

WVBCCSP Provider Press

VOLUME 8, ISSUE 1

SUMMER 2010



WEST VIRGINIA
Breast & Cervical
CANCER SCREENING PROGRAM
You're Worth It

INSIDE THIS ISSUE:

| | |
|-------------------------------|-------|
| Huntington's Kitchen | 1 |
| Director's Dialog | 2 |
| WVBCCSP & WISEWOMAN Reminders | 3 |
| Go Red for Women | 4 |
| Heart Healthy Recipe | 4 |
| WISEWOMAN Provider Highlight | 5 |
| BCCIPs FAQs | 6 & 7 |
| Pink Zone Initiative | 8 |
| Women's Health Conference | 8 |
| Staff Recognition | 9 |

Agents of Hope Experience Huntington's Kitchen

On April 14, 2010, *Agents of Hope* members, along with members of the Comprehensive Cancer Program and the WV Breast and Cervical Cancer Screening Program (WVBCCSP), gathered for an evening of hands-on education at Huntington's Kitchen in Huntington, WV. The goal of Huntington's Kitchen is to change the way Americans, and specifically West Virginians, eat by reintroducing healthy cooking back into households. Jillian Moore, Kitchen Manager, demonstrated that healthy cooking does not have to be hard. Trained by health guru Jamie Oliver and his staff, Moore maintains the Kitchen that began as part of Oliver's "Food Revolution," which aired on the ABC network. The Kitchen, which acted as the first of Oliver's efforts in the United States, offers daily cooking

classes and demonstrations, provides advice on recipes, nutrition, and shopping, and teaches individuals how to make a good meal on a tight budget.

To conclude the night's festivities, James Keresztury, the Coalition's Facilitator, presented Moore with a \$1,900 scholarship. The scholarship will allow more West Virginians access to cooking classes they might not otherwise be able to afford. The collaboration between the Mountains of Hope Cancer Coalition and Huntington's Kitchen will ideally lead to better



health and less disparities for residents of the tri-state area and statewide.

For more information about Huntington's Kitchen, visit www.emohealth.org and access Huntington's Kitchen under the "Services" tab. For more information about Jamie Oliver's food revolution, visit <http://www.jamieoliver.com/campaigns/jamies-food-revolution>. *Agents of Hope* is a network of community volunteers who participate in the Mountains of Hope Cancer Coalition. They advocate and support the mission and values of the WV Cancer Plan while working on local and statewide projects to address its goals and objectives.



Director's Dialog: Staying Connected



WVBCCSP Director
George Ann Grubb, MPH

“...there is no more powerful way to initiate a significant change than to convene a conversation.”

At the recent Breast and Cervical Cancer/WISEWOMAN Information Programs (BCCIPs) held in Charleston, Beckley and Morgantown, I was thrilled to meet so many of our providers in person. It was a wonderful opportunity to reconnect with old friends from Tucker and Randolph counties, where I lived for 15 years, and to meet in person those I have interacted with over the phone and by mail during the past year and a half. In my presentation at BCCIPs, I stressed the critical importance of strengthening our connections to one another through our existing partnerships and relationships as we move into uncertain times ahead.

During the past few months, I have become deeply aware of how important connections are on a very personal level as I learned that my cousin, who is like a sister to me, was diagnosed with stage IV ovarian cancer. She and I grew up together, and as she was a few years older, I always looked up to her. She worked as a registered nurse for 32 years, most recently as an ICU nurse. Now in ICU herself, and facing a life-threatening condition, I have been impressed by her incredible courage, determination, and sense of humor. In addition to being my cousin, she is also a daughter, mother, sister, grandmother, aunt, and dear friend. During the many hours that I have spent with her since her diagnosis, I have been reminded of the profound impact that simple gestures of caring and connection have on someone who is suffering. All of the cards, phone calls, flowers, visits, hugs, prayers, tears, laughter, and just being there for her and her family really do make a difference.

In my office, I have a photo of the Women's Circle from my grandmother's church in Hamlin, WV, from sixty years ago. It serves as a daily reminder of the importance of support groups. That is, people coming together to talk about what matters. Since ancient times, the practice of sitting together in a circle to share concerns, dreams, and collective wisdom has helped make sense of our often confusing world and shape a more hopeful future. Today, whether we sit around conference tables or kitchen tables or in the halls of government, as we talk about what matters, the world begins to change.

