



# Not Just Once

The Bimonthly Newsletter of HCFA's National Medicare Mammography Campaign

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## WELCOME!

As discussed in the last issue of the *Not Just Once* Newsletter, HCFA's Kansas City Regional Office is honored to have leadership for the National Medicare Mammography Campaign. We salute Ta Budetti and Rachel Klugman for their tireless efforts and look forward to building on their many successes.

We are renewing our partnership with the National Cancer Institute (NCI) to create resources for and promote mammography among older women. Several projects are "in the works," including development of materials targeting Asian-American women. HCFA's Center for Beneficiary Services (CBS) has been instrumental in this progress, and special thanks go to Sheila Wilcox, MHS, of CBS' Division of Health Promotion, as well as to our colleagues at NCI, Office of Communications, particularly Elisabeth A. Handley, Associate Director of Outreach and Partnerships, and Dr. Mary Ann Van Duyn. You can read more about the NCI-HCFA partnership on page 2.

With this issue of the Newsletter, we are increasing the focus on activities of the Medicare Mammography Campaign, sister agencies, contractors, and other partners. If you have a story to share, or would like to provide feedback, please contact Newsletter editor Maribeth Fonner at (816) 426-5039 or [mfonner@hcfa.gov](mailto:mfonner@hcfa.gov)

Sincerely,

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Division of Clinical Standards & Quality  
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## NCI-HCFA National Breast Cancer and Mammography Education Program - An Update

-Mary Ann Van Duyn, PhD, MPH, RD  
and Stacy Sokol

Since 1997, the National Cancer Institute (NCI) and the Health Care Financing Administration (HCFA) have partnered to raise awareness about the importance of regular breast cancer screening for women, with special emphasis on women age 65 and older. Mammography screening is the best method available today to detect breast cancer early. Raising awareness among older women and clinicians is especially critical because age is a major risk factor for the disease. As the chart shows, the risk of being diagnosed within the next 10 years is lower for a 50 year-old woman (1 in 36) than for a woman who is age 70 (1 in 24).

### A woman's chance of being diagnosed with breast cancer is:\*

from age 30 to age 40 ..... 1 out of 257  
from age 40 to age 50 ..... 1 out of 67  
from age 50 to age 60 ..... 1 out of 36  
from age 60 to age 70 ..... 1 out of 28  
from age 70 to age 80 ..... 1 out of 24

\*Source: National Cancer Institute Surveillance, Epidemiology, and End Results Program, 1995-1997.

The goals of the National Breast Cancer and Mammography Education Program are to:

- Increase the number of women, particularly Medicare beneficiaries 65 and older, who are regularly screened for breast cancer and who are aware of the Medicare benefit

for annual screening mammography.

- Increase awareness among physicians and other health professionals of NCI's mammography recommendations and Medicare's coverage, and increase referral rates of breast cancer screening for women.

The first phase of the program focused primarily on the development of educational materials and outreach to women. Although continuing to reach out to women with messages of early detection, the current emphasis of the campaign includes reaching out to physicians and other health care professionals as well.

### Literature Review

Research shows that a physician's recommendation to obtain mammography is strongly associated with women's use of mammography. The NCI-HCFA team is capitalizing on this finding by developing a multi-component physician outreach campaign. The campaign will include the development of materials that will encourage physicians to refer women for screening and tools that will facilitate communication with their patients.

Currently, the NCI-HCFA team is conducting a literature review of physician research and outreach campaigns with special emphasis on mammography and older women. The goal of the literature review is to answer a series of questions that will shape the clinician outreach campaign.

### Literature Review Questions

- What are the motivators/barriers to referring women 65 and older?
- What do health professionals need to refer women?
- What are the best ways/tools to educate/inform physicians about mammography and Medicare benefits?
- What are the best ways/tools to facilitate professional-patient communication about mammography and the Medicare benefit?

