



WVBCCSP PROVIDER PRESS

WINTER 2006

Annual Clinical Breast Examinations are Important!

Eight out of 10 breast lumps felt by women or their health care providers turn out to be benign or non-cancerous. However, research published in the July, 2005, *New England Journal of Medicine*, stated that women who have benign breast lumps are 50%-60% more likely than other women to develop breast cancer during their lifetime and researchers concluded that certain types of benign breast disease can increase the risk of breast cancer. The researchers also concluded that family history and

age at diagnosis further influences the risk of developing breast cancer.

The West Virginia Breast and Cervical Cancer Screening Program (WVBCCSP) asks that screening providers schedule women for yearly clinical breast examinations

(CBE) regardless of their Pap test cycle. The October 2001 Cervical Cancer Policy, located on page 7 of the WVBCCSP's Policy and Procedures Manual, states that after a woman has had three consecutive normal or benign Pap tests within a five year (sixty month) period through the Program, she must wait for three years to get her Pap paid for by the WVBCCSP. It is important that within these three years when the woman is not eligible for her yearly Pap test through the WVBCCSP, that the screening provider must make a special effort to schedule her for her yearly CBE.

Often a woman will forgo seeing her clinician for her yearly CBE if she is not scheduled to have a Pap test that year. It is important for the provider to schedule these women for yearly breast exams, especially if there has been a benign breast lump at some time in her life in order to determine if there have been any changes since her last CBE. The WVBCCSP will pay for yearly clinical breast exams for any woman, ages 25-64, who is enrolled in the Program. Therefore, the WVBCCSP is counting on providers to make a special effort in educating these women on the importance of coming back every year for their CBE.



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Christina Mullins
WVBCCSP Program
Director

Christina's Corner:

A wise man once made the observation: "Courage is doing what you are afraid to do. There can be no courage unless you are scared," Edward Vernon Rickenbacker, American Aviator and Businessman (1890-1973). The West Virginia Breast and Cervical Cancer Screening Program (WVBCCSP) staff has

experienced some fear of the unknown over the last four months. After reducing our staff and tightening our financial belt, we were a little anxious about how we would be able to complete the numerous tasks necessary to meet the Centers for Disease Control and Prevention's (CDC) funding requirements.

I am very pleased to share with you that the team has reorganized its duties and has met all the deadlines set forth in our grant agreement with CDC. We continue to be committed to maintaining the same level of screening services in the current year as in past years, and hope to identify funding for our annual conference this coming spring.

As a team, we try to regularly remind ourselves that change presents opportunities we may not have otherwise had. This is certainly no exception. The Division of Research, Evaluation and Planning has modified many of our reports so that we may run them without assistance. In addition, they have redesigned our Medicaid Treatment Act data base so that we may track our women more easily and efficiently. These are just two examples of the time saving measures that have been implemented within WVBCCSP since July 2005.

I cannot say enough good things about the WVBCCSP staff. During this time of fear and anxiety the WVBCCSP staff has found courage. They have been open to trying new ways of doing things, brought new ideas to the table, and willingly increased their responsibilities, and I thank them from the bottom of my heart. I would also like to extend my appreciation to you, our providers for your patience in this time of transition. This would have been much more difficult without you.

Over the next few months, we will be refining the changes that have been implemented, submitting a new grant application to CDC, and catching our breath. We look forward to sharing all our stories with you soon.



Wal-Mart Incentive Project Continues!

The Wal-Mart Incentive Project began in April 2004 with the WVBCCSP offering free \$10.00 Wal-Mart Gift Cards to every new patient enrolled in the WVBCCSP and those not maintaining regular screening. In order to be eligible for the \$10.00 Wal-Mart Gift Card, the patient must receive a complete medical examination in accordance with WVBCCSP policy and complete a brief survey.

The survey acts as the trigger for issuance of a Gift Card and is then mailed directly to the patient's home.

To date, 2,379 Wal-Mart Gift Cards have been mailed out. We are halfway at our goal of distributing 4,000 cards. We still need our Providers to participate in this Project. The WVBCCSP provides the surveys and the postage paid return envelopes for your clinic or health department. If you need more information, surveys or envelopes, contact April Stannard, Public Education Coordinator at (304) 293-2370.



