



# Not Just Once

The Bimonthly Newsletter of CMS's National Medicare Mammography Campaign

Volume 3, Issue 6 November - December 2001

## WELCOME

We've recently returned from an excellent, thought-provoking meeting with breast cancer experts from across the country. The focus was the Centers for Medicare & Medicaid Services' (CMS) and its contractors, the Peer Review Organizations' (PROs) activities to promote mammography, and current issues related to screening. You can read more about this 1½ day meeting on page 2. We sincerely appreciate the efforts of the Breast Cancer Clinical Area Support PRO team at the Virginia Health Quality Center in arranging it.

This issue also features stories about a number of regional and local Breast Cancer Awareness Month (BCAM) activities. PROs and CMS Regional Offices teamed up with a variety of partners to get the word out about the importance of regularly-scheduled mammograms and Medicare's annual screening mammography benefit. This message was also placed nationally, in *Parade* Magazine. Our thanks to Peter Ashkenaz of the CMS Press Office and Lyric Wallwork Winik and Patty Vento of Parade Publications.

Next issue, we will feature follow-up from the national collaboration with Wal-Mart for BCAM. Other articles will highlight activities of CMS partners to promote screening. Won't you share your story? Please send ideas and suggestions to Newsletter Editor Maribeth Fonner at (816) 426-5039 or [mfonner@cms.hhs.gov](mailto: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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## Breast Cancer Experts Convened in Baltimore

-Annette E. Kussmaul, MD, MPH

Members of the Centers for Medicare & Medicaid Services (CMS) Breast Cancer Expert Panel gathered November 5-6, 2001 to discuss CMS's activities to promote screening mammography, as well as current issues related to screening. Federal partners from the National Cancer Institute (NCI), Centers for Disease Control and Prevention (CDC) and Food & Drug Administration (FDA) also participated. The meeting – held at the Harbor Court Hotel in Baltimore, MD – was organized by the Virginia Health Quality Center (VHQC), the Breast Cancer Clinical Area Support Peer Review Organization (CASPRO).

The experts were provided a review of CMS's mammography-related activities, including the Peer Review Organization (PRO) program and the National Medicare Mammography Campaign. Stephen Jencks, MD, MPH, Director of the Quality Improvement Group at CMS's Office of Clinical Standards & Quality, discussed the future plans of the PRO program and Rick Ensor, from CMS's Division of Practitioners & Ambulatory Care, gave an update on payment issues.

The next day began with an overview of mammography rates by Dr. Larry LaVoie. CASPRO Project Director Colleen McNally reviewed the PROs' current activities to promote breast cancer screening. Dr. Mary Ann Van Duyn and Sheila Wilcox presented current activities of the NCI and CMS partnership for the experts'



Expert Panel Members George Elias, MD, PhD, Marsha Oakley, BSN, RN, and Elmer Huerta, MD; Sallie S. Cook, MD (VHQC)

Bob Boudreau, PhD (VHQC); Larry LaVoie, PhD (CMS); Diana Ayres, BS (CMS); Sheila Wilcox, MHS (NCI); Mary Ann Van Duyn, PhD, MPH, RD (NCI); Expert Panel Member Mary E. Costanza, MD



Helen J. Barr, MD (FDA); Patricia Sharp (CMS); Sue Miesfeldt, MD (VHQC)

Colleen McNally, RN, MEd, CPHQ (VHQC); Expert Panel Members Dorothy S. Lane, MD, MPH, Stephen Taplin, MD, MPH, and Robert A. Smith, PhD; Herschel W. Lawson, MD (CDC); Nancy Nowak (CDC)



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## Mammography Reminder Messages in Parade Magazine

The Centers for Medicare & Medicaid Services (CMS) Press Office contacted Parade Magazine to suggest including information about breast cancer screening in an October issue. This was initially proposed by the Virginia Health Quality Center, the Breast Cancer Clinical Area Support Peer Review Organization. Two messages were placed, the longer of which is reproduced here (with permission). The second, shorter reminder was published October 21, 2001 and highlighted the National Breast and Cervical Cancer Early Detection Program.