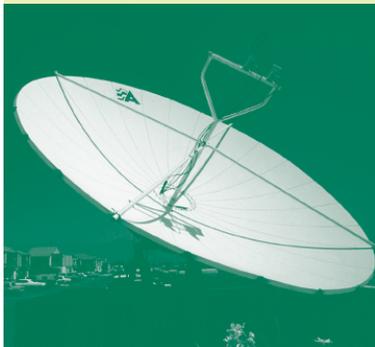
### Reminder Pad

Concurrent with the literature review, the team is updating NCI's mammography reminder pad by adding Medicare coverage information and tailoring it to the 65 and older population. The pad will consist of consumer tear sheets with key motivational messages about mammography screening as well as Medicare information. The physician page will remind physicians and other health professionals of NCI's screening guidelines and the need for older women to undergo regular screening because of their increasing risk of breast cancer. In addition, it will contain detailed information about Medicare coverage and contact information for NCI and HCFA. After the reminder pad is updated, it will undergo pre-testing with consumer and physician audiences.

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## “Beyond the Barriers: Effective Breast Cancer Early Detection Strategies for Older Women”

### LIVE Satellite Videoconference, Tuesday, June 26, 2001



-RoseAnn Weidner, BSMT, MPH

A live satellite videoconference, *Beyond the Barriers: Effective Breast Cancer Early Detection Strategies for Older Women*, will be presented on Tuesday, June 26, 2001 from 1:00 to 3:30 p.m./ET. The objective of the videoconference is to raise awareness among health care professionals of effective strategies for reducing barriers to early detection of breast cancer. Ultimately, the goal is to accelerate the current upward trend in mammography use among older women.

The videoconference is co-sponsored by the Health Care Financing Administration's National Breast Cancer Project, the Virginia Health Quality Center, the Virginia Geriatric Education Center and the National Cancer Institute's Cancer Information Service. Numerous physicians with expertise in cancer control are participating as speakers. The target audience for the conference includes primary care physicians, nurses, nurse practitioners, physician assistants, Peer Review Organizations, Geriatric Education Centers, Area Agencies for Aging, and Breast and Cervical Cancer Early Detection Programs. Participants can earn CEU/CME credits.

The conference will showcase two scenarios in which an older woman visits her physician's office and a mammography center. A live expert panel and additional videos will provide information on the various barriers to early detection the woman might face, as well as strategies to overcome those barriers.

David X. Cifu, MD, Medical Director of the Medical College of Virginia Hospitals

Rehabilitation and Research Center, will serve as moderator for the conference. Speakers include:

- Elmer E. Huerta, MD, MPH – ICC member, Cancer Prevention Specialist, Washington Cancer Institute
- Wanda K. Jones, Dr. PH – Deputy Assistant Secretary for Health [Women's Health], U.S. Dept. of Health and Human Services
- Annette E. Kussmaul, MD, MPH – Preventive Medicine Specialist, Medical Officer, HCFA, Division of Clinical Standards & Quality
- Susan Miesfeldt, MD – Assistant Professor of Clinical Internal Medicine, Hematology/Oncology, University of VA Cancer Center
- Thomas J. Smith, MD – Professor of Medicine, Chair, Division of Hematology/Oncology, Virginia Commonwealth University Health Systems
- Wortia McCaskill-Stevens, MD – Program Director in the Community Oncology and Prevention Trials Research Group, Division of Cancer Prevention, National Cancer Institute.

To find out where you can view the videoconference, obtain an on-line registration form, or gain additional information on the video conference, refer to <http://views.vcu.edu/sahp/gerontology/vgec/breastcancer>, or call 1-888-794-0904.

*Ms. Weidner is the Assistant Project Manager for the Breast Cancer CASPRO, the Virginia Health Quality Center.*

To read back issues of the **Not Just Once** Newsletter, please visit the website:

<http://www.hcfa.gov/quality/3n1.htm>



-Laurie S. Savage, MBA

As we celebrate Mother's Day on Sunday, May 13, Peer Review Organizations (PROs) across the country will implement several activities to promote the early detection of breast cancer. The Virginia Health Quality Center (VHQC), the Breast Cancer Clinical Area Support Peer Review Organization (CASPRO), has provided the PROs with resources to supplement and support each PRO's Mother's Day campaign. Since Mother's Day is a time to show appreciation for mothers and women we love, the

key message is to remind women about the importance of regular mammograms in the early detection of breast cancer.

