

# WVBCCSP Provider Press

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WINTER 2011



WEST VIRGINIA  
Breast & Cervical  
CANCER SCREENING PROGRAM

*You're Worth It*

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## Welcoming a CDC Public Health Prevention Specialist

By: Nikki Lyttle

The Centers for Disease Control and Prevention's (CDC) Public Health Prevention Service (PHPS) is a three-year fellowship program aimed at preparing public health professionals for leadership positions in local, state, national and public health agencies. The focus of the program is public health management and provides hands-on experience and mentorship in public health program planning, implementation, and evaluation. As a part of the three-year experience, PHPS fellows work in areas within CDC in the form of two six-month rotations. The second part of the fellowship program is comprised of a two-year field assignment in a public health agency such as a state or local health department, community-based organization, or public health institute or association. During this time, fellows receive supervision and mentoring while working on multidisciplinary projects.

Agencies interested in applying for this must submit a letter of intent to the PHPS. If the agency's letter of intent is accepted, they are then invited to complete a full application. Then select agencies are invited to participate in open recruitment of PHPS fellows. The process is highly competitive both for PHPS fellowship applicants and interested health agencies. Through this competitive process, West Virginia beat out more than 100 other agencies to receive one of only twenty-five fellows.

For the first time in PHPS history, West Virginia received its first fellow in October 2010. Dawn Brewer, PhD joined the West Virginia Breast and Cervical Cancer Screening Program to work on evaluation of the WISEWOMAN program. Ms. Brewer received her PhD in Foods and Nutrition from the University of Georgia and in 2001 completed a dietetic internship through Iowa State University. Her previous work and educational experience have focused on obesity and obesity-related chronic diseases and includes two six-month rotations at CDC within the Division of Heart Disease and Stroke Prevention and the Division of Emergency and Environmental Health Services. She also studied diet and obesity in a variety of clinical, laboratory, and hospital settings.

Dawn relocated to Charleston in October 2010 with her husband, Darrell, and dog, Macy. They are looking forward to exploring all the wild and wonderful things WV has to offer while forming lasting friendships. She is excited to be here and working with the WVBCCSP/WISEWOMAN programs to improve the health of WV women and their families.



Dawn Brewer, PhD

## Director's Dialog: Raising Hope



WVBCCSP Director  
GeorgeAnn Grubb, MPH

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During the month of October, in cities, small towns and communities all across West Virginia, Ambassadors of Hope spread the message about breast cancer. These Ambassadors include Cancer Information Specialists who work for the WV Breast and Cervical Cancer Screening Program, a host of dedicated community volunteers, and the awesome staff from our provider network. With every wreath hung in county courthouses, post offices and libraries...with every mile logged by Walks for Women...every beautiful Quilt of Hope stitched....every pink balloon released...every bake sale, raffle and auction...Spirals of Hope were sent up across WV for all women. Awareness was raised, as was money, but most importantly, **hope**. The message of early detection was expressed clearly throughout the month. Over \$100,000 was raised for the WV Diagnostic and Treatment Fund to assist with certain diagnostic and treatment services not covered by WVBCCSP federal screening funds. Those who have lost their lives to breast cancer were remembered, survivors were honored, and women across WV were encouraged to make their health a top priority.

I recently read an article in which the author dismissed Breast Cancer Awareness Month as merely a “branding opportunity” to sell more yogurt, pink ribbon pins, t-shirts, and pink buckets of chicken. I strongly disagree and invite those who think all the pink is just a marketing ploy to walk a few miles in the shoes of the WV Ambassadors of Hope. Attend a Zumbathon, an Oktoberfest, a Dog Walk, skate on pink ice, watch high school football players with pink stickers on their helmets, and cheerleaders with pink headbands, take a Walk for Women, admire the gorgeous Quilts of Hope, and most of all, listen to the stories of incredible strength and courage shared by breast cancer survivors, and you will know that for all of us Breast Cancer Awareness Month is **personal**. It's about our mothers, grandmothers, sisters, daughters, granddaughters, friends, neighbors and co-workers—not about marketing!