BY LYRIC WALLWORK WINIK

Parade's Special  
**Intelligence Report**

**Battling Breast Cancer**

*Left: David/Corbis; Right: Parade Magazine/News.com*

Singer-actresses Olivia Newton-John (l) and Diahann Carroll are survivors: Both stress the importance of early detection

**B**reast cancer is the No. 2 cause of cancer-related deaths among women in America (after lung cancer). An estimated 40,200 will die this year, but many could be spared by early cancer detection. October is National Breast Cancer Awareness Month, and some medical providers are offering low-cost or free mammograms. For details, call:

- American Cancer Society, 1-800-227-2345.
- Susan G. Komen Breast Cancer Foundation, 1-800-462-9273.
- National Alliance of Breast Cancer Organizations, 1-888-806-2226.

Medicare (like most insurance companies) will help pay for annual mammograms. If you're 65 or older, call 1-800-633-4227 or visit [www.medicare.gov](http://www.medicare.gov).

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## PRO-West and Idaho Department of Health & Welfare Create Preventive Care Tracking Software

*-Julie Cantlon, RN, BSN*

The Idaho office of PRO-West, a Centers for Medicare & Medicaid Services (CMS) quality improvement contractor, has partnered with the Idaho Department of Health and Welfare (Women's Health Check and Diabetes Control Programs) to develop a computerized tracking and reminder system for preventive services. The Adult Preventive Health Services (APHS) software tracks over a dozen general preventive care measures – plus several more specific to chronic diabetes management in the outpatient setting. It features detailed case management screens for breast and cervical cancer screening.

For each preventive care measure, the APHS software can generate reminder letters, mailing labels, aggregated standard or customized

quality improvement reports, and reports listing patients who have missed appointments or are "overdue" for services. These can also be selected by provider name, date, service type, or patient group(s). The program allows tracking of abnormal screening results which benefits patients and saves time for clinic staff.

This software – based on the Access computer program – can run on most any computer with Windows 95 (or newer). It is available free of charge on the internet. The APHS software is currently in use at 22 sites in Idaho with several more slated for installation within the month. Data for sites with clear baselines demonstrate mammogram provision improvement for 90% of these sites. Improvement has ranged from 2.5% to 15%.

The software can be downloaded from [www.adultpreventivecare.org](http://www.adultpreventivecare.org). The website also includes downloadable versions of the APHS project manual, reminder forms and other resources.

PRO-West provides quality improvement services for the Medicare program in Washington, Idaho, and Alaska. It has offices in Seattle (corporate headquarters), Boise, and Anchorage.

For more information, about the Adult Preventive Health Services Project, please contact Julie Cantlon RN, BSN at (208) 389-5032 or via e-mail at [jdpro.jcantlon@sdps.org](mailto:jdpro.jcantlon@sdps.org)

*Ms. Cantlon is the Outpatient Project Coordinator at PRO-West/Idaho, the Peer Review Organization for Idaho.*

## Louisiana Health Care Review Collaborates with Local Pharmacy Chains and Mammography Centers to Promote Screening

-Mona N. Gary

Louisiana Health Care Review, Inc. (LHCR) has developed a partnership with Wal-Mart and Winn Dixie pharmacies and mammography centers to improve annual screening mammography rates among women with Medicare. This project – in Livingston and Lafayette Parishes in Louisiana – is supported by the local American Cancer Society.

LHCR has mailed flyers to the female Medicare beneficiaries in both parishes referring them to their nearest mammography facility for their yearly mammogram. The flyer includes a gift offer of coupons from Wal-Mart and Winn Dixie for discounts on prescriptions for women who get their mammograms at the

participating facilities. In addition to the coupons, randomly selected women will also receive a gift offer of a \$15 Wal-Mart gift card. Women who receive the mail-piece have until December 31, 2001 to take advantage of this offer.

In Livingston Parish, 1174 women with Medicare between the ages of 40 and 84 did not have a mammogram in 2000. Woman's Hospital of Baton Rouge has recently opened an Outpatient Center in Livingston parish. This location in Denham Springs is the first permanent mammography facility in Livingston Parish. Prior to its opening, a woman had to either travel to Baton Rouge for a mammogram or wait for a mobile unit to visit Livingston.

In Lafayette Parish, 4766 women with Medicare between the ages of 40 and 84 did not have a mammogram in 2000. Five facilities in Lafayette are participating in this project including Burdin Riehl Breast Center, LaBorde Diagnostics, Medical Center of Southwest LA, St. Agnes Breast Center, and Women's Breast Health Center.

LHCR commends these mammography centers' participation in these projects and appreciates partners' support to create incentives.