In the last issue of the *Provider Press*, I invited our readers to engage in a dialog as we create strategies to respond to the changes and challenges of health care reform. As we continue to connect with one another, we will discover solutions to the issues before us that are richer and more effective than any of us could come up with alone. I extend that invitation again, and because I love quotes, I will close with one of my favorites by Margaret Wheatley, author of *Turning to One Another*:

“...there is no more powerful way to initiate a significant change than to convene a conversation. When a community of people discovers that they share a concern, change begins. There is no power equal to a community discovering what it cares about.”

Sincerely,

George Ann Grubb

WVBCCSP and WISEWOMAN: Provider & Policy Reminders

Acute Care Visits:

The WVBCCSP provides annual screening services specific to the breast and/or cervix. It also reimburses for some diagnostic testing for women with abnormal breast or cervical screening results as outlined in program policy.

The Program cannot, however, reimburse for an acute care or problem-focused visit unless the patient is also due for her annual

WVBCCSP exam at that time. In these cases, WVBCCSP may reimburse screening providers for completing WVBCCSP referrals but cannot reimburse for the acute care office visit.

End of grant year invoices for the WVBCCSP and WISEWOMAN

All invoices for services provided during the 2009-2010 grant year (June 30, 2009, through June 29, 2010) **MUST** be received by the WVBCCSP and/or WISEWOMAN by August 31, 2010. Invoices received after this date will be returned to the provider and not processed for payment.

By signing the Memorandum of Understanding with the WVBCCSP and WISEWOMAN, providers agree to submit invoices to both programs within 60 days of the date of service.

WV Breast and Cervical Cancer Diagnostic and Treatment (D&T) Fund Updates

Here are some things to remember about the D&T Fund:

- ◆ Diagnostic and Treatment Fund approval is valid for 60 days from the approval date.
- ◆ Invoices for approved D&T Fund procedures **MUST** be submitted to the WVBCCSP within 60 days of the date of service in order to ensure the procedure can be reimbursed.
- ◆ All covered procedures under the Fund must be approved prior to the procedure being completed.
- ◆ Abnormal cervical pathology **MUST** be submitted with the D&T application.
- ◆ All sections of the application must be completed. D&T applications will be denied if all information is not submitted completely and correctly.
- ◆ Approval/denial will be faxed and mailed as soon as the application is reviewed.
- ◆ Only West Virginia women with **NO** health insurance coverage are eligible for the Diagnostic and Treatment Fund.
- ◆ Pre-operative testing (i.e. blood work, chest x-ray, EKG, etc.) is not covered by the D&T Fund.

WISEWOMAN Policy Update

Effective July 15, 2010, the West Virginia WISEWOMAN program **will accept** labs (glucose and cholesterol) drawn up to 30 days prior to the date of the integrated WVBCCSP/ WISEWOMAN visit, regardless of the funding source that paid for those labs. However, WISEWOMAN **cannot pay for** labs drawn prior to the patient's enrollment into the program. Please document all lab results on the WV WISEWOMAN Screening Form. Contact WISEWOMAN Coordinator, Sheryn Carey, at (304) 558-5388, with any questions regarding this announcement.

Finance Questions

Contact Nancy Lively in Central Finance at 304-558-8583 for all questions related to WVBCCSP and WISEWOMAN-related billing issues. The e-mail address, hhrbphclaims@wv.gov, may also be used for inquiries about billing issues.

Annual Report

The FY 08-09 Annual Report is now posted on the WVBCCSP website under the publications link.

Go Red for Women

Well-Integrated Screening and Evaluation for WOMen Across the Nation (WISEWOMAN) is a program designed to help women reduce their risk for heart disease and improve their overall health.

As part of National Heart Health Month, the West Virginia WISEWOMAN program hosted a “Go Red for Women” day of activities. The intent was to raise awareness about women’s heart disease while having fun. All employees housed in the Office of Maternal, Child, and Family Health (OMCFH) at the WV Department of Health and Human Resources in Charleston, WV, were encouraged to participate. To recruit participants, WISEWOMAN staff delivered a red dress lapel pin and waist measurement risk assessment tool to each employee.

“Go Red for Women” activities included a cubicle decorating contest, a red fashion contest and parade, blood pressure screenings, cardiovascular risk assessments, risk reduction counseling, and a healthy food sampling and recipe exchange. Winners of the contests received prizes donated by various chronic disease programs within OMCfH.

