCCSP and WISEWOMAN: Provider & Policy Reminders

What is a Stereotactic Breast Biopsy?

Stereotactic needle core biopsy provides the woman with an alternative from the usual surgical excisional biopsy. This technique allows a radiologist to obtain tissue samples from an abnormal area that has been identified on a mammogram, using a special biopsy instrument and computer enhanced mammogram images. Stereotactic core biopsies are well accepted by women. This procedure allows a woman to return to her normal activities very rapidly and has an excellent cosmetic result. Stereotactic core biopsy is less expensive than excisional biopsy, there is no scarring, and only local anesthetic is used.

From the website: <http://medicine.hsc.wvu.edu/radio/Clinical-Services/Breast-Imaging/Mammography>

Does WVBCCSP Reimburse for a Stereotactic Breast Biopsy?

This question has been asked frequently by both WVBCCSP staff and providers. The answer is “yes, WVBCCSP does reimburse for stereotactic breast biopsies as long as the provider bills an eligible CPT code, the woman is enrolled in WVBCCSP, and eligible for a WVBCCSP funded breast biopsy”. Please refer to the WVBCCSP Policy and Procedure Manual for details about reimbursement protocol and eligible CPT codes.

Most stereotactic breast biopsies are done by a radiologist. **When a radiologist recommends a stereotactic breast biopsy, a WVBCCSP enrolled woman needs to be referred to and seen by a WVBCCSP referral surgeon prior to the procedure being done by the radiologist.** Seeing the surgeon before the biopsy allows the breast surgeon to determine the best option for the woman. The surgeon can discuss her pathology results and treatment options, if appropriate, after the biopsy is done.

WVBCCSP screening providers are responsible for referring a woman to a contracted breast surgeon, as appropriate, based on her clinical breast exam, mammogram, or ultrasound results. After this first surgical consult, the surgeon is responsible for communicating his/her finding and recommendations to the screening provider. If the surgeon recommends a stereotactic breast biopsy the screening provider can then refer to a WVBCCSP contracted mammogram facility for the biopsy to be done by the radiologist. The woman’s second WVBCCSP reimbursable surgical consult would be for her to return to the surgeon for her results and discussion or treatment options.