Kroger Cares Program Continues!

The WVBCCSP volunteers continue to participate with the Kroger Cares Program to benefit the WV Breast and Cervical Cancer Diagnostic and Treatment Fund. The Kroger Cares Program offers a Gift Card that may be used to purchase anything at Kroger (with the exception of fuel, money orders, and Western Union transactions). The volunteers are offering \$5.00 Kroger Care Gift Cards to be purchased and then redeemed at any

Kroger store. The number of cards purchased is linked to the account. Any individual can "reload" their Kroger Cares Card themselves at any Kroger store to reuse and again have purchases credited to the account. To purchase a \$5.00 Kroger Cares Card, please send a check payable to Kroger to: April Stannard, Cancer Prevention and Control, PO Box 6886, Morgantown, WV 26506-6886. For more information, please call April Stannard, Public Education Coordinator at (304) 293-2370.

Mammography Facts and Terminology

A mammogram is an x-ray of the breast. Screening mammography is used to look for breast disease in women who are asymptomatic, that is, they appear to have no breast problems. Diagnostic mammography is used to find breast disease in women who have symptoms. Screening mammography usually involves two views (craniocaudal and mediolateral oblique) of each breast. Although breast x-rays have been performed for more than seventy years, modern mammography has existed since 1969. That was the first year x-ray units specially for breast imaging were available. Modern mammography equipment designed for breast x-rays uses very low levels of radiation, usually a dose of about .1 to .2 rads per picture. Strict guidelines are in place to insure that mammography equipment is safe and uses the lowest dose of radiation possible.

The doctor reading the films will look for several types of changes:

- **Calcifications**, or **microcalcifications**, are tiny mineral deposits within the breast tissue that appear as small white spots on the film. They may occur singly or in clusters. They are a sign of changes within the breast and either can be watched carefully by additional, periodic mammograms, or examined by biopsy (removal of a small amount of breast tissue). They may be caused by benign breast conditions or, less often, by breast cancer.
- **A mass**, which may occur with or without calcifications, is another important change that can be seen on mammogram. Masses may consist of different forms including cysts and fibroadenomas; or they may be cancer and should be biopsied if they are not fluid filled cysts (www.cancer.org).

Mass shape

- Lowest to highest probability of malignancy.
- Round, oval, lobulated, irregular, architectural distortion.

MASS SHAPE



Lowest to Highest Probability of Malignancy



Mass margins

- Lowest to highest probability of malignancy.
- Circumscribed, obscured, micro-lobulated, ill-defined, spiculated.

MASS MARGINS



Lowest to Highest Probability of Malignancy

- **A cyst** is a collection of fluid in a small sac in the breast. It can feel like a lump, usually soft, in the breast. Either a breast ultrasound or removal of the fluid with a needle (aspiration) is used to confirm that a mass, or lump, is a cyst. It is very rare for a cyst to be cancerous. If a cyst has ultrasound features that are suggestive of cancer, fluid removed from the cyst will be examined to look for malignant cells.

Location of Malignant Lumps

Central region (within 1 cm of areola)	17%
Upper Outer Quadrant	48%
Lower Outer Quadrant	11%
Upper Inner Quadrant	15%
Lower Inner Quadrant	6%
Diffuse	3%

Harris, J. R.. (2000). Diseases of the Breast (2nd edition)

Screening Mammogram Policy Refresher



As you know, the WVBCCSP is a large, complex program that is constantly evolving. That's why we like to provide you with policy reminders and refreshers. It is not easy keeping all of that WVBCCSP information straight! Since this issue of the Provider Press focuses on breast cancer, we thought it would be a great time to refresh everyone on the Program's screening mammogram policy.

