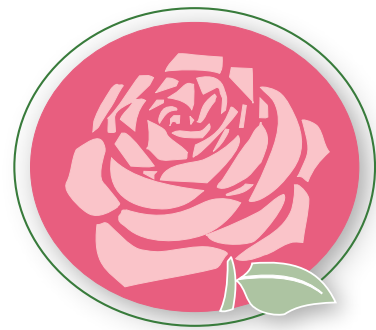


WVBCCSP PROVIDER PRESS

SPRING 2009



WEST VIRGINIA
Breast & Cervical
CANCER SCREENING PROGRAM

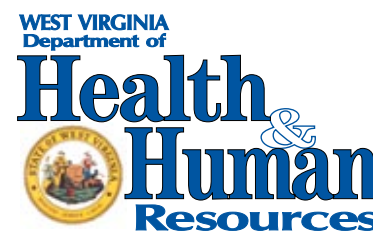
You're Worth It

You're Worth It . . .

This newsletter is for providers participating in the WVBCCSP. If you would like to contribute information or article ideas for this newsletter, please contact:

Samantha Haverlock
Editor
Education Coordinator
shaverlock@hsc.wvu.edu
Dee Ann Price
Clinical Services Coordinator
DeeAnn.Price@wv.gov

This publication was supported by cooperative agreement under DP07-703 from the Centers for Disease Control and Prevention (CDC).



Robert C. Byrd Health Sciences Center

Mary Babb Randolph Cancer Center



WVBCCSP Partners with “Bonnie’s Bus”



Imagine having to travel an hour for a doctor's appointment. Now imagine high gas prices. What if you had to work long hours just to make ends meet and had to care for your children the remainder of the time? For many women in rural West Virginia, these are just some of the barriers that keep them from receiving necessary screening and/or diagnostic and treatment services. Fortunately, Bonnie's Bus, a mobile mammography unit purchased by the Mary Babb Randolph Cancer Center (MBRCC) using a \$5 million gift courtesy of Jo and Ben Statler, is trekking its way across the state, and the WVBCCSP is following along.

Bonnie's Bus made its first appearance at the Olive United Methodist Church on April 15, 2009, in Blacksville, WV. More than a dozen digital screening mammograms were provided to medically underserved women. The Bus, named after Mrs. Statler's late mother who passed away after fighting breast cancer, will continue to roll into West Virginia counties where breast cancer mortality rates are high and access to radiology services may be limited.

Doctor's orders are required for the mobile unit,

so WVBCCSP providers will be taking appointments beforehand and/or will be onsite at many of the locations to provide clinical breast exams and enroll eligible women into the Program prior to their screening. Women who require follow-up care will be referred to doctors in their home communities for treatment. When available, medications may be available through clinical trials conducted at the MBRCC or other cancer centers statewide and may be accessed through the newly established Clinical Trials Network.

According to Amy Mayhugh, Bonnie's Bus Coordinator, the MBRCC's partnership with the WVBCCSP is critical to the success of Bonnie's Bus. The Program's Cancer Information Specialists already have existing relationships with members of the communities they serve and have a developed process to promote such events, which includes flyers, ads, and TV/radio contacts.

The Bus has already generated much excitement and will continue to do so as it travels statewide. The next stop is scheduled for the Gilmer County Health Department in June and Taylor County (location TBA) in July. The Bus will also travel to Wirt, Pleasants, and Ritchie counties in October, with other stops expected to be added. Call 1-(877)-287-2272 to find out if the Bus is coming to a location near you!

INSIDE THIS ISSUE:

WVBCCSP PARTNERS WITH BONNIE'S BUS	1
EDICT COMES TO WEST VIRGINIA	2
AGENTS OF HOPE	2
PHNPAT	3
TRACKING & CSM LAB RESULTS	4
PROVIDER HIGHLIGHT—WEST MILFORD HEALTH CLINIC	5
BLURBS/REMINDERS	6 & 7
WISEWOMAN 101 AND STAFF	8 & 9
BREAST & CERVICAL HEALTH CROSSWORD	10
STAFF RECOGNITION	11

The EDICT Project Comes to West Virginia

The Eliminating Disparities in Clinical Trials (EDICT) Project visited West Virginia as part of the Mountains of Hope (MOH) Cancer Coalition meeting on April 2, 2009. The Project, developed by the Chronic Disease Prevention and Control Research Center at Baylor College of Medicine and the Intercultural Cancer Council, was created as a way to address the problems and solutions related to improving participation of minority and underserved patients in clinical trials conducted in the United States. It was a collaborative effort of over 300 individuals nationwide, including medical researchers, healthcare professionals, patient advocates, public health officials, and pharmaceutical company representatives.