WVBCCSP and WISEWOMAN: Provider & Policy Reminders

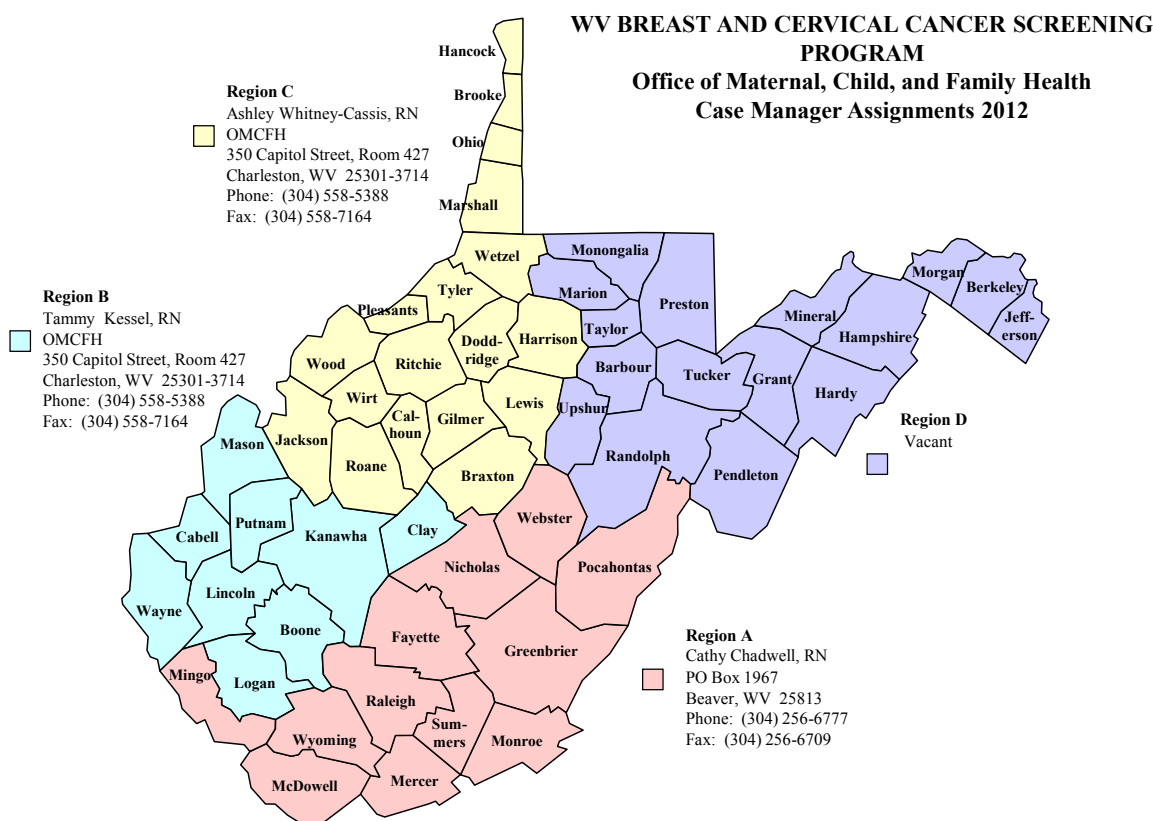
WVBCCSP Medicaid Annual Review Required

Any woman who is receiving West Virginia Breast and Cervical Cancer (BCC) Medicaid is required to complete and return a new BCC Medicaid application and a CDC Certificate of Diagnosis to her Nurse Case Manager (NCM) annually. Prior to the anniversary of her BCC Medicaid enrollment date, the required forms are mailed to all women receiving BCC Medicaid. It is the responsibility of the enrollee to return these completed and signed forms to the NCM by the date listed in the letter. The NCM faxes copies of these forms to the DHHR in the woman's county of residency.

If the forms are not received by the NCM by the enrollment anniversary date, a disenrollment notice is sent to the county DHHR. Her Medicaid coverage will be terminated. The woman will be required to go to the local DHHR office to reapply if she is disenrolled.

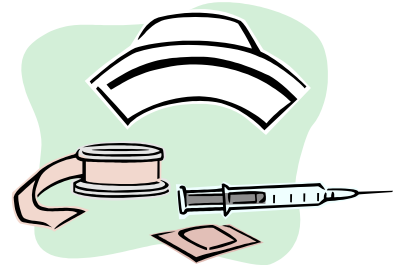
This annual renewal is required in order for the DHHR to assess eligibility in other types of Medicaid program. If a woman is eligible for another type of Medicaid she will be enrolled in that Medicaid, not BCC Medicaid. Only women enrolled in BCC Medicaid are contacted on a routine basis by a NCM.

A woman must be receiving treatment for breast or cervical cancer in order to be eligible for BCC Medicaid. Mammograms, scans, blood tests, pap tests, etc. do not qualify as treatment. If you have questions about BCC Medicaid, please contact the Nurse Supervisor or one of the Nurse Case Managers. Contact information listed below:



WVDHHR/BPH/OMCFH/PWH/BCCSP/July 2012

Congratulations



PUBLIC HEALTH NURSE OF THE YEAR

**Congratulations to:
Sandy Glasscock, RN, Nurse Director
at the Grant County Health Department
for being named
Public Health Nurse of the Year
by the West Virginia Public Health Association**

WISEWOMAN RESCREENING CHALLENGE

The rescreening challenge was initiated to give WV WISEWOMAN clinics a head start on CDC's focus on collecting data that reflects the positive effects of the Program on participant biometrics.

The three winning clinics for FY 2011-2012 were:

- ♥ Brooke County Health Department – 74% of eligible women rescreened
- ♥ Wheeling Health Right – 66% of eligible women rescreened
- ♥ Monroe Health Center (Union) – 48% of eligible women rescreened

Our congratulations and thanks to these clinics and to their staff. Each of the three clinics was awarded a portable file and fold cart filled with various office supplies and a Wal-Mart gift card provided by the Tobacco Cessation Program.

CDC National Cancer Conference

Several members of Mountains of Hope, WV's Cancer Coalition, and WVBCCSP staff attended the 2012 CDC National Cancer Conference. The Conference was held August 21-23, 2012, in Washington, DC. The theme of this year's conference was: Uniting Systems, Policy, and Practice in Cancer Prevention and Control.

Nikki Lyttle, WVBCCSP Epidemiologist, created a poster about the Women's Health Conference (WHC) "It's All About You", held in May 2011. The poster demonstrated how many different programs and sponsors came together to hold the 2011 WHC in Charleston, WV. Sharing resources and working together strengthened the WHC, making it a huge success. The poster was displayed throughout the conference.