Screening providers are required to refer all WVBCCSP clients aged 50-64 for a yearly screening mammogram. You might be asking yourself; what if the woman is under the age of 50? Well, WVBCCSP is required to follow strict guidelines from the Centers for Disease Control and Prevention (CDC). The CDC allows the Program to reimburse providers for screening mammograms performed on women between the ages of 40-49 only if they are at high-risk for developing breast cancer. High risk is defined as a woman who has a previous history of breast cancer; a family history of breast cancer (mother, sister, daughter, or grandmother) or two or more

relatives such as cousins or aunts, especially if diagnosed before age 40; a woman in this age range who has never had children; a woman between the ages of 40-49 who has children, but the first child was born after age 30; an abnormal biopsy result such as atypical hyperplasia or LCIS (lobular carcinoma in situ); and/or genetic alterations specific alterations in certain genes, such as those in the breast cancer genes BRCA1 or BRCA2.

If the WVBCCSP client is between the ages of 50-64, please refer her on for a screening mammogram. If the woman is between the ages of 40-49 and is determined to be at high-risk for developing breast cancer she may be referred for screening mammography. However, please be sure to document on the client's Patient Data Form in the comments section that the woman is high-risk and what the high-risk category is (personal history, abnormal biopsy result: LCIS, genetic alteration, etc.).

The WVBCCSP is required to provide a minimum of 75% of all federally funded screening mammograms to women between the ages of 50 and 64. Currently, the Program is falling short of this guideline with only 63.9% of all funded screening mammograms being performed on women between the ages of 50 and 64.

If you have any questions or need additional help with the screening mammogram policy, please refer to your WVBCCSP Policies and Procedures Manual or contact the WVBCCSP at (304) 558-5388.



Breast Cancer Awareness Month is Celebrated Across the State

The WVBCCSP celebrated Breast Cancer Awareness Month in October with events scheduled throughout the state of West Virginia to raise breast cancer awareness, honor and remember those affected by the disease, and to raise money for the WV Diagnostic and Treatment Fund. Providers, volunteers, and WVBCCSP staff joined others in supporting Breast Cancer Awareness Day events. Some of those events are listed below:

- Think Pink Brunch & Purse Auction
- Health Fairs
- Balloon Launches
- Breast cancer survivor testimonials
- Silent Auction
- Crafts & Vendors in Monroe County
- Paws for a Cure Dog Walk
- New Martinsville Walk held in conjunction with Autumn Fest
- White doves released in honor of breast cancer survivors
- Wreath hangings



Record Number of WVBCCSP Walks for Women Held Throughout West Virginia

A record twenty-one Walks for Women...Take A Step Against Breast Cancer were held throughout the state to support Breast Cancer Awareness Month. Mountains of Hope: the West Virginia Comprehensive Cancer Control Coalition and its partners sponsored these walks in the locations listed below:

Quinwood

Elkins

Franklin

Berkeley Springs

Parkersburg

Mullens

Lewisburg

New Martinsville

Grantsville

Huntington

Clay

Wheeling

Camden-on-Gauley

Welch

Grafton

Glenville

Keyser

Ripley

Union

Clarksburg

Burton/Hundred

The Walks are a statewide effort intended to raise breast cancer awareness, to honor breast cancer survivors, remember those who have died from the disease, and to help raise needed money for the WV Breast and Cervical Cancer Diagnostic and Treatment Fund. The Fund was established by the WV State Legislature in 1996 and helps pay for lifesaving diagnostic and treatment services for women who need treatment for breast and cervical cancer and do not have the means to pay for these services. Every dollar raised from individuals and corporate sponsors benefits the Fund.



***Walk for
women ...
take a step
against
breast
cancer***

WVBCCSP Volunteers Honored at Luncheon

The WV Breast and Cervical Cancer Screening Program (WVBCCSP) volunteers were honored on November 16, 2005 with a luncheon at the Days Inn in Flatwoods, WV. Over 110 volunteers were recognized for their dedication to helping promote Breast Cancer Awareness Month. Dee Ann Price, Clinical Services Coordinator, thanked the volunteers for their efforts in reaching out to WV women and stressing the importance of early detection, as well as raising money for the WV Breast and Cervical Cancer Diagnostic and Treatment Fund. Jennifer Weiss, Program Manager with the WV Comprehensive Cancer Control Coalition, gave an overview of comprehensive cancer and how the volunteers help increase awareness statewide. Breast Cancer Awareness Month would not be the success it is without the dedication and commitment from our volunteers. We salute you!