West Virginia was one of eight states chosen to provide feedback regarding the project. At the MOH meeting, EDICT researchers specifically hoped to enhance West Virginian's understanding of the problem of underrepresentation in clinical trials by discussing the process of the research and its findings. They used the afternoon MOH meeting as a forum to observe the feedback of community members, including cancer survivors, advocates,

community members, and more. A similar focus group was conducted in the evening with healthcare providers.

A 2006 poll by the Charlton Research Company for Research!America showed that 95% of individuals found clinical research to have at least some value, while only 3% said it had no value. Another poll conducted by the same group found that 91% of individuals believed that it is important to eliminate health disparities. Despite the findings, only 29% of those individuals have actually talked to their doctor about medical research. This may be correlated with the idea that very few doctors suggest participation in clinical research studies; a National Survey conducted in 2006 suggested that 94% of doctors do not engage in such conversations with their patients.

Although advocates of clinical trials still have a long way to go in working to eliminate health disparities in clinical trials, they certainly have the support of West Virginia. Public health officials, medical providers, and patient advocates are committed to working toward a better tomorrow by increasing patient participation in clinical trials in the Mountain State.

Agents of Hope Recognized

Every year, West Virginia's Mountains of Hope Cancer Coalition recognizes its Agents of Hope. The agents are individuals who volunteer their time in the community as advocates of cancer prevention, survivorship, and quality of life issues for patients, their families, and friends. The community role in which they serve goes beyond the scope of any employment responsibilities and is completed using volunteer hours. On April 1, 2009, Mountains of Hope recognized 19 Agents of Hope for their dedication to cancer awareness throughout the state. Doug Milgram, who shows off his certificate here, is only one of the hardworking individuals recognized this year.



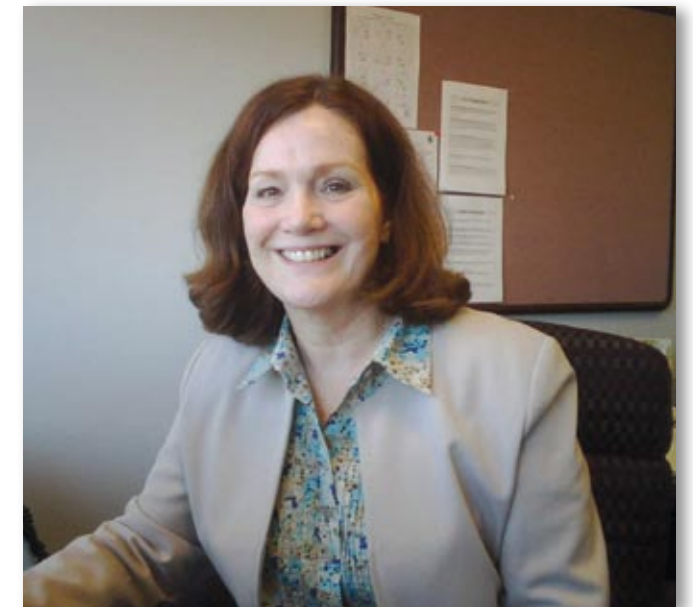
Program Director Takes New Position

Christina Mullins, former Program Director for the WVBCCSP, has been appointed as the new director of the Division of Infant, Child and Adolescent Health within the West Virginia Department of Health and Human Resources. Her new position requires oversight of several programs and projects, including children with special health care needs, oral health, and the abstinence education project. WVBCCSP staff wishes Christina the best of luck in her new endeavors and wants to thank her for her years of service to the Program.