One of the resources is a video news release (VNR) that was produced by the VHQC. A VNR is an instant "news story," and contains the components that television stations can use to put together their own, localized, piece for a news program. Entitled "Mammograms for Mother's Day," the VNR features Dr. Barbara Paul, Health Care Financing Administration, who provides important information about

risk factors and mammograms. The VNR also includes footage of a woman who decides to give her mother the gift of a mammogram. PROs can distribute this VNR to media outlets, along with a press release, which should generate local interest in covering breast cancer screening activities.

Mother's Day is a perfect occasion to encourage a woman you love to schedule her mammogram.

*Ms. Savage is a Quality Improvement Specialist with the Virginia Health Quality Center.*

## Consumer Health Profiles - A Free Resource Available from the NCI Cancer Information Service

**What are Consumer Health Profiles?** To help identify and understand its audiences, the National Cancer Institute's (NCI) Office of Cancer Communications (OCC) uses information from a unique database which combines health behavior information with geographic, demographic and lifestyle data. The sources of information used include:

- Inforum's PULSE survey - An annual telephone survey of 100,000 households, covering a variety of health topics.
- National Health Interview Survey - The Centers for Disease Control and Prevention's (CDC) continuing nationwide household survey that collects health information.
- U.S. Census - Annually updated information that includes age, race/ethnicity, income and education data.

- Simmons Market Research Bureau's Survey of Media and Markets - A widely used marketing survey of consumers' lifestyles and media habits.

**What do Consumer Health Profiles describe?** Consumer Health Profiles describe who is most in need of outreach, by identifying which "lifestyle clusters" have the lowest cancer screening rates; where they live, providing maps; and how to best reach them, by providing information about their lifestyle characteristics, media habits, and knowledge, attitudes and beliefs about cancer.

**What are "Lifestyle Clusters?"** Each neighborhood in the United States has been characterized as belonging to one of 62 lifestyle clusters. These are defined on the basis of residents' socioeconomic status, mobility, family life cycle, race/ethnicity, and housing style. The premises that underlie the clustering concept:

- "Birds of a feather flock together" - People living in the same neighborhood are likely to have similar lifestyles



- A neighborhood cluster will have the same lifestyle characteristics regardless of the cluster's geographic location.

**How can I Get the NCI Consumer Health Profiles materials?** The Consumer Health Profiles are available free of charge. To order, contact a Cancer Information Service Outreach Manager in your area by calling: 1-800-4-CANCER (1-800-422-6237) or (301) 496-6667 (The National Cancer Institute's Office of Cancer Communications)

## Mammography Centers May Have Room for Improvement

-Alice C. Spadora, RN, BSN and Bob Boudreau, PhD

At the direction of the Health Care Financing Administration (HCFA), the Virginia Health Quality Center (VHQC) conducted a study with Virginia mammography centers (MCs). Conceived by Miriam Campbell, PhD, MPH of HCFA's Boston Regional Office, the objective of this 18-month quality improvement project was to accelerate appropriate diagnosis and treatment post-mammography and reduce patient anxiety according to AHCPR guidelines on high quality mammography. Eleven Virginia MCs participated, six in the intervention group and five in the control group. The control centers allowed the VHQC to account for the effects of influences in the external environment including, notably, the implementation of the Mammography Quality Standards Act (MQSA) regulation requiring MCs to provide written notification of results to patients within 30 days of their mammogram.