Breast Cancer Awareness Walk



First Walk for Women held in Franklin

\$86,144.89
Raised for
the Diagnostic
and
Treatment
Fund!
Congratulations



Fayette County Breast Cancer Awareness Day



Month—October, 2005



Think Pink Luncheon and Purse Auction in Monongalia County



Quinwood Walk



Hardy County Breast Cancer Awareness Day



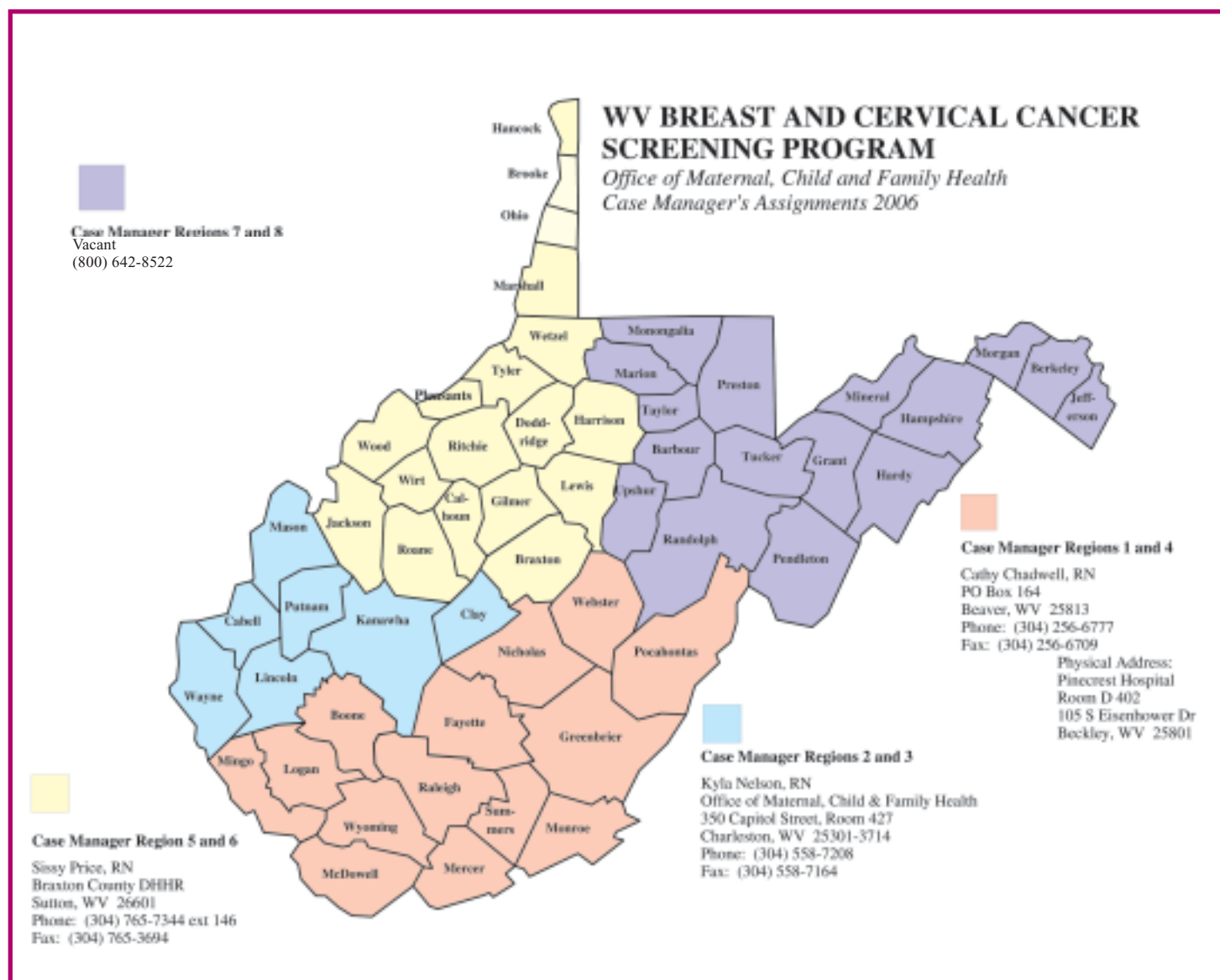
Monroe County Walk

All women active on the MTA will receive an annual letter from the WVBCCSP reminding her of her responsibility and instructions on how to maintain her Medicaid eligibility. A woman remains eligible for MTA as long as she is receiving active treatment for breast or cervical cancer diagnosis as determined by the Bureau for Medical Services.

The WV Breast and Cervical Cancer Diagnostic and Treatment Fund may be accessed for certain procedures not covered

by WVBCCSP or the Medicaid Treatment Act.

For further information regarding the Medicaid Treatment Act or the WV Diagnostic and Treatment Fund you may contact the WVBCCSP Nurse Supervisor, Beth Staats, at 1-304-558-5388 or 1-800-642-8522. The regional WVBCCSP Case Manager may also be contacted. There is a copy of the Case Manager regional map and contact information below.



Benefits for Uninsured Women

Medicaid Treatment Act

The Breast and Cervical Cancer Prevention and Treatment Act of 2000 (BCCPTA) allows Medicaid to provide full benefits to uninsured women under the age of 65 who are identified as being in need of treatment for breast or cervical cancer including pre-cancerous conditions and early stage cancer. The West Virginia BCCPTA is commonly referred to as the *Medicaid Treatment Act*.



Medicaid Treatment Act (MTA) Eligibility Requirements:

- A West Virginia resident
- Enrolled in the WVBCCSP
- Under the age of 65
- Uninsured or otherwise lacking credible insurance coverage
- *Diagnosis of breast or cervical cancer and/or certain precancerous conditions requiring medical treatment