New Director Settles In

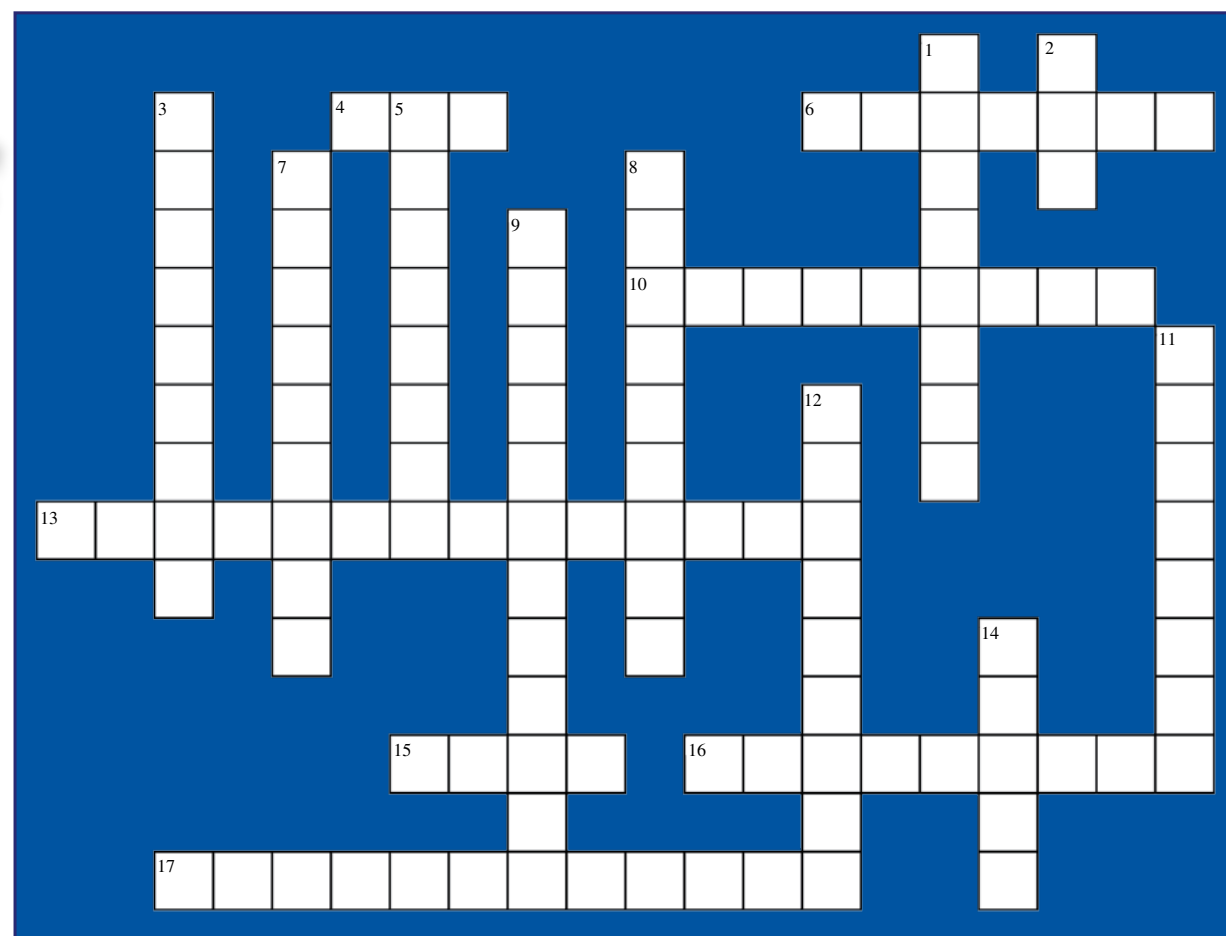
The WVBCCSP would like to welcome its new Program Director, GeorgeAnn Grubb. GeorgeAnn brings many years of experience to the program in management, administration, advocacy, and community level work experience. Some of her positions included Program Director/Co-Director of the YWCA Resolve Family Abuse Program, Director of the Tucker County Family Resource Network, Tucker County Schools Healthy Schools Coordinator, St. George Medical Clinic Administrator, and Medical Social Worker.

GeorgeAnn earned a Master's Degree in Public Health from the University of Pittsburgh, with a major in Maternal and Child Health Services Administration, and an undergraduate degree in Sociology/Anthropology from Randolph-Macon Woman's College. She spent many years in Pittsburgh, PA, and Canaan Valley, WV, before coming back "home" to Charleston, where she graduated from high school in 1966. She enjoys spending time with her two children and granddaughter. Her hobbies include reading, walking/running, gardening, and shopping in consignment shops and flea markets. The Program looks forward to the experience GeorgeAnn brings to the team.



