



Not Just Once

The Bimonthly Newsletter of CMS's National Medicare Mammography Campaign

Volume 3, Issue 4 July-August 2001

WELCOME!

Our agency has a new name! Administrator Tom Scully and Secretary Tommy Thompson made the announcement on Thursday June 14: Now we're the Centers for Medicare & Medicaid Services, or, CMS. But whether you know us as CMS, or the more familiar, Health Care Financing Administration, our focus on promoting breast cancer screening continues.

This issue features a descriptions of partnerships between Peer Review Organizations (PROs) and other organizations – with significant results: the creation of a comprehensive, statewide *Michigan Mammography Guide*, and culturally-sensitive outreach to Hispanic women in New Mexico communities. Other articles discuss the upcoming Centers for Disease Control and Prevention's (CDC) 2001 Cancer Conference and the National Cancer Institute's Cancer Information Service.

Next issue, we expect to highlight plans for Breast Cancer Awareness Month. What activities are you planning? We encourage YOU to submit ideas or stories. Please send suggestions and feedback to Newsletter editor Maribeth Fonner at (816) 426-5039 or

MFonner@cms.hhs.gov

Sincerely,

Annette E. Kussmaul, MD, MPH

Medical Officer

Division of Clinical Standards & Quality

CMS, Region VII, Kansas City

Sandy Kappert

Director, Division of Health Promotion

CMS, Center for Beneficiary Choices

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Partnership in Michigan Results in “The Michigan Mammography Guide”

-Marie Beisel, RN, MSN

The Michigan Peer Review Organization (MPRO) worked with the American Cancer Society (ACS), Great Lakes Division, Inc. to survey every mammography facility in Michigan. The survey collected information regarding basic services provided by each mammography center. ACS and MPRO staff worked collaboratively to survey the facilities by mail and follow-up phone calls. The American Cancer Society published the information in the *Michigan Mammography Guide*. This consumer guide is a complete source of information on mammography facilities that compares services, prices, extended hours of operation and other information to help women choose the mammography facility best suited for them. The *Michigan Mammography Guide* includes the survey results for each mammography facility in Michigan and lists each facility by county.

The Detroit Free Press, which reaches over 370,000 readers daily, published the entire *Mammography Guide* as a pull-out magazine section on Tuesday April 17, 2001. The newspaper described the section this way: “[The Guide] ... is the first comprehensive attempt to help women know everything they should know about mammography. It analyzes costs, waiting times and disciplinary history, among other information, for 329 Michigan mammography facilities – information never published before. We also describe mammography and breast biopsy options, point women

to resources and answer frequently asked questions. We’ve timed the guide’s release to coincide with the biggest breast cancer fund-raiser held each year in Michigan: Saturday’s Race for the Cure at Comerica Park in Detroit...”

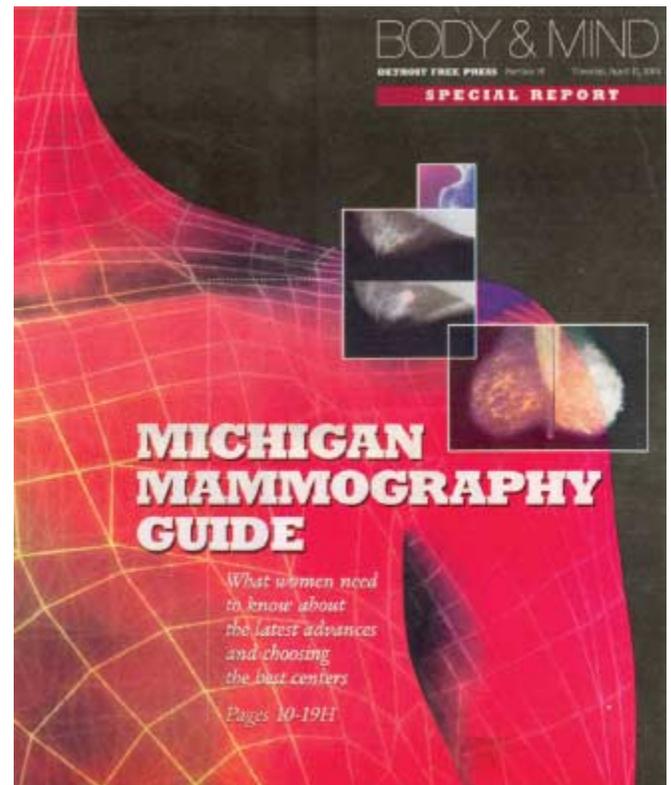
The *Michigan Mammography Guide* publication accompanied a feature front-page story, “Mammograms: Quality Soars; Now Price is a Concern.” In preparation for writing the feature article about breast cancer and mammograms, Free Press medical writer Patricia Anstett met with MPRO and ACS staff to discuss the survey and explore possible story content. The newspaper article and the *Mammography Guide* offered comprehensive information about breast cancer risk, breast cancer screening, diagnostic exams, how to obtain a quality mammogram and resource phone numbers. The article and guide generated many calls and e-mails as women overwhelmingly said “thanks” for publishing this type of resource.