***Breast:** Confirmed diagnosis of breast cancer from pathology report. Atypical ductal hyperplasia (this condition can be diagnosed on a mammogram, but in order to be eligible for the Medicaid Treatment Act, the woman **MUST** be referred to a surgeon and the diagnosis confirmed by excisional biopsy and must have a plan for treatment with an approved oral chemotherapy drug.)

***Cervical:** Confirmed diagnosis of cervical cancer from pathology report or one of the following based on colposcopy results: CIN II, III; CIS; LSIL; HSIL; AGC, Squamous cell carcinoma; Adenocarcinoma.

Medicaid Treatment Act Enrollment:

To apply for benefits, a woman must be enrolled in the WVBCCSP, complete a shortened Medicaid application, and obtain a signed CDC certificate of diagnosis from the provider. These forms must be mailed or taken to the DHHR office in her county of residency. The DHHR office then determines eligibility and sends copies of the documentation to the WVBCCSP Nurse Supervisor who assigns the woman to the appropriate Case Manager. The screening provider that verified the cancer diagnosis is responsible for sending or faxing a Case Management/Medicaid Referral form to the WVBCCSP office along with a copy of the CDC certificate of diagnosis.

The clinic should follow WVBCCSP guidelines for dealing with abnormal screening results. If a woman is lost to follow-up or has refused treatment, the clinic must send a certified letter to the woman communicating that this will be the last effort made to contact her. A copy of the certified letter and a Case Management Referral form must be sent to the WVBCCSP office.

Mountains of Hope SuperBowl

By Winabeth Smith
Program Manager



On September 23, 2005, with footballs and pom poms decorating the room Joe Barker, Mountains of Hope's newly elected chair, kicked off the coalition's WV Cancer Plan revision effort. Barker urged all of the coalition's many partners to actively participate in the revision process, stressing the importance of teamwork in not only updating the Plan but in implementing it. A revised Plan is currently the coalition's number one priority; the goal is a final draft by late summer 2006.