Education Coordinator Earns Masters Degree

Nearly two years after heading back to school to further her education, Samantha Haverlock, WVBCCSP's Education Coordinator, received a Master of Public Administration degree with a concentration in healthcare. Now a two-time alumna of West Virginia University, Samantha would like to thank those who have supported her and hopes that her newly acquired knowledge, skills, and abilities will help move forward the goals and objectives of the WVBCCSP. Congratulations Samantha!



Breast and Cervical Health Crossword Puzzle

ACROSS

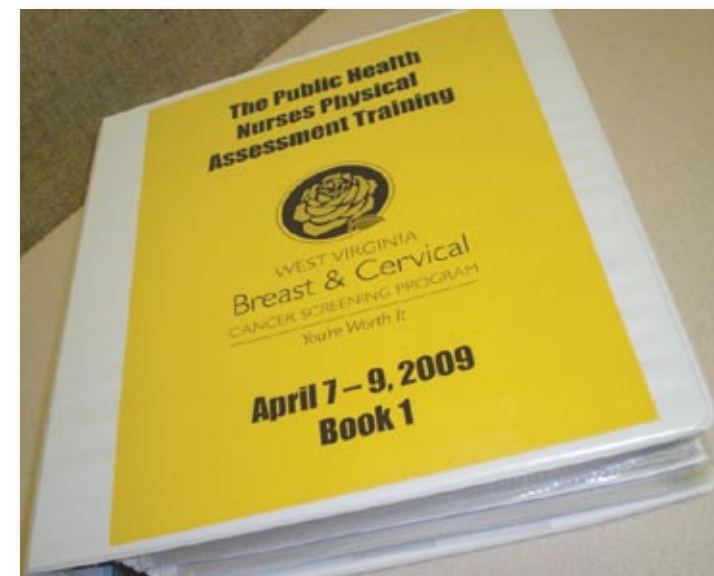
4. Most common risk factor for cervical cancer
6. Doctors check the tubes, uterus, and _____ during a pelvic exam
10. Drug that blocks some effects of estrogen on breast tissue
13. One of the final stages of the cancer research process (2 words)
15. Gene that causes increased risk for breast cancer
16. Screening test for breast cancer
17. WVBCCSP October awareness event (3 words)

DOWN

1. HPV vaccine
2. WVBCCSP outreach staff (abbr.)
3. Abnormal changes of groups of cells that may lead to cancer
5. Most common screening tool for cervical cancer (2 words)
7. One type of treatment for cervical cancer
8. The best protection is early _____
9. Second leading cause of cancer death in women (2 words)
11. The plastic or metal instrument used during a Pap test
12. Newly integrated cardiovascular program in WV (acronym)
14. One in _____ women will get breast cancer in her lifetime



Nursing Certification Benefits Clinics



that PHNPAT trained nurses are a valuable resource for women to obtain necessary breast and cervical cancer screening services.

Beth Swager, a nurse at the Brooke County Health Department, attended PHNPAT in April 2008, and recently completed her required exams for certification. She said she believes that having a PHNPAT nurse will benefit her clinic by preventing a disruption or cancellation of WVBCCSP services if another clinician is unavailable.

Vickie Greenfield, BSN, RN, attended PHNPAT in April 2009 and is seeking certification. She believes that having a PHNPAT certified nurse in her clinic will increase the number of WVBCCSP patients screened and allow the clinicians to offer additional free screening days to the public.

As one can see, PHNPAT provides nurses and their clinics with many opportunities. With the guidance of a preceptor, PHNPAT candidates must complete 50 Pap tests, pelvic exams, and clinical breast exams on WVBCCSP enrolled women. Half of those must be on women 50 to 64 years of age. For certification purposes, Family Planning patients may not be included in the required exams and the only Family Planning patients that may be screened by a PHNPAT certified nurse are those returning for a repeat Pap test.

The 2009 candidates must complete and send in the Application for Certification and PHNPAT Exam Log with the required signatures by January 31, 2010. If you have any further questions about the requirements, contact the Education Coordinator at (304) 293-2370.

Since 1991, nurses from all around the state have traveled to Morgantown, WV, for the Public Health Nurses Physical Assessment Training and Refresher (PHNPAT/R). The three-day training provides registered nurses with the hands-on clinical experience they need to perform Pap tests, pelvic exams, and clinical breast exams in their everyday setting. Gay Sebert, a nurse at the Greenbrier County Health Department who completed her certification in 1997 and returned for two refreshers, believes that nurses' efforts are not meant to "substitute for physicians' care," but instead are meant to "enhance patients' access to needed health care services."