At the Volunteer Appreciation Luncheon in November, I acknowledged all the contributions from the volunteers who worked so tirelessly not just during October, but all year long to raise awareness, money and hope. I stated that “appreciation” is not really an adequate description of the deep admiration we feel for the awe-inspiring work that these Ambassadors of Hope, individually and collectively, perform in the fight against breast cancer. Their passion, commitment, creativity, and relentless efforts on behalf of the women whose lives have already been touched by breast cancer and those who will be impacted in the future, inspire all of us. They raised awareness, money, and hope...and they raised us all up. And for this we thank them.

*GeorgeAnn Grubb*

# WVBCCSP and WISEWOMAN: Provider & Policy Reminders

## Reimbursement and Pap Test Follow Up Reminder

- ◆ When reviewing a patient's Pap test report, look at the "General Categorization" section first. If it states "Other," refer to the "Description" section. With "Other" as a result, you will probably see "no epithelial abnormality." This is a negative Pap result as far as WVBCCSP is concerned.
- ◆ Any comments in the "Remarks" section (i.e. "cannot rule out high-grade") do not mean that the result is high-grade nor does it change the result given in the "Description" section.
- ◆ There may be comments such as "endometrial cells present." Since WVBCCSP is a screening program for cervical issues, no additional services can be reimbursed by WVBCCSP or the WV Diagnostic and Treatment Fund for these results. (Refer to Pennsylvania Cytology Services letter, item #3 on the next page.)
- ◆ Please contact PCS with questions regarding a Pap test result. Contact the WVBCCSP with questions regarding reimbursement for Pap test follow-up.

## How Client Enrollment Forms Affect Reimbursement

- ◆ All WVBCCSP and WISEWOMAN participants (who are being enrolled into the Program(s) for the first time) **MUST** have a Client Enrollment Form sent to the Bureau **within the week** of the screening visit. Once received in Charleston, the information from the Client Enrollment form is entered into Program databases. This starts a "data" file on the woman. Without the Client Enrollment Form, there is no record of the woman in the database.
- ◆ Women expect that the screening services offered by both programs are either free or low cost to them. If the Client Enrollment Form has not been sent in, payment could be denied and the woman will more than likely receive a bill from the provider for that service. In order to ensure that this does not happen, please mail or fax Client Enrollment Forms to the Bureau within the week of the screening visit.

**NOTE:** A WISEWOMAN Medical History Form must also accompany the Client Enrollment Form for women being enrolled in WISEWOMAN for the first time....**WITHIN THE WEEK OF THE SCREENING VISIT.**

## WISEWOMAN Forms

- ◆ WISEWOMAN Participant Logs are no longer required. Instead, mail both the Client Enrollment and WISEWOMAN Health History Forms to the WVBCCSP/ WISEWOMAN within one week of the integrated screening visit.
- ◆ For the annual integrated rescreening visit, mail only the WISEWOMAN Health History form to the Bureau within the week of the integrated visit.

## WISEWOMAN Screening Measurements:

- ◆ Two (2) blood pressure measurements, averaged and recorded on the Screening Form, are required for WISEWOMAN participants.
- ◆ Hemoglobin A1C, rather than fasting blood glucose, is required for participants who have previously been diagnosed with diabetes.

## A Letter from Pennsylvania Cytology Services (PCS) Regarding Clarification of Pap Test Results

We have had many phone calls asking for further clarification of the Bethesda System's General Category "Other." I'm hoping the following points are helpful to you:

1. Cervical cytology is negative when "other" is used.
2. General Categorization: This is actually an optional part of the Bethesda System, to be used for triage. The true result of the report is in the "Description." Always refer to the Description, especially for the General Categories "Epithelial Cell Abnormality" and "Other."
3. Other: This is used when endometrial or endometrial-appearing cells are detected in a specimen from a woman age 40 or over. Endometrial cells in this case are usually derived from a benign process; only a small portion of women with this finding have endometrial abnormalities. All cells noted in the "Other" category are normal appearing. If they were atypical, they would have been reported in the "Epithelial Cell Abnormality" category.
4. The laboratory does not always have access to complete patient history such as risk factors for endometrial cancer, clinical symptoms, menstrual history, hormone therapy, and menopausal status. Therefore, we cannot make final recommendations for follow-up. It is up to the clinician to correlate these findings with the patient's history.
5. The Pap Specimen is a screening test for squamous lesions and squamous cell carcinoma. It is unreliable and not designed for the detection of endometrial lesions.