After a presentation by Jennifer Weiss, Director of the WV Comprehensive Cancer Control Coalition (WVCCCC) featuring an overview and history of the current Plan, attendees broke into several groups. What followed were lively discussions in which attendees critiqued various content and layout

elements in WV's current Plan as well as those in cancer plans from more than 20 other states. Attendees provided feedback and made initial recommendations for the Plan's revision. Suggestions included keeping the clear listing of chapter goals and strategies, adding more graphics and color, and expanding/adding chapters

on the burden of cancer, health disparities, advocacy, and end-of-life issues. At the year's second quarterly meeting, November 9, 2005, the

focus was on Plan goals, objectives and priorities.

For more information about Mountains of Hope and the revision of the WV Cancer Plan please contact Winabeth Smith at wsmith@hsc.wvu.edu or by calling 304-293-0482. The next quarterly meeting will be held on Friday Feb 10, 2006 at Embassy Suites in Charleston, WV.



West Virginia
Comprehensive
Cancer Control
Coalition



Quilts of Hope: Breast Cancer Awareness Project

The WV Breast and Cervical Cancer Screening Program (WVBCCSP) Quilts of Hope Project is a breast cancer awareness community outreach project sponsored by Mountains of Hope: the WV Comprehensive Cancer Control Coalition, the state quilt guilds, WV Community Educational Outreach Services, American Cancer Society, Mary Babb Randolph Cancer Center, Appalachian Community Cancer Network, and Jo Ann Fabrics and Crafts. The goal of this project is to stress the importance of early detection of breast cancer through public education.

The project helps increase breast cancer awareness by tapping into West Virginia's rich cultural heritage of quilting. Many West Virginia quilters have given their time and talent to make quilts. The quilts act as a symbol of hope for women in the fight against breast cancer. Many of the quilts were designed and quilted by breast cancer survivors.

This current Quilts of Hope project

marks the sixth year for this project and began in the fall of 2004 and will continue until October 2006. Currently, thirteen quilts are in the process of being made. West Virginians have the opportunity to purchase donation tickets for the current Quilts of Hope Project to win one of the thirteen quilts. All donations benefit the WV Breast and Cervical Cancer Diagnostic and Treatment Fund. The Fund helps pay for lifesaving breast and cervical cancer diagnostic and limited treatment services for uninsured WV women. A drawing for each quilt will be held in October 2006.

The 2002-2004 Quilt Project raised over \$25,500 for the WV Breast and Cervical Cancer Diagnostic and Treatment Fund and the quilters volunteered over 5,000 hours in designing, quilting, and selling donation tickets for the quilts. To find out how you can purchase tickets for a Quilt of Hope, call Cancer Prevention and Control at (304) 293-2370.



Announcing PHNPAT

Public Health Nurse Physical Assessment Training and Refresher April 4-6, 2006

Watch for the PHNPAT Information Brochure Coming Soon!

WVBCCSP will be combining the PHNPAT course with the PHNPAT Refresher to provide in-depth instruction regarding breast and gynecologic cancer screening, diagnosis, and treatment. The goal is to expand the number of health care practitioners providing quality breast and cervical cancer screening to underserved women in West Virginia, while also expanding and updating skills of health care practitioners that already provide these services and have received training in a past PHNPAT. As of 2003, all PHNPAT Certified Nurses are required to take a PHNPAT Refresher course once every five years in order to maintain certification.

At PHNPAT/PHNPAT Refresher you will learn to:

- Explain/review basic anatomy & physiology of the breast and female reproductive organs.
- Teach breast self-examination that can detect lumps as small as 1/2 cm and distinguish them from normal breast lumpiness.
- Explain risks for breast and cervical cancer.
- Counsel clients about mammography and a variety of breast procedures.
- Effectively help a woman who has been diagnosed with breast or cervical cancer.
- Recognize components of a good gynecologic exam and accurately document findings.
- Understand mammography and Pap test result reports and initiate appropriate follow-up.
- Recognize a variety of cervical lesions and STDs and become familiar with implications for patient education and treatment.
- Conduct a clinical breast exam, pelvic exam, and obtain a Pap test specimen.