The *Michigan Mammography Guide* is available to physician offices and the public. In addition,

the *Guide* was sent to each mammography facility in Michigan. A copy may be obtained from the ACS website, <http://www.gl.cancer.org>, or the Detroit Free Press website, <http://www.freepress.com/news/health/mammography.htm>

The ACS intends to survey the mammography facilities annually and to update the *Michigan Mammography Guide*.

Ms. Beisel is the Breast Cancer project manager at the Michigan Peer Review Organization.



Synergy: Interventions to Reach Older Hispanic Women in New Mexico

-Margy Wienbar, MS and
Anna Dykeman, BA

The New Mexico Medical Review Association (NMMRA) has adapted a successful intervention, combined it with extensive formative research conducted by the New Mexico Breast & Cervical Cancer Early Detection Program (BCCEDP) and best practices for reaching women in need of mammography, and created an effective new intervention and media campaign.

The mammography beads and poster built upon the bead necklaces used previously in other states. The beads depict the average size of lumps



found based on the use of mammography, clinical breast exam, and breast self-exam. NMMRA Quality Improvement Manager Margy Wienbar redesigned the beads from a necklace into a string of beads that are displayed on a poster that hangs in the clinic exam room. Patients can see the beads and poster and touch the beads while waiting for their exam. Physicians can use the beads as a teaching tool when discussing breast health with patients. This broadens the reach of the beads by making them available to all patients, and increases the impact of the health education message by pairing it with a physician's recommendation for mammography.

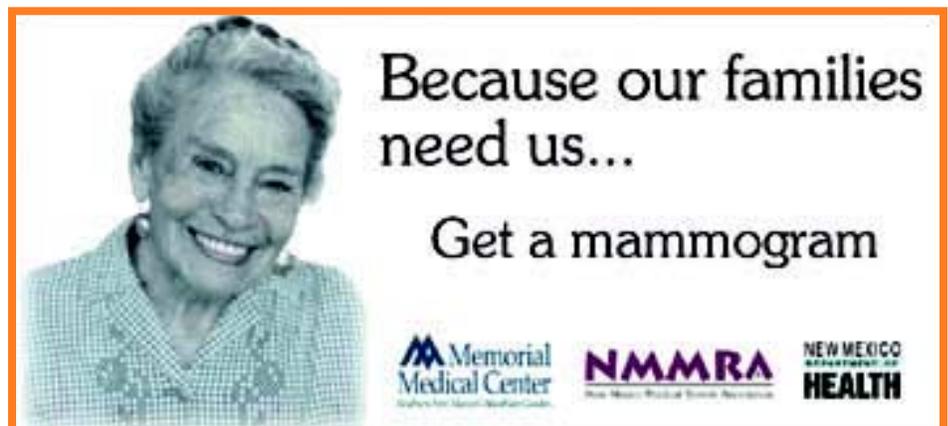
Response to the beads and poster intervention has been very positive from both patients and health care practitioners. The medical director of one of the pilot sites commented, "The beads and poster have generated a lot of conversation between staff and patients." One clinic reported that a male patient had seen the beads and poster, talked with his wife about getting her mammogram and thanked the clinic for having them displayed. Another physician said, "The beads are an approachable intervention for patients." The pilot sites for this intervention are in the process of conducting remeasurement, but preliminary staff focus groups and patient surveys conducted by the pilot sites indicate that this is an intervention that will be highly successful. The Arizona PRO has asked permission to utilize the intervention in their state.