The momentum created by the “Go Red for Women” day resulted in a healthy weight loss and lifestyle change initiative among OMCfH staff. Thirty-one individuals participated in a “Biggest Loser” team challenge. During the first two weeks of the weight loss project, the five teams lost a total of 82 pounds. The West Virginia WISEWOMAN staff encourages everyone to “Go Red for Women” as they look forward to National Heart Health Month in February 2011.



One cubicle’s theme was “Love Your Heart.”

♥ Healthy Recipe

Ingredients

- ¼ prepared angel food cake
- 1 package instant sugar-free vanilla pudding mix
- 1 ½ cups skim milk
- ¼ of a 16 ounce container fat-free whipped topping
- 4 cups of cut-up fresh or canned and drained fruit

Directions

1. Mix pudding and milk. Let the mixture sit for 1 minute.
2. Add fat-free whipped topping and stir.
3. Pull bite size pieces from the angel food cake and add to mixture.
4. Add cut-up fruit and mix. (This recipe was analyzed using 2 bananas, ½ cup diced pineapple, 1 can mandarin oranges, ½ cup peaches, and 1 cup of grapes.)
5. This dessert looks and tastes best if served within the day of preparing it.

*This recipe was pulled from the *Cookin’ Up Health* initiative.

Punch Bowl Dessert

Makes 8 servings
Prep time: 15 minutes

Nutrition Content Per Serving

Calories: 198, Protein: 4 g
Carbohydrates: 42 g, Fiber: 2 g
Fat: 0, Saturated Fat: 0
Cholesterol: 1 mg
Sodium: 250 mg

Eastern Panhandle Free Clinic: A Strong WISEWOMAN Provider

Since the implementation of the Well-Integrated Screening and Evaluation for Women Across the Nation (WISEWOMAN) program in West Virginia more than two years ago, over 35 health care facilities have taken on the challenge of introducing the program to their communities. One such clinic, the Eastern Panhandle Free Clinic (EPFC) in Ranson, WV, provides free health care and medications to the low-income, uninsured population of the eastern panhandle and surrounding WV counties. With economic changes leaving many families at a disadvantage, the need for services is greater than ever.

Under the leadership of Executive Director Michele Goldman and with the support of the entire EPFC staff and volunteer community, WISEWOMAN has flourished in the eastern panhandle. The clinic enrolled its first patient just fourteen months ago. Since then, more than 550 patients have benefited from EPFC's WISEWOMAN services. Those services include screening for blood pressure, cholesterol, obesity, and diabetes; and patient education that incorporates lifestyle interventions that may help control these health issues.

EPFC staff decided to follow the same model with all patients. Once a year, each patient receives a full physical exam and lab work. A follow-up visit is then scheduled where the patient receives her lab results as well as counseling on lifestyle interventions as needed. Obese patients join a weight loss program and diabetic patients participate in one-on-one counseling sessions and group classes. Meanwhile, patients who smoke are offered Chantix, Zyban, patches, or nicotrol inhalers, which are free to them through various pharmaceutical medication assistance programs.

One newly enrolled patient, Gwendolyn Twyman, talked to Nurse Practitioner Leona Cook about how to improve her elevated cholesterol levels through diet. Using WISEWOMAN's *Cookin' Up Health* web site as a guide, Twyman decided to follow a low-fat, low-cholesterol diet and make other lifestyle changes for six months. During that time, she will meet once with a dietician and also participate in a weight loss support group and exercise class at the clinic. When she returns for a checkup, her cholesterol level will be rechecked to determine the impact her lifestyle changes made. Since the implementation of WISEWOMAN at EPFC, many patients have experienced success, from smoking cessation to weight loss to discontinuing medications due to improving health. The success of the WISEWOMAN program at EPFC illustrates the potential of the program in similar health care settings and serves as a testament to how a clinic can incorporate WISEWOMAN services into its practice for the maximum benefit of the women it serves. WVBCCSP providers who are interested in finding out more about WISEWOMAN may contact Sheryn Carey at 304-558-5388.