MammaCare Training

April 4, 2006 • 2:15 PM – 4:15 PM • Euro Suites Hotel – Morgantown
(CEU's Available)

Getting to Know the New WVBCCSP Staff



Region 3 (Putnam, Boone, Kanawha, Clay) has a new Cancer Information Specialist. Jody Waugh worked with WVBCCSP as a Tracking and Follow Up Nurse prior to moving into this new role. She graduated from Nursing School at Fairmont State College in 1984 and has been practicing nursing for 21 years. Jody's hobbies are golfing, hiking, skiing, knitting, biking, and attending sporting events. Jody's inspirations are her children, who have always shown her the respect and unconditional love all mothers deserve. Be on the lookout for Jody as she makes her way around her region. She is very excited to meet all of the WVBCCSP providers in Region 3.

Beth Staats joined WVBCCSP as Nurse Supervisor in Summer 2005. In this role, Beth is responsible for oversight of the Tracking and Follow Up Nurses and Case Managers. Beth has a B.S. in Nursing from West Virginia Wesleyan College. She worked as a Critical Care ICU/ER nurse for 20 years in West Virginia, Kentucky, Florida, and New Mexico before coming to WVBCCSP. Her hobbies include cooking and spending time with her husband. Beth graduated from high school with her husband and started dating after reuniting with each other at their 25th high school reunion. They were married in January 2005. Her husband is her greatest inspiration because he encouraged her to apply for her current job, which Beth feels is one of the best things she's ever done.



Activities Planned for Cervical Health Awareness Month in January

The United States Congress designated January as Cervical Health Awareness Month. Cervical cancer is one of the most common causes of cancer worldwide, and one of the most preventable and treatable. The estimated lifetime risk of a woman developing cervical cancer is 1 in 117. The American Cancer Society estimates that approximately 10,370 new cases of invasive cervical cancer were diagnosed in 2005.

The West Virginia Breast and Cervical Cancer Screening Program (WVBCCSP) celebrated this month with activities planned throughout the state. FREE Pap Days were scheduled at the following WVBCCSP Clinics:

Summers County Health Department—Hinton, WV; Ebenezer Medical Outreach Clinic—Huntington, WV; Rainelle Medical Center—Rainelle, WV; Greenbrier County Health Department—Ronceverte, WV; Meadow Bridge Clinic—Meadow Bridge, WV; Northern Greenbrier Health Clinic—Williamson, WV; Jackson Community Health—Ravenswood, WV; Minnie Hamilton Health Care—Grantsville, WV; Coplin Clinic—Elizabeth, WV; Pinewood Medical Center—Grafton, WV; Doddridge County Health Department—West Union, WV; Doddridge Family Medicine—West Union, WV; Associates for Women's Health Buckhannon—Buckhannon, WV; Gilmer Primary Care—Glenville, WV; Grant County Health Department—Petersburg, WV.

This day is designed to offer a FREE Pap test screening to women who have not had a Pap test in over a year and is a great way to enroll new clients into WVBCCSP. To increase the number of women willing to come to the Free Pap Day, other services were offered such as clinical breast exams and pelvic exams, cholesterol screening, blood pressure testing, and other health related information. Some providers hosted a breakfast or lunch meeting to provide updates on cervical cancer to the public and/or professionals. The \$10.00 Wal-Mart Gift Card Project is still ongoing and was offered as an incentive to target newly enrolled, hard to reach, and never or rarely screened women.



You're worth it . . .

breast and cervical cancer
screening program

You're Worth It . . .

This newsletter is for providers participating in the West Virginia Breast & Cervical Cancer Screening Program. If you would like to contribute information or article ideas for this newsletter, please contact:

April Stannard

Editor

Public Education
Coordinator

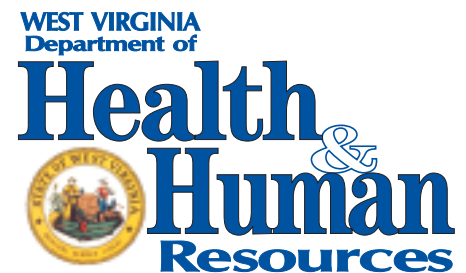
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Robert C. Byrd Health Sciences Center

Mary Babb Randolph Cancer Center