Thank you for this opportunity to be of service. Please let us know if there is anything else we can do for you.

Sincerely,  
Robert H. Swedarsky, MD  
Medical Director  
Pennsylvania Cytology Services

### NOTE

**If you have specific  
questions about a Pap test result,  
please contact PCS directly.**

**412.373.8300**

# WISEWOMAN Highlight:

## Grant County Health Department

By: Sandria Glasscock

Grant County Health Department recognizes breast and cervical cancer as leading causes of morbidity and mortality in women. The Health Department has been a leader of health promotion activities in Grant and neighboring counties and networks with private providers to assure a healthier community. The Health Department has been a provider of breast and cervical cancer screening for women since 1986. In 2009, Grant County Health Department was asked to enhance the Breast and Cervical Cancer Screening Program by participating in a program called WISEWOMAN. WISEWOMAN aims at decreasing women's risk of heart disease and other chronic diseases through FREE blood pressure, cholesterol, and glucose screenings. WISEWOMAN also provides lifestyle intervention to help women make better lifestyle choices such as quitting smoking, increasing physical activity, and eating healthier.

Grant County Health Department staff collaborates in all aspects of this program to assure the best possible care for women participating in WISEWOMAN. The Grant County Health Department WISEWOMAN team includes:

- ♦ A PHNPAT trained registered nurse who provides the breast and cervical cancer screening examinations,
- ♦ Registered nurses who obtain health histories and blood specimens for screening; the screening results are reviewed and appropriate physician referrals for follow-up are provided as well as in depth lifestyle intervention education, and
- ♦ Clerical staff to assist with the paperwork and necessary tracking and billing.

Grant County Health Department has provided over 200 women with this intervention program aimed at decreasing cardiovascular disease, the number one killer in America. Many of these women have been identified as having high blood pressure, high cholesterol, or diabetes. Without the free blood screening, these women may not have been diagnosed with their diseases. Participating women have reported that this program has changed their lives, and we at Grant County Health Department are proud to offer this lifesaving program to the women in our community.

## ♥ Healthy Recipe

### Broccoli Soup

#### Ingredients

3 cups broccoli (or 2 10 oz. packages of frozen broccoli)  
1/2 cup diced celery  
1/2 cup chopped onion  
1 cup low sodium chicken broth  
2 cups non-fat milk  
2 Tbs. cornstarch  
1/4 tsp. salt  
Dash pepper  
Dash ground thyme  
1/4 cup grated Swiss cheese

#### Directions

1. Place broth and vegetables in saucepan, bring to a boil, reduce heat, and cook until vegetables are tender (about 8 minutes).
2. Mix cornstarch, salt, pepper, and thyme and add to cooked vegetables.
3. Cook, stirring constantly, until mixture is lightly thickened and starts to boil.
4. Remove from heat.
5. Add cheese and stir until melted.

*This recipe is from CDC's website [fruitsandveggiesmatter.com](http://fruitsandveggiesmatter.com).*



#### Nutrition Content Per Serving

|               |        |
|---------------|--------|
| Calories      | 140    |
| Total Fat     | 3 g    |
| Saturated Fat | 2 g    |
| Cholesterol   | 10 mg  |
| Sodium        | 270 mg |
| Total Fiber   | 5 g    |
| Protein       | 11 g   |
| Carbohydrates | 20g    |

Prep time: 10 minutes  
Cook time: 20 minutes  
Yields: 4 servings  
Serving size: 1 Cup

# Breast Cancer Awareness Month

By: Samantha Knapp

Each year in West Virginia, more than 1,300 women are diagnosed with breast cancer, but that can change. While October is the poster month for breast cancer awareness, the reality is that breast cancer affects women all year round, and October is used as just one focused opportunity to remind all women about the importance of getting regular breast screenings. The West Virginia Breast and Cervical Cancer Screening Program (WVBCCSP) and its providers, partners, and volunteers work diligently day in and day out to encourage women to spend the same amount of time caring for themselves as they do for others.