The evidence-based guideline that supported this project was the AHCPR Clinical Practice Guideline, Quality Determinants of Mammography, which was published in 1994. In addition, the Mammography Quality Standards Act (MQSA) was passed in 1992 to establish national quality standards for mammography. The MQSA final regulations became effective April 28, 1999. The component of the regulation pertinent to this project requires that a summary of the written mammogram report (in terms easily understood by a

lay person) be sent directly to all patients within 30 days of the mammogram.

In developing the interventions for this project, information obtained from a survey of mammography facilities done in 1997 in Virginia as part of a 5th Scope of Work quality improvement project was utilized. Of the 92% of facilities in Virginia that responded to the survey, 6% were fully computerized, 13% used paper systems and the remainder used a combination of computer and paper systems. Based on this knowledge, interventions included both software and paper-based systems for generating notification letters and tracking them. Published literature also suggests, at least for women with abnormal mammograms, the time to follow-up is significantly longer than optimal.

Mammography centers were recruited by telephone. Stratified random sampling was used to select large and small-to-medium centers for the intervention and control groups. Each center provided a listing of Medicare beneficiaries (or women  $\geq$  65 years of age if unable to define Medicare) who had a mammogram in the selected time frames. After validation of Medicare status, a sample of sixty positive cases and sixty negative cases from each MC was randomly selected. Each MC was then asked to send medical record file documentation of notification for those cases. A VHQC-designed data abstraction tool was used to gather pertinent clinical data related to the notification process. After pilot test-



ing the abstraction tool, VHQC professional staff abstracted data.

While gathering baseline data for this project, it was apparent that a number of MCs did not have a formal system set up for notifying and tracking patients. The centers clearly lacked documentation on notification and tracking. As a result, the VHQC produced a notebook that contained intervention materials for assisting MCs in complying with MQSA. Specifically, the notebook addressed the MQSA sections that apply to patient notification, tracking and positive predictive value of biopsy recommendations. There was also a copy of the MQSA regulations and a list of patient notification and tracking software vendors.

The primary quality indicator was the proportion of women whose mammography results were reported to them within 30 days. According to the MQSA, the results should be reported to the patient in writing and in lay terminology. Both the intervention group and the control group MCs showed increases in the quality indicator from baseline to remeasurement. The intervention MCs showed increases that were remarkably larger than those achieved by the control MCs.

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## Department of Defense Breast Cancer Research Program

The Fiscal Year 2001 (FY01) Defense Appropriations Act provides \$175 million to the Department of Defense Breast Cancer Research Program (BCRP) to support innovative research directed toward the eradication of breast cancer. This program is administered by the U.S. Army Medical Research and Materiel Command through the Office of the Congressionally Directed Medical Research Programs (CDMRP).

FY01 BCRP Program Announcement II was released on March 19, 2001, with

proposal receipt in June 21, 2001. This announcement calls for proposals in the following mechanisms:

- \* Idea Awards
- \* Clinical Bridge Awards
- \* Predoctoral Traineeship Awards
- \* Postdoctoral Traineeship Awards
- \* Career Development Awards
- \* Undergraduate Summer Training Program Awards
- \* Historically Black Colleges and Universities/Minority Institutions Partnership Training Awards
- \* Innovator Awards (New this year)

The Innovator award is offered to attract scholars from any field with an outstanding record of accomplishment to encourage creative and visionary breast cancer research.

Detailed descriptions of each of these mechanisms, evaluation criteria, and submission requirements can be found in the FY01 BCRP Program Announcement II, which can be downloaded from the CDMRP web site <http://cdmrp.army.mil>

### NCI-HCFA... continued from page 2

#### Asian-American and Pacific Islander Brochures

Under a HCFA contract, California Medical Review Inc. (CMRI), the California Peer Review Organization, developed a mammography brochure for older women of Asian and Pacific Islander descent. The brochures are available in four languages: Chinese, Tagalog, Vietnamese, and English. This series of brochures tested exceptionally well with women in California, and the NCI-HCFA team is currently adapting these brochures for national distribution. The brochures are being modified to reflect national statistics and contact information. Next, they will be pre-tested with older Asian-American women throughout the country to ensure

that the format, design, and language are appropriate for national distribution. The team will review the findings from the pre-testing effort and make recommended changes.