Being PHNPAT certified allows nurses to offer breast and cervical screening services, health education, referral services for women who qualify, and partnerships with physicians to provide patients with quality care. Sebert credits the efforts of WVU and the WVBCCSP with giving nurses a unique opportunity to become educated, certified, and recognized as a provider in women's health. She concludes

Tracking WVBCCSP Women at the Clinic Level:

The overall mission of the Centers for Disease Control and Prevention's (CDC) National Breast and Cervical Cancer Early Detection Program is to reduce morbidity and mortality from breast and cervical cancer through the early identification of precancerous and cancerous lesions. Therefore, tracking is essential to ensure that women receive timely screening, follow-up care and treatment.

As a CDC funded program, WVBCCSP providers are required to track and follow Program women throughout their screening and diagnostic process in order to ensure that they receive timely and complete services. CDC defines timely and appropriate follow-up as:

- Screening to final diagnosis must occur within 60 days.

- Final diagnosis to start of treatment must occur within 60 days.

Efficient patient tracking systems are required by WVBCCSP to prevent incomplete screening, incomplete follow-up and unnecessary delays in diagnosis and treatment. To fulfill the tracking and follow-up protocol and meet CDC requirements, providers MUST:

- Maintain a tracking system to ensure that women with abnormal screening results complete their diagnostic workup procedures in a timely manner.
- Maintain a tracking system for annual rescreening notification.

Sample tracking forms are available on the WVBCCSP website at www.wvdhhr.org/bccsp.

CSM Lab Results

Want to get your Pap test results from Cytology Services of Maryland (CSM) quicker? There is a simple solution. Register for a free User Access ID and look them up on the web. It's easier than ever before! The CSM E-Report service is a direct link to your patient reports. You can view pending and completed cases for individual patients, displayed within a range of service dates—whatever dates you choose. Results are available 24/7 to registered users, so

sign up for your login today.

To begin using the CSM e-report service, simply complete the user access agreement and authorization (included in this issue of Provider Press), and fax to CSM. They will contact you with your log-in information.

Already have a user ID? A Client User Guide with specific user information is available on the CSM web site at <http://www.csmlab.com/documents.html>.

Meet the West Virginia WISEWOMAN Staff

Meredith Pride graduated from West Liberty State College in 2002 with a Bachelor of Science in Business Administration and a specialization in Administrative Science. She worked for West Virginia's Early Intervention Program, Birth to Three, and in an orthopedist's office before accepting the position of WISEWOMAN Program Coordinator. In the fall, Meredith hopes to further her education while continuing work with WISEWOMAN. Meredith truly enjoys "helping enrich the lives of the residents of West Virginia by improving their health." She said she feels like this is her life's calling.

West Virginia WISEWOMAN was an enhanced research project from 2003 to 2008. In June of 2008, WISEWOMAN became a federally funded screening program. During its transition from research to screening-based, WISEWOMAN maintained its consistency with Robin Seabury as the Lifestyle Intervention Manager and Loretta Reckart as Program Support. Both have been with WISEWOMAN since its beginning in 2003 and were directly involved with the research phase. Barbara Miller provides additional program support as the Lifestyle Intervention Specialist. Barbara previously worked with WISEWOMAN as a Field Nurse Coordinator.

Robin Seabury brings over 14 years of public health experience to the WVBCCSP/WISEWOMAN Program. Robin received her Master of Science degree in Community Health Education from West Virginia University's School of Medicine in Morgantown, WV, and her Bachelor of Science degree from Shepherd College in Shepherdstown, WV. Robin previously held the position of Program Coordinator with the WVBCCSP, from 1994 to 2003. Robin enjoys traveling and tennis.

Loretta Reckart, a native of Preston County, holds over twenty-five years of work experience at West Virginia University. She serves as Program Manager for the West Virginia WISEWOMAN Program in the WVU School of Nursing. Her extensive experience includes budget management and grant policies and procedures. Loretta's job responsibilities include preparing the Life Style Intervention data and submitting that data to People Designs, Inc. She is



From left to right: Loretta, Meredith, Barbara, and Robin

also one of the featured cooks in the Cookin' Up Health internet cooking show and serves as the main contact for the website.