MOH members and WVBCCSP staff with the WHC poster at the National Cancer Conference. From left to right: Jenny Ostien, MOH Coalition Manager; GeorgeAnn Grubb, WVBCCSP Director; Lee Ann Phalen, Comprehensive Cancer Control Program Coordinator; Jaunita Conaway, Comprehensive Cancer Control Program Manager; Jim Keresztury, MOH Coalition Facilitator.

WISEWOMAN Conference Call Schedule:

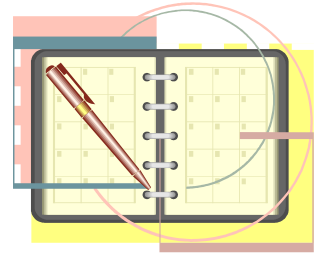
The remaining quarterly WISEWOMAN provider conference calls for FY 2012-2013 are scheduled from 12:00 – 1:00 p.m. on:

Wednesday, December 19, 2012

Wednesday, March 27, 2013

Wednesday, June 26, 2013

SAVE-THE-DATES



2013 Public Health Nurse Physical Assessment Training (PHNPAT)/ PHNPAT Refresher Course (PHNPATR)

March 19-21, 2013

Erikson Alumni Center, Morgantown.

More information coming soon!

Please note that nurses certified in 2008 are required to attend PHNPAT/PHNPATR 2013

SAVE THE DATE

May 1-2, 2013 ★ Embassy Suites ★ Charleston, WV

Sponsored by:

- ★ WVBCCSP
- ★ Family Planning Program
- ★ Right From The Start
- ★ WISEWOMAN



Continuing Education for this activity is pending. See final announcement for details.

The Centers for Disease Control and Prevention is accredited as a provider of Continuing Nursing Education by the American Nurses Credentialing Center's Commission on Accreditation.

Women Are Superheroes: Celebrating All You Do 2013 WV Women's Health Conference

Office of Maternal, Child and Family Health
West Virginia Department of Health and Human Resources



Healthy Recipes: Broccoli Soup



Ingredients:

3 cups chopped broccoli (or 2-10 ounce packages frozen broccoli)
½ cup diced celery
½ cup chopped onion
1 cup low-sodium chicken broth
2 cups nonfat milk
2 Tbsp. cornstarch
¼ tsp. salt
Dash ground pepper
Dash ground thyme
¼ cup grated low-fat Swiss cheese

Directions:

Place vegetables and broth in saucepan. Bring to a boil; reduce heat, cover, and cook until vegetables are tender (about 8 minutes). Mix milk, cornstarch, salt, pepper, and thyme; add to cooked vegetables. Cook, stirring constantly, until the soup is slightly thickened and mixture just begins to boil. Remove from heat. Add cheese and stir until melted.

Both recipes courtesy of www.fruitsandveggiesmatter.gov

Nutritional Information:

Per serving, serves 4
Calories 140 , Fat 3 g,
Calories from Fat 18%,
Protein 11 g,
Cholesterol 10 mg,
Carbohydrates 20 g,
Fiber 5 g, Sodium 270 mg.
Each serving equals 1 cup of vegetables

Best Pumpkin Pie

Ingredients:

1 cup ginger snaps
16 oz. can pumpkin
½ cup egg whites (whites of about 4 eggs)
½ cup sugar
2 tsp. pumpkin pie spice (cinnamon, ginger, cloves)
12 oz. can evaporated skim milk

Directions:

Preheat oven to 350. Grind the cookies in a food processor. Lightly spray a 9" glass pie pan with vegetable cooking spray. Pat the cookie crumbs into the pan evenly. Mix the rest of the ingredients in a medium-sized mixing bowl. Pour into the crust and bake until knife inserted in center comes out clean, about 45 minutes. Store in the refrigerator. Allow to cool and slice in 8 wedges. Optional: serve each wedge with fat free whipped cream.

Nutritional Information:

Per serving, serves 8
Calories 165, Fat 1.5 g
Saturated fat 0.5g,
Cholesterol 1.5mg,
Sodium 170 mg
Carbohydrate, 32g
Fiber 2g, Protein 6g



Altering Recipes for Eating Healthier

By Barbara Miller, RN

As health care professionals, we frequently advise clients to eat less sugar, salt, fats, and to increase fiber. We ask that they include more fruits, vegetables, legumes, lean meats, and poultry. Maybe we should include information on cooking methods to make the foods more palatable?

Recipes are really chemical formulas. Changes that are made to recipes will produce slightly different products. Some of these changes you may or may not like. Some recipes allow for more flexibility in adaptations such as casseroles or baked goods.

Here are some substitutions that you can advise your clients to make that don't make a huge difference in the taste of the food.