Educating women about breast health is only the first step in the fight against breast cancer. This past October, volunteers spent 6,628 hours planning and implementing 100 activities across the state, including parades, motorcycle runs, Zumba classes, and more. High schools, colleges, and universities wore pink ribbon stickers on football helmets and cheerleaders used pink pompoms and threw pink footballs to crowds. Twenty-one Walks for Women were held along with cake walks, silent auctions, bake sales, survivor luncheons, and purse auctions as part of their festivities. Volunteers raised more than \$110,000 for the WV Breast and Cervical Cancer Diagnostic and Treatment Fund. Each activity raised awareness, honored breast cancer survivors, and remembered those who lost their battle with the disease. These efforts directly reach WV women and encourage them to receive life-saving screening services.

**As of November 8, 2010, volunteers raised over \$110,000 in donations for the WV Breast and Cervical Cancer Diagnostic and Treatment Fund.**



# Breast Cancer Awareness Month Pictures



# Providers on Health Care Reform

“The bottom line is that this nation is moving from a system that treats sickness to one that promotes wellness. That is what this health department is zeroing in on.”

Linda Klotzbach, Administrator,  
Clay County Health Department

“There is a lot of confusion as to what is really going to happen with health care reform; it is a wait and see situation.”

Linda Hutchinson, Administrator,  
Bluestone Health Center

“As a Public Health Nurse for 32 years, I certainly realize that access to affordable health care is a necessity for all Americans. I see many un- or under insured persons who have to make difficult choices when it comes to obtaining any health care. Uninsured persons on a limited income will not choose preventative health care. In theory, health care for all would be wonderful, however I do not see how this can be a financial reality without decreasing the health care for those with insurance presently. If the pot of money that covers health care for some has to cover health care for all, something will have to change. I am concerned that the change will be increase premiums or decrease health care services for many that have worked their whole lives and currently have a health care benefit that they are counting on. “

Sandria Glasscock, Registered Nurse, Grant County Health Department

## Save-the-Date: Public Health Nurses Physical Assessment Training & Refresher

The Public Health Nurses Physical Assessment Training and Refresher (PHNPAT/R) is scheduled for April 5-7, 2011, at the WVU Alumni Center in Morgantown, WV. Please remember that any nurse certified in 2005 is required to attend this refresher course in order to maintain their certification. More information will follow at the beginning of the year.

If you have any questions, please contact the Education Supervisor at (304) 293-2370.

**Save  
the  
Date!**

**Sponsored by:**

- ♦ WVBCCSP
- ♦ Family Planning Program
- ♦ Adolescent Pregnancy Prevention Initiative
- ♦ Right From The Start
- ♦ WISEWOMAN

**May 10-11, 2011**

Embassy Suites  
Charleston, WV

*\*More information to follow at a later date*



**2011 Women's Health Conference**

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

## Heart Health Champions

By: Stephenie Kennedy

The WV Breast and Cervical Cancer Screening Program has nine regional Cancer Information Specialists (CIS) that provide public education and outreach services to the women of WV. Over the years they delivered hundreds of presentations and thousands of events emphasizing the importance of early detection for breast and cervical cancer, but times are changing. Over the next two years the CIS staff will expand their scope and take on the role of Community Health Educators. On November 30<sup>th</sup>,

they took the first step by attending a train-the-trainer Heart Truth seminar conducted by staff from the WVU Extension Service. They learned the basics of cardiovascular health and how to communicate heart health messages.