Barbara Miller possesses over thirty years of nursing experience. Most of her career has been in clinical settings. She graduated from the Davis and Elkins School of Nursing in Elkins, WV. Barbara spent much of her career at Charleston Area Medical Center where she was a staff nurse, unit manager, case coordinator and community outreach coordinator. She also spent a number of years as a travel nurse, which allowed her to work in different areas of the United States and practice in both large and small settings, from Seattle to remote areas in Maine.

In 2000, Barbara worked with the state of West Virginia in the Division of Primary Care, and in 2002, became employed with West Virginia University, first with the Appalachian Cancer Network and now with the WISEWOMAN project. In June of 2008, Barbara married her long time partner Kenny, where their two dogs, Winston and Rufus, participated in the wedding ceremony. Barbara holds a keen sense of humor and a quick wit. She always tries to approach life from the humorous side. She loves the WISEWOMAN Program and believes strongly that it provides the ability to help West Virginia women change their lives.

WISEWOMAN 101

On January 2, 2009, the West Virginia Bureau for Public Health launched a new screening program in West Virginia. The **Well-Integrated Screening and Evaluation for Women Across the Nation** (WISEWOMAN) program aims to provide women with the knowledge, skills and opportunities to improve their diet, physical activity, and other lifestyle choices in order to prevent, delay, and/or control cardiovascular and other chronic diseases.

To be eligible for participation in West Virginia WISEWOMAN, a woman must be:

- Enrolled in the West Virginia Breast and Cervical Cancer Screening Program (WVBCCSP);
- 40 to 64 years of age;
- [Have] income at or below 200% of the Federal Poverty Level; and
- Uninsured or underinsured.

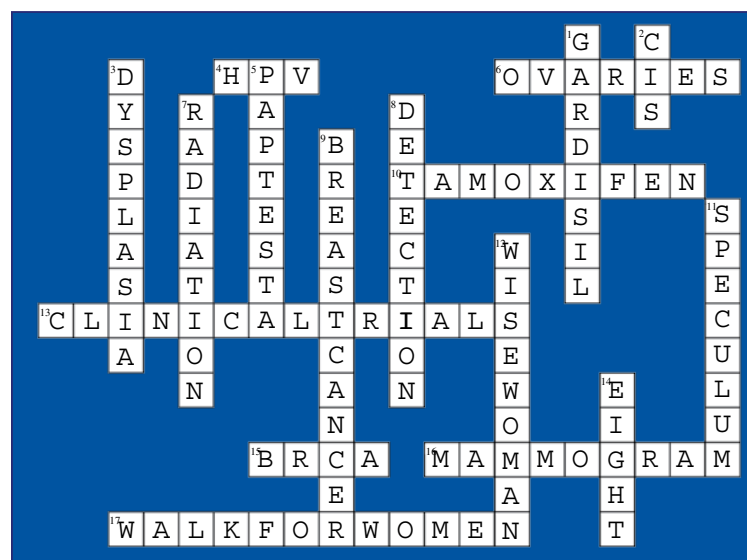
WISEWOMAN staff has worked tirelessly to make the transition as smooth as possible through onsite trainings, recruitment of new WISEWOMAN providers, technical assistance trainings, and statewide community awareness

activities. The program currently consists of 39 screening sites that offer the integrated WVBCCSP and WISEWOMAN screening visit, covering 27 counties.

Other WISEWOMAN's accomplishments include:

- Developing the WISEWOMAN Policies and Procedures Manual;
- Serving on advisory committees for four state health coalitions;
- Collaborating with the Division of Tobacco Prevention, the Division of Health Promotion and Chronic Disease, the Division of Minority Health and the American Heart Association; and
- Recruiting two physicians who specialize in cardio and vascular health to participate in the Division of Perinatal and Women's Health Medical Advisory Committee.

For further information on the Program or to print the forms, please visit the website at www.wvdhhr.org/bccsp/WISEWOMAN.asp.



Winter Weather Not a Barrier for One Clinic: 23 Women Screened

West Milford Health Center, a primary care facility, opened its doors in October 2007 and began offering West Virginia Breast and Cervical Cancer Screening Program (WVBCCSP) services to patients in Harrison and surrounding counties. To ensure that services were being utilized fully, staff wanted to promote the Program by reaching community women who were unaware of the free life-saving services.