**"...patients...
experienced
success, from
smoking cessation
to weight loss..."**



2010 Breast and Cervical Cancer Information Programs: FAQs

| WVBCCSP Questions | Answers |
|---|---|
| If this is an off-year for a woman's Pap test, is there a mechanism with the lab for self-pay? | Yes, the provider needs to obtain a self-pay number from the lab and use that on her lab paperwork instead of the BCC number. The cost of a self-pay Pap test is \$11.95. |
| If a woman has an ASC-US Pap result, but not enough liquid in the vial to perform the hrHPV test, what should a provider do? | The provider should bring the woman back in six months for a repeat Pap test. |
| If a woman has cervical polyps and a negative Pap test, what step should be taken next, and does the polyp need to be removed by a Colposcopy provider? | She should be referred to the West Virginia D&T Fund (CPT Code 57500, biopsy of excision of lesion). Polyps do not have to be removed by a Colposcopy provider, but the D&T form must be completed and approved prior to the procedure. (Note: Cervical lesions, which are different from cervical polyps, are addressed in the WVBCCSP Policies and Procedures Manual, COLPOSCOPY AND COLPOSCOPY WITH ENDOCERVICAL CURETTAGE ELIGIBILITY section, page 6.) |
| If a clinic allows a non-eligible Program person to receive a Pap test, who is responsible for paying? | This issue must be addressed between the clinic and the woman. WVBCCSP cannot pay for any screening of non-Program women. |
| If a woman in Family Planning is referred to WVBCCSP for a Colposcopy and the recommendation is for a Pap test every six months, does the provider keep her in WVBCCSP or does she go back to Family Planning? | The woman returns to Family Planning. |
| If a WVBCCSP woman goes for a Colposcopy and is told she needs repeat Pap tests, does the Program pay for this? | Yes, WVBCCSP pays for repeat Pap tests every six months times two. Then the provider should resume screening according to the WVBCCSP's liquid-based Pap test screening protocol. If more are indicated, the payment issue is between the clinic and the woman. (Note: Refer to pages 51-52 of the WVBCCSP Policies and Procedures Manual). |
| What should providers do if a woman has a positive hrHPV test and a negative Pap test? | Providers should use clinical judgment for follow-up; WVBCCSP can reimburse for the Colposcopy in this instance if the woman is enrolled in the screening program. |
| If a woman's name changes due to a divorce, how do providers let WVBCCSP know? | Please fill out a new Client Enrollment Form and make the change at the top of the form. This same procedure should be followed if the patient's address changes. Providers should send the original copy of the form to the WVBCCSP. |

2010 Breast and Cervical Cancer Information Programs: FAQs

| WVBCCSP Questions Continued... | Answers |
|---|--|
| If a woman does not have a Social Security number or is unwilling to give it out, what should providers do? | Providers should call Nikki Lyttle at 304-558-5388 to receive an assigned number. If the woman's status changes in a subsequent year, please complete a new Client Enrollment Form and make the change at the top. Providers should send the original copy of the form to the WVBCCSP. |
| If a patient has a mass and the biopsy is negative, but there is a cervical diagnosis, can I refer her to the D&T fund for further diagnostic services? | Yes as long as there is a cervical diagnosis. |

| WISEWOMAN Questions | Answers |
|--|---|
| What is the liability of the practitioner if the woman has abnormal or alert values in her cardiovascular screening? | The follow-up is the same as WVBCCSP; send a registered letter explaining the results and then document three attempts at contacting the woman. |
| Can anyone access the <i>Cookin' Up Health</i> website? | No, only WVBCCSP/WISEWOMAN-enrolled clients with alert or abnormal WISEWOMAN lab values and clinic staff can access <i>Cookin' Up Health</i> by using their assigned WISEWOMAN passwords. |
| How do you change your password on <i>Cookin' Up Health</i> ? | These are assigned and cannot be changed. |
| Can a WISEWOMAN provider or Cancer Information Specialist who has been assigned a password for <i>Cookin' Up Health</i> use it for her/himself? | Yes, it is meant for you to use it. Do not give your password to a WISEWOMAN client as we want her to use her own password. |
| CDC guidelines for women who are within normal limits (blood pressure, weight, and labs) state that women cannot use <i>Cookin' Up Health</i> ; isn't this counter to the WISEWOMAN mission? | No, the provider can take the community information provided in the packet and refer to local resources for maintenance purposes, but due to limited resources intervention is only available to women with abnormal or alert values. |
| In the WISEWOMAN program, is it possible to use rotary labs if patients bring those results with them? | No, the CDC guidance prevents this. The policy is under review at the CDC. |
| What steps does a WVBCCSP provider need to take to become a WISEWOMAN provider? | You must share your desire with the clinic administrator. The clinic administrator must then contact the WISEWOMAN staff and arrange a training. |
| Can Lifestyle Interventions be done on the telephone? | Yes, for women with normal or non-alert, abnormal WISEWOMAN lab results. Alert results, on the other hand, still require a face-to-face meeting and a diagnostic follow-up visit within one week. |