Future issues of the **Not Just Once** Newsletter will include news of the NCI-HCFA partnership. Questions regarding program activities can be directed to Sheila Wilcox, MHS at [SWilcox@hcfa.gov](mailto:SWilcox@hcfa.gov)

*Dr. Van Duyn and Ms. Sokol are with the National Cancer Institute, Office of Cancer Communications, Outreach and Partnerships.*

### Mammography Centers... continued from page 5

The full methodological details and results of the project are being written up for submission to a peer-reviewed journal with wide readership by the mammography center and radiologist communities.

*Ms. Spadora is an Assistant Project Manager and Dr. Boudreau is the Manager of Statistical Analysis and Programming for the Breast Cancer CASPRO, the Virginia Health Quality Center.*

## HCFA's Regional Mammography Coordinators

HCFA's Regional Mammography Coordinators are a wonderful resource for partners working on breast cancer projects geared to older women. We encourage you to make contact with our coordinators, listed below and learn more about how we can be of assistance to you.

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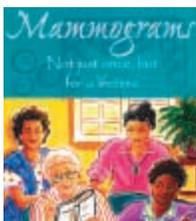
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[lmatos@hcfa.gov](mailto:lmatos@hcfa.gov)



# HCFA/NCI Mammography Materials Order Form

National Cancer Institute/Health Care Financing Administration  
Mammography Education and Promotion Materials



## ORDER FORM

Name:

Title:

Organization:

Address:

City:

State:

Zip Code:

Phone:

Title & Contents Description	Language	Publication Number	Size	Quantity
<b>Mammograms... Not Just Once, But For A Lifetime</b> Large-print, easy-to-read brochure that defines mammography, describes who needs this important examination, and Medicare information. (maximum order 5000)	English	H496	8½ x 11	
<b>Spanish Version</b> — (See above, maximum order 5000)	Spanish	H497	8½ x 11	
<b>Older Woman Poster</b> Includes slogan with Medicare information. A poster featuring an older woman, available for display in health care settings (minimum order: 20, maximum 5000)	English	G500	11 x 17	
<b>Spanish Version</b> (See above, minimum order: 20, maximum 5000)	Spanish	G501	11 x 17	
<b>Older Woman Bookmark</b> Includes slogan with Medicare information. Bookmark features an older woman with facts in breast cancer, mammography, and Medicare coverage. (maximum order 5000)	English	Z498	2 x 8	
<b>Spanish Version</b> — See above (maximum order 5000)	Spanish	Z499	2 x 8	
<b>Pap Tests: A healthy habit for life</b> Large-print, easy-to-read brochure that defines Pap tests, describes who needs this screening test, and includes Medicare information. (maximum order 5000)	English	H345	8½ x 11	
<b>Ad Slicks</b> Camera-ready ads in a variety of sizes featuring older women. Includes slogan with Medicare information.	English	C135		
<b>Knowledge &amp; Behavior of Women Ages 65 and Older On Mammography Screening &amp; Medicare:</b> 25-page bound report with findings from a telephone survey conducted in Spring of 1999. (Limited quantities available. Online version will be available on the NCI website <a href="http://www.nci.nih.gov">http://www.nci.nih.gov</a> )	English	T162		
<b>Breast and Cervical Cancer Programs in Your Community: A Guide for Outreach, Screening, and Follow-up Care:</b> Addresses program planning; establishing partnerships; outreach and education; coordination of screening, diagnostic, and treatment services; payment and health care delivery systems and more.	English	T408		
<b>Spread the Word About Mammograms and the Pap Test: An Educational Resource for Health Care Professionals:</b> These flip charts illustrate the key concepts that help women understand the importance of early cancer detection. The presentations are for medically underserved women and are meant for small groups—no larger than 10.	English Spanish	G444 G445		

Fax order form to National Cancer Institute: (301) 330-7968