Conducting a free screening clinic seemed the perfect solution. During the fall of 2008, Kathy Helmick (the region's Cancer Information Specialist) rounded up staff, including Dr. Nancy Joseph, Kathy Crites, Tish Golden, and many others, to plan for a free clinic in January as a way to honor Cervical Health Awareness Month and to spread the word about the Program.

January 15, 2009, started out like any other winter day, freezing temperatures with the potential for a blustery day, but that wasn't enough to damper the mood. Twenty-three of the thirty-seven women scheduled braved the less-than-ideal roads for their screenings. Eight of those 23 women had not received a Pap test in the last five years; three of those had not been screened in more than ten years. All of the women were uninsured and 22 of them were enrolled into the WVBCCSP. Additionally, 13 women were referred for mammograms and 11 were enrolled in the newly implemented WISEWOMAN program and also received cardiovascular screening. Appointments



were rescheduled for the 14 women who were unable to make it to the clinic that day.

An extensive marketing plan and the dedication and commitment of staff made the day a success. Volunteers distributed flyers to community convenience stores, libraries, banks, and daycare facilities. Two advertisements published in the local newspaper also highlighted the free clinic; one was paid through Susan G. Komen for the Cure grant funding. Elementary school students shared flyers with their mothers, aunts, and grandmothers. And for those who missed the flyers and ads, the community calendar in the newspaper and the "Noon Show" on television announced the event.

Free screening clinics portray what can be accomplished when resources and determination are employed. Thank you to the staff of West Milford Health Center for their commitment to improving the health of West Virginia women.



Reminders:

Referral Form:

The Program now has one referral form that serves for BOTH breast and cervical referrals. If a woman has a breast and/or cervical issue requiring two different referrals, please be sure to fill out two separate referral forms.

Provider Lists:

Access the most up-to-date WVBCCSP Screening and Referral Provider Lists on the web at <http://www.wvdhhr.org/bccsp/providers.asp>

Quick Facts:

WV Diagnostic and Treatment Fund Facts:

- ❖ A woman does not have to be enrolled in the WVBCCSP to access the Diagnostic and Treatments Fund.
- ❖ Only services listed on the Diagnostic and Treatment Fund application may be paid for; pre-operative labs and testing do not qualify for reimbursement.
- ❖ Application must be submitted for pre-approval of services.
- ❖ Diagnostic and Treatment Fund eligibility:
 - Income at or below 200% of the Federal Poverty Level
 - Uninsured
 - Under 65 years of age
 - Must be a West Virginia resident

Medicaid Treatment Act Facts:

- ❖ Medicaid Treatment Act eligibility:
 - Must be a West Virginia resident
 - Under 65 years of age
 - Uninsured or lacking credible health insurance coverage
 - Must be enrolled in WVBCCSP (no income guidelines)
 - Must be in need of or receiving treatment for breast or cervical cancer or certain pre-cancerous cervical conditions (based on colposcopy results)



Reimbursement Guidelines:



Screening Mammogram Reimbursement Policy:

- ❖ WVBCCSP enrolled women 50 - 64 years of age may receive a yearly screening mammogram.
 - ❖ WVBCCSP enrolled women 40 - 49 years of age MUST have a high-risk factor for developing breast cancer, in order for the Program to reimburse for her screening mammogram. That risk factor must be documented on the Patient Data and Referral forms.
 - *High-risk factors for developing breast cancer 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
- *Refer to the WVBCCSP Policies and Procedures Manual on page 7.

Diagnostic Mammogram Reimbursement Policy:

- ❖ Program enrolled women 25 - 64 years of age with a Clinical Breast Exam result of:
 - Discrete palpable mass (suspicious of cancer)
 - Bloody/serous nipple discharge
 - Nipple/areolar scaliness
 - Skin dimpling or retraction
- *A surgical referral is also required for these women, even if the mammogram result is negative or benign.

Colposcopy Reimbursement for Women Under 25 Years of Age:

- ❖ A Colposcopy may be reimbursed for women 18 - 24 years of age who meet WVBCCSP eligibility guidelines and have a Pap test result of HSIL, AGC, Adenocarcinoma, or Squamous Cell Carcinoma. The woman must be enrolled into the WVBCCSP prior to the colposcopy in order for the Program to reimburse the colposcopy.

Pap Result

On the CSM Pap report, "Interpretation" is the actual Pap result, not the "Comment." If you have questions about the Pap result, call CSM at (877) 549-2642.