The woman featured on the beads poster portrays a character called *Comadre Jesusita*, who will be the main character in a *fotonovela* that

will be distributed by the BCCEDP later this year. In the Hispanic culture, a *comadre* is considered to be a very close friend and confidante. The BCCEDP conducted extensive focus groups and intercept interviews to determine the kinds of messages that older Hispanic women want and the people from whom they want to receive these messages. NMMRA was allotted space for an insert in the *fotonovela* featuring the same character with a message in both English and Spanish about Medicare's coverage of mammograms. Social marketing theory supports the use of the same characters in different settings delivering the same message to increase the recognition and impact of the message.

Using the same social marketing tenet, NMMRA again used the *Comadre* character when asked by the BCCEDP to conduct a billboard campaign for breast cancer awareness. The campaign was launched in May,

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CDC's Cancer Conference Includes an Update from CMS's Peer Review Organization (PRO) Program

-Miriam K. Campbell, PhD, MPH

The Centers for Disease Control and Prevention (CDC) has announced the 2001 Cancer Conference – *Using Science to Build Comprehensive Cancer Programs: A 2001 Odyssey* – September 4-7, 2001 in Atlanta, GA. It is anticipated that conference participants from local, state, territorial, federal, national, and community-based cancer prevention and control programs will explore science, policy, education, and planning issues as they relate to selected cancers. The conference will also provide program partners an opportunity to share experiences and insights on developing comprehensive approaches to cancer prevention and control.

Co-sponsored by the American Cancer Society, the Association of State and Territorial Chronic Disease Program Directors, and the National Cancer Institute, the 2001 Cancer Conference will

- highlight current scientific concepts in cancer prevention, detection, diagnosis, treatment, rehabilitation, and palliation
- broaden opportunities for research and evaluation in the community

- enhance disease surveillance systems
- complement existing public health interventions with evidence-based approaches
- emphasize technological advances in medicine, communications, and education
- showcase integrated, coordinated approaches to reducing death and disease

This conference will provide an opportunity for us to showcase the Peer Review Organization (PRO) program. Dr. Annette E. Kussmaul, Colleen McNally, and I submitted an abstract, "National Efforts to Improve Mammography Utilization: An Update from HCFA's [CMS's] PRO Program" which was accepted for presentation. All three of us plan to attend the meeting.

The site of the 2001 Cancer Conference is the Marriott Marquis Hotel in downtown Atlanta. The registration fee is presently \$200 and includes continuing education credit, exhibits, beverage breaks and a welcome reception. On-site registration is permitted. However, the deadline

for hotel arrangements (at the government rate) is August 10, 2001. For more information, go to the conference website, <http://www.cdc.gov/cancer/conference2001/>

Dr. Campbell is an Epidemiologist with CMS's Boston Regional Office. She is the Deputy lead of the Breast Cancer Clinical Area Team (CAT) for the PRO program.

Satellite Videoconference Tapes

Edited tapes of the June 26th satellite videoconference - "Beyond the Barriers: Effective Breast Cancer Early Detection Strategies for Older Women" - will be available in early September. To request an order form, please go to the videoconference website, <http://views.vcu.edu/sahp/gerontology/vgec/breastcancer/> Once the cost of the tape is determined, an order form will be mailed. Please note that the tapes cannot be duplicated. Continuing Medical Education (CME) credit will be available.