- ♥ Fats - Reduce fat by 1/3 in sauces, puddings, gravies
- ♥ Sugar - Reduce the sugar by 1/3. This works best in puddings, custards, cookies, and cakes
- ♥ Salt - omit the salt altogether or reduce by 1/2. You may want to advise the client to gradually reduce the amount of salt each time they make the recipe.
- ♥ Flour - use whole grains and bran flours - replace 1/4 of the refined all-purpose flour with whole wheat flour. Grind up bran cereal in a blender or food processor and replace 1/4 of the all-purpose flour in a recipe.
- ♥ Salt - by substituting herbs and seasonings for salt, your clients can substantially reduce their sodium intake. Savory, garlic, thyme, rosemary, paprika, and pepper are just a few that add flavor to foods.

Heart Smart Substitutions

Ingredient	Substitution	Best Selection
Cream	Evaporated milk	Evaporated skim milk
Whole milk	2% milk	Skim milk
Sour cream	Lite sour cream	Fat free sour cream
Cream cheese	Light cream cheese or Neufchatel	Yogurt cheese
Cottage cheese	Low-fat cottage cheese	Non-fat ricotta or cottage cheese
Cheddar, Colby, Swiss cheese	Cut down on the amount you normally eat	Select part-skim mozzarella, reduced-fat natural cheese
Mayonnaise	Lite mayonnaise	Fat free mayonnaise
Salad dressing	Reduced-fat dressing	Fat-free dressing
Chicken with skin	Remove skin after cooking	Remove skin before cooking

County Health Departments Get Involved

Wayne County was struck by a devastating tornado earlier this year and Logan County saw severe flooding. In spite of these acts of Mother Nature, both health departments hosted special events this spring.

The Wayne County Health Department hosted the county's first ever "Prime Rib, Poker, and Your Prostate" event at the Fort Gay Senior Center. Fort Gay was chosen because it is the home of at least two prostate cancer survivors who were diagnosed in their early 50's. The guest speaker was Dr. James Jensen, Associate Professor of Urology Oncology at the MU Joan C. Edwards School of Medicine. In addition to hearing Dr. Jensen speak about the risks, screening, and treatment of prostate cancer, the guests feasted on a prime rib dinner catered by the Rebel Barn, a Wayne County favorite, and won some great prizes.

The Wayne County Health Department also had a women's health screening in April. Dr. Stephen Feaster, an OB/GYN with the MU Joan C. Edwards School of Medicine performed the exams.

Prime Rib, Poker, and Your Prostate



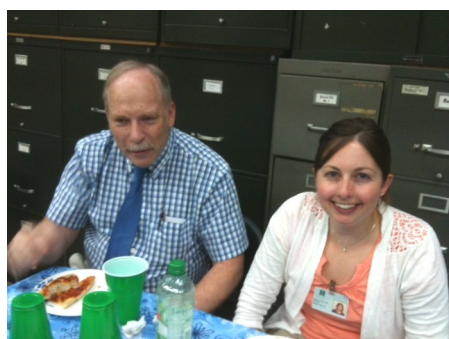
Prime Rib dinner prepared by Rebel Barn Catering.



Poker Dealer Danny Watts, President of the Fort Gay Lions Club.



Dr. James Jensen, Associate Professor of Urology Oncology at MU Joan C. Edwards School of Medicine, guest speaker.



Dr. Ben Edwards and Dr. Melissa Goetter at Logan County Health Department Screening .

The Logan Co. Health Department had a women's health screening in May. Women had Pap tests, pelvic exams, and clinical breast exams. The exams were done by Dr. Ben Edwards, an OB/GYN with the MU Joan C. Edwards School of Medicine and Dr. Melissa Goetter, an OB/GYN resident. Women also received a heel scan, compliments of Cabell Huntington Hospital, and those women over age 50 were given FOBT kits.

Logan and Wayne County Health Departments are small health departments with small staffs. We want to give them a "shout out" for their continued efforts and getting the word out about cancer screening!

Partnership Updates: Ford “Warriors in Pink” Quilt Presentation To Bonnie’s Bus

Ford is a long-time sponsor of the Komen Foundation at the local and national level. In 2006, Ford launched its “Warriors in Pink” campaign to recognize the strength and courage it takes to deal with the everyday challenges of fighting breast cancer. This was the fifth year the region’s Ford dealers set up a “Patchwork Station” at Pittsburgh’s “Race for the Cure.” Race participants and supporters were asked to decorate individual square swatches of cloth with images and messages recognizing the fight against breast cancer in some way. Volunteer quilters pieced the squares together, and two quilts were presented to Bonnie’s Bus and the Mary Babb Randolph Cancer Center. The smaller quilt will be hung on the Bus. Barb Menear, believes the larger one will find a home in the Breast Care Center at the WVU Mary Babb Randolph Cancer Center.