During the month of February, the CIS journey will continue with each delivering at least one presentation in their region to promote Heart Health Month.



Staff attend heart truth training; attendees and trainers pictured above.

**Please plan to attend or partner with us for one of these events.**

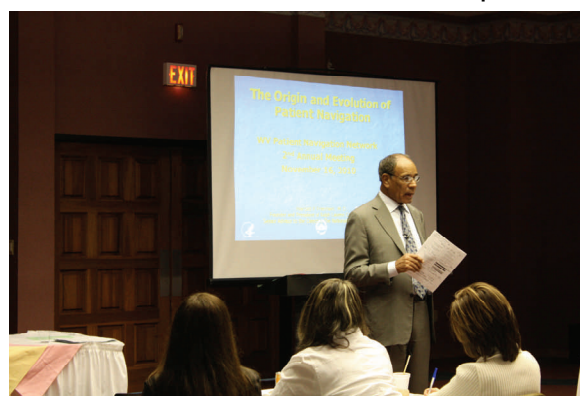
## National Speaker Visits WV Patient Navigation Network

By: Jenny Ostien

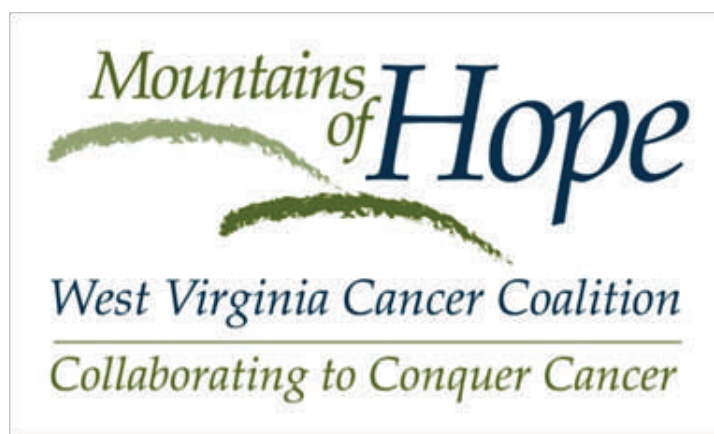
November 16, 2010 was a great day for patients across the state of West Virginia. The West Virginia Patient Navigation Network (WVPNN) held its 2<sup>nd</sup> Annual meeting at the Days Hotel in Flatwoods, WV. Eighty-four people attended the state-wide meeting aimed at bringing information about patient navigation to current navigators and those interested in its importance in health care. Patient navigation is not a unique need of West Virginians, but is a concept that is emerging nationally.

The WVPNN was fortunate to provide national, regional, and local presenters to provide insight into the topic. Dr. Harold P. Freeman, national champion of patient navigation opened the program by presenting on his experience in Harlem, NY. Chris Dammert, Director of Patient Services, Lance Armstrong Foundation's LIVESTRONG, gave an update on their Patient Navigation Center (scheduled to open the end of November 2010). Regionally, Betsy Aumiller, D. Ed. and Sharon Dwyer gave overviews on how patient navigation is being addressed in Appalachia. And, locally, Senator Jay Rockefeller spoke to the group via a recorded message and Beth Staats, Gigi Gerlach, and Angela Price provided case studies and real examples of how patient navigation is working in West Virginia.

While there is still a lot of work left to be done, the WVPNN had made tremendous strides in a limited amount of time. With the dedication of its members and the support and encouragement from national figures, patient navigation is on the right track to making positive results in the health care of patients across the state. For more information on the WVPNN, please contact Jenny R. Ostien, MS at [jostien@hsc.wvu.edu](mailto:jostien@hsc.wvu.edu) or 304-293-0482.



Dr. Harold P. Freeman





WEST VIRGINIA  
**Breast & Cervical**  
CANCER SCREENING PROGRAM

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This newsletter is for providers participating in the WVBCCSP and WISEWOMAN programs. If you would like to contribute information or article ideas for the next edition of the Provider Press, please contact:

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MARY BABB

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