Cancer Information Service Celebrates Silver Anniversary

-Amy E. Gaier, BS and Andrea Watson, BS, RN

For the past 25 years, the Cancer Information Service has provided the latest, most accurate information about cancer to patients, their families, and the public. The Cancer Information Service equips people with the reliable, science-based information they need to become active participants in their own health care – from prevention, to early detection, to treatment and survivorship.

The Cancer Information Service (CIS) is marking this milestone anniversary with the theme, Celebrating Our Spirit of Caring and Commitment.

“The Cancer Information Service commitment to excellence in information dissemination sets the gold standard for all health agencies,” says Dr. Richard Klausner, director of the National Cancer Institute. “They are committed to providing information in a way that patients, caregivers, and the public can easily understand.”

The CIS serves cancer patients and their families, the public, and health professionals through 14 regional offices located throughout the United States, Puerto Rico, and the U.S. Virgin Islands.

Through the toll-free information service (1-800-4-CANCER) the CIS has helped nearly 9 million callers since its inception in 1976. Calls are answered in English and Spanish and from the deaf and hard-of-hearing through TTY (1-800-332-8615).

Cancer Information Service staff provide thorough and personalized attention to each caller and have access to comprehensive, accurate information from the National Cancer Institute on a range of cancer topics, including the most recent advances in cancer treatment. CIS can provide materials at no cost and also refer people to clinical trials, treatment centers, mammography facilities, and other cancer organizations. All calls are confidential.

In addition to the toll-free 1-800-4-CANCER service, the CIS began helping people in 2001 by providing one-on-one assistance through LiveHelp on various NCI websites, such as CancerNet

(<http://www.cancer.net/nci.nih.gov>) and CancerTrials

(<http://www.cancertrials.gov>).

LiveHelp allows NCI website users to communicate with information specialists using chat technology.

The CIS Partnership Program, established in 1990, collaborates with other cancer and health-related orga-

nizations to develop appropriate education programs that reach out to minority and medically underserved groups in need of cancer information. Located in 38 offices across the country, staff members help organizations plan and implement effective programs.

The Partnership Program provides assistance to organizations developing programs that focus on breast and cervical cancer, clinical trials, tobacco control, and general cancer awareness for special populations.

Over the past 25 years, the CIS has adapted to meet the changing information needs of cancer patients, caregivers, and the public. In coming years, the CIS plans to continue its commitment to educating people about cancer prevention, screening, treatment, and research.

Ms. Gaier is a Project Director and Ms. Watson is the Partnership Program Manager with the Heartland Cancer Information Service (CIS). The Heartland Region CIS serves Illinois, Kansas, Missouri, and Nebraska and is located at the University of Kansas Medical Center in Kansas City, KS.

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2001 around Mother's Day and featured the message, "Because our families need us... get a mammogram". This message was chosen to be consistent with the cultural norm that Hispanic women put the needs of their families first. NMMRA supplemented the billboard funds with additional resources and generated nearly \$7,000 of in-kind advertising from the media outlets that allowed for a multimedia campaign (radio, newspaper, and flyers at senior centers, along with the billboards) in three New Mexico communities. Newspaper and radio ads were produced in both English and Spanish and placed in media outlets most likely to be accessed by seniors. When the BCCEDP program releases their *fotonovela*, a media campaign will accompany that release and again reinforce the message of the importance of mammograms to older Hispanic women. Conservative estimates of the reach of the media are:

- Newspaper: 151,000 women reached once in the three communities
- Radio: 24,514 women ages 55+ reached 2.4 times in the Albuquerque area
- Billboards (an average of the three communities): 40% of the population reached on any given day for the run of the campaign.

Partner hospitals in two of the target communities are evaluating the impact of the media campaign on

mammography volume.

NMMRA is grateful to the innovators of the beads intervention and the close collaboration with the New Mexico BCCEDP. We look forward to future successes!