Front row: Annetta Brewer, Bonnie’s Bus mammographer; Barbara Manear, Bonnie’s Bus manager; Jared Hartsock of Superior Ford Lincoln, representing the Neighborhood Ford Store; Kay Ling, Bonnie’s Bus mammographer. Back row: Gary Osborne, Bus driver and Registrar.



Partnership Updates: Camden Clark Foundation hosts “Rooms That Rock 4 Chemo”

ROOMS THAT ROCK 4 CHEMO (RTR4C) is a nonprofit organization devoted to creating positive, healing and uplifting spaces that spiritually, emotionally and physically support those dealing with chemotherapy. On Sunday, October 21, Camden Clark Foundation hosted a Community Grand Opening of the RTR4C at Camden Clark Medical Center in Parkersburg. While RTR4C has participated in many chemo renovations in the western United States, this is the first RTR4C project in the eastern part of the country.

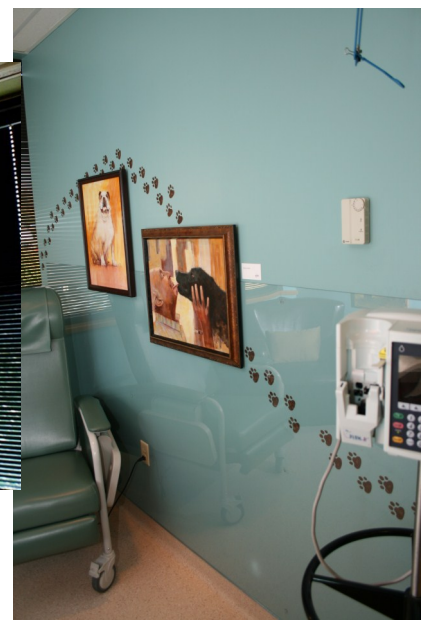
Planning for the RTR4C project at Camden Clark began in May 2012. The original project would have renovated Camden Clark’s nine chemotherapy rooms and the conference room. As time went by, the community got really involved, and the project expanded. The Hospital’s Auxillary donated \$115,000 and Camden Clark Foundation chipped in \$60,000. Kim Couch, Executive Director of the Camden Clark Foundation, found Sponsors for each of the nine chemo treatment rooms and patient conference room and together they donated \$30,000. The project expanded to renovate the entire chemotherapy unit, which includes the chemo lab, waiting room, nurses’ stations, and four restrooms, all 5,000 square feet!

Hundreds of volunteers, from individuals to teams from local businesses to Susan G. Komen for the Cure staff, painted the treatment and conference rooms. New furniture was purchased, including new flat screen TVs and the rooms all have new lighting. Local artists and designers worked together, not only to purchase fabulous artwork but frame it as well. The whole chemo unit at Camden Clark Medical Center has been transformed into a beautiful, positive, healing, and uplifting space. This work of love, compassion, and creativity will bring the comfort of beauty, peace, and caring to those suffering, thus making a real difference in the lives of the patients, their families, and all those involved in their care.

The project represents the combined efforts of RTR4C, Camden Clark Medical Center, Camden Clark Foundation, Camden Clark Auxillary, Community Sponsors, and faithful volunteers.



Newly painted and decorated chemo rooms.



WVBCCSP and WISEWOMAN

Say Goodbye and Good Luck

Lindsey and Janet

Lindsey Wiginton resigned from her position as WISEWOMAN Epidemiologist on October 12, 2012. Lindsey moved back home to Texas to pursue her PhD in statistics, with hopes of becoming a college professor. She was with the Program for nearly two years and will be missed. The WVBCCSP and WISEWOMAN staff wish Lindsey the best as she continues to pursue her doctorate.



Janet Poling retired from her position as the WVBCCSP Medicaid Nurse Case Manager, effective October 26, 2012. She served in this position since 2007. Staff in the Charleston WVBCCSP office, Tammy Kessel and Ashley Whitney-Cassis, will be covering case management services for Janet's region until the position can be filled. Tammy or Ashley can be contacted at 304-558-5388 or 1-800-642-8522. Janet will be greatly missed by WVBCCSP staff and the West Virginia women who were guided and supported by her.