CIS Recognized as Part of Pink Zone Initiative



Members of the Women's Basketball Coaches Association (WBCA) Pink Zone® initiative recognized the West Virginia Breast and Cervical Cancer Screening Program's Region 2 Cancer Information Specialist (CIS) for her efforts to raise awareness of the fight against breast cancer. Brenda Harlow received the special award during Marshall University's February 21st Pink Zone women's basketball game at the Cam Henderson Center in Huntington, WV, where fans supported the cause by sporting pink t-shirts. The WBCA Pink Zone®

initiative is a global, unified effort for the organization's nation of coaches to assist in raising breast cancer awareness on the court, across campuses, in communities, and beyond.

Brenda has been a CIS with the WVBCCSP since the mid-1990s. She serves Mason, Cabell, Wayne, Lincoln, Logan, and Mingo counties. As part of the WVBCCSP network, Brenda and her CIS peers (nine statewide) assist the program in maintaining a well-trained provider network through on-site training and technical assistance. They conduct community outreach activities and public education with an emphasis on reaching low-income, uninsured and underinsured women and communicating the importance of receiving annual breast and cervical cancer screening. They also ensure that eligible women are referred to WVBCCSP screening providers and receive

needed services and follow-up. Finally, the CISs develop and maintain community and faith-based partnerships with groups throughout West Virginia that work to further the goals of the Program.

Brenda is a tireless champion of the WVBCCSP and a strong



Marshall University's scoreboard proudly displays the WVBCSP logo

advocate for women's health. Her accomplishments include working tirelessly to expand Huntington's October Walk for Women to become the largest in the state. Brenda consistently carries the Program message and serves as a leader among her peers.

UPDATE: 2011 Women's Health Conference

The WVBCCSP and WISEWOMAN programs are teaming up with the Family Planning and Right from the Start programs to plan a Women's Health Conference in May 2011. We would like to receive input from you on the topics you would like to see at the conference and recommendations on possible presenters/plenary speakers. If you have any ideas, please contact Nikki Lyttle, WVBCCSP Epidemiologist, at (304) 558-5388 or via email at Nikki.L.Lyttle@wv.gov. We look forward to hearing from you and working with you on planning this conference!

Welcome Leigh Anne!



Leigh Anne Vidal joins the WVBCCSP as the new tracking and follow-up nurse. Born and raised in Charleston, WV, she earned a nursing degree from Marshall University. She worked in the Neonatal Intensive Care Unit at Women and Children's Hospital in Charleston, WV. She also worked in the newborn nursery and on the gynecological floor at Roanoke Community Hospital in Roanoke, VA. She has been married for 13 years and has a 5-year-old daughter who will be starting kindergarten this year. Leigh Anne hopes this position will introduce her to co-workers she can call friends and give her a sense of accomplishment.

Likes:

- ◆ Reading
- ◆ The Beach
- ◆ Spending time with family
- ◆ Music
- ◆ Caffeine

Dislikes:

- ◆ Negativity
- ◆ Spiders
- ◆ Snakes
- ◆ Bad movies

Samantha Knapp, WVBCCSP's Education Coordinator, is proud to announce the birth of her first child, a daughter. After a long and stressful labor, Haley Sophia Knapp was born via cesarean delivery at 8:37 in the evening on May 11, 2010. She weighed 7 pounds, 7 ounces and was 20 inches long.



Welcome Tammy!



The WVBCCSP would like to welcome Tammy Kessel, new case manager for Region B, to the team. Tammy graduated from the University of Charleston in 1995 with a nursing degree. She worked at Charleston Area Medical Center in Charleston, WV, and the Rehabilitation Hospital in Institute, WV, completed some private nursing, and spent three years in home health before joining the WVBCCSP. Tammy hopes to learn a lot from her new position and make many new friends.

Likes:

- ◆ Cats
- ◆ Dogs
- ◆ Hot fudge cake
- ◆ Sunshine
- ◆ Blue water

Dislikes:

- ◆ Brussels' sprouts
- ◆ Cold weather
- ◆ Abusers of animals
- ◆ Small print
- ◆ Hail



WEST VIRGINIA
Breast & Cervical
CANCER SCREENING PROGRAM

You're Worth It



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:

Editors

Samantha Knapp, MPA

Education Coordinator
sknapp@hsc.wvu.edu

Dee Ann Price, MBA

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).



MARY BABB

RANDOLPH CANCER CENTER
at West Virginia University