Ms. Wienbar is a Quality Improvement Manager and Ms. Dykeman is a Communications Specialist with the New Mexico Medical Review Association, the Peer Review Organization for New Mexico.

To read back issues of the **Not Just Once** Newsletter, please visit the website: <http://www.hcfa.gov/quality/3n1.htm>



CMS's Regional Mammography Coordinators

CMS'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.

Helen Mulligan and
Ann Dowling-Green
CMS Region I
John F. Kennedy Bldg., #2275
Boston, MA 02203
(617) 565-4483
hmulligan@cms.hhs.gov or
adowlinggreen@cms.hhs.gov

Norma Harris
CMS Region II
26 Federal Plaza, Room 3811
New York, NY 10278-0063
(212) 264-3720
nharris@cms.hhs.gov

Pat Lowry
CMS Region III
The Public Ledger Building
Suite 216
Philadelphia, PA 19106
(215) 861-4295
plowry@cms.hhs.gov

Brenda Cousar and
Bridget Winters
CMS Region IV
Atlanta Federal Center
61 Forsyth Street, Suite 4T20
Atlanta, GA 30303
(404) 562-7223
bcousar@cms.hhs.gov or
bwinters@cms.hhs.gov

Rachel Klugman
CMS Region V
233 N. Michigan Avenue, Suite 600
Chicago, IL 60601
(312) 886-5352
rklugman@cms.hhs.gov

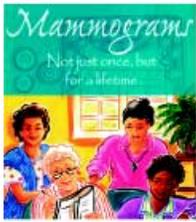
Sandra Mason
CMS Region VI
1301 Young Street, #833
Dallas, TX 75202-4348
(214) 767-2075
smason@cms.hhs.gov

Denise Buening or
Mary Jane Hamilton
CMS Region VII
601 E. 12th Street, Room 242
Kansas City, MO 64106-2808
(816) 426-6317, x3419
dbuening@cms.hhs.gov or
mhamilton1@cms.hhs.gov

Mary Munoz and
Jeannie Wilkerson
CMS Region VIII
Colorado State Bank Building
1600 Broadway, Suite 700
Denver, CO 80202-4367
(303) 844-5737
mmunoz@cms.hhs.gov or
jwilkerson@cms.hhs.gov

Shirley Borderlon
CMS Region IX
75 Hawthorne Street
San Francisco, CA 95105
(415) 744-3613
sborderlon@cms.hhs.gov or

Margaret Medley or
Lucy Matos
CMS Region X
2201 Sixth Avenue, RX-44
Seattle, WA 98121-2500
(206) 615-2355
mmedley@cms.hhs.gov or
lmatos@cms.hhs.gov



CMS/NCI Mammography Materials Order Form

**National Cancer Institute/Centers for Medicare & Medicaid Services
Mammography Education and Promotion Materials**



ORDER FORM

Name:

Title:

Organization:

Address:

City:

State:

Zip Code:

Phone:

Title & Contents Description	Language	Publication Number	Size	Quantity
Mammograms... Not Just Once, But For A Lifetime 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	
Spanish Version — (See above, maximum order 5000)	Spanish	H497	8½ x 11	
Older Woman Poster 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	
Spanish Version (See above, minimum order: 20, maximum 5000)	Spanish	G501	11 x 17	
Older Woman Bookmark 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	
Spanish Version — See above (maximum order 5000)	Spanish	Z499	2 x 8	
Over 40? Consider Mammograms Poster Set of 5 posters, each featuring a woman from a special population. (maximum order 100)	English	G438		
Ad Slicks Camera-ready ads in a variety of sizes featuring older women. Includes slogan with Medicare information.	English	C135		
Knowledge & Behavior of Women Ages 65 and Older On Mammography Screening & Medicare: 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 http://www.nci.nih.gov)	English	T162		
Breast and Cervical Cancer Programs in Your Community: A Guide for Outreach, Screening, and Follow-up Care: 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		
Spread the Word About Mammograms and the Pap Test: An Educational Resource for Health Care Professionals: 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	G444		
	Spanish	G445		

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