*Ms. Gary is the Assistant Director of Community Development, Louisiana Health Care Review, Inc., the Peer Review Organization in Louisiana.*

## CMS Region IV Partners with Kroger Grocery Stores to Provide Mammography and Immunization Messages

-Brenda Cousar

The Centers for Medicare & Medicaid Services (CMS) Atlanta Regional Office teamed up with the Kroger grocery store chain in Region IV to educate the public of the importance of screening mammograms and flu shots.

Region IV has oversight of eight states: Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina and Tennessee. Kroger stores in seven of the eight states agreed to run ads promoting flu shots and mammograms. (There are no Kroger stores in Florida.) Three

hundred and seventy-three (373) stores participated in this effort.

Ads with these messages were published in the Atlanta Journal-Constitution and other newspapers. Educational flyers were distributed by Kroger pharmacists as "stuffers" in prescription bags, and portions were featured in Kroger sales circulars. The materials were store-specific and included dates and locations of flu shots and mammogram screenings. Mobile mammography units were set up in the parking lots of certain Kroger stores, and health professionals provided immunizations inside the stores.

The Kroger stores have graciously committed to distributing the flyers throughout the months of October and November 2001.

For more information, please contact Brenda Cousar at [bcousar@cms.hhs.gov](mailto:bcousar@cms.hhs.gov) or (404) 562-7223.

*Ms. Cousar is a Health Insurance Specialist in the Division of Beneficiary Services in CMS's Atlanta Regional Office. She is the Mammography & Flu Coordinator for Region IV.*

## CMS Region VIII Participates in Susan G. Komen Race for the Cure In Denver

-Mary Munoz

On Sunday, October 7, 2001, the Centers for Medicare & Medicaid Services (CMS), Denver Regional Office staff took the Medicare mammography message to an audience of over 54,000 participants of the 2001 Komen Denver Race for the Cure. The Denver Race is one of the largest 5K walk/runs in the world, and is one of 113 similar events held nationwide this year. As a Crystal Corporate Sponsor, CMS was listed on race applications, the race program, and in post-Race newspaper and magazine thank-you advertisements. Also, we were given a four foot pink metal "ribbon," which was displayed on our building during the month of October. Finally, we had a booth at the Race Expo where staff distributed Medicare information and giveaways to participants. In keeping with our CMS acronym, our team of 25 was named "Celebrating Memories and Survivors."

Prior to the Race for the Cure, Denver RO held a "kick-off ceremony" in the office. We had cake and ice cream and took donations. Staff members listed survivors or victims of breast cancer in honor of whom our team ran. These survivors and victims will be commemorated on a beautiful CMS breast cancer banner created by Sandy Mendez, an employee of Region VIII. The hand-made banner will be displayed in the Regional Office and used annually by Denver's CMS team during the race.

*Ms. Munoz is a Health Insurance Specialist with the Customer Relations Branch in CMS's Denver Regional Office. She is the Mammography Co-Coordinator for Region VIII.*



## A "Sea of Pink" at Dallas Race for the Cure

-Annette Robles

The Centers for Medicare & Medicaid Services (CMS) Dallas Regional Office staff and several family members joined CMS Region VI breast cancer survivors, Sandi Mason and me for the Komen Dallas Race for the Cure. This 19<sup>th</sup> annual event, which drew over 34,000 participants, was held Saturday October 20, 2001 at North-Park Center in Dallas, Texas. I was delighted to have eleven family mem-

bers (including my 9 month-old great niece) join us in showing support for this worthwhile cause.

Before the race began, CMS participants warmed-up to aerobic exercises led by the Dallas Cowboy cheerleaders. Massages and a healthy snack were made available to survivors, as were several surprises donated by sponsors. Several eager



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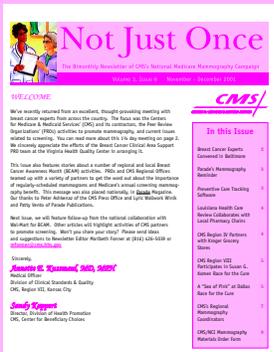
Breast Cancer Experts... continued from page 2

comments. Dr. Sallie Cook facilitated a discussion of mammography access issues, followed by Dr. Susan Miesfeldt, who led a conversation about screening issues and the experts' current research. Colleen McNally introduced a developmental project being planned in partnership with the CDC. After discussion of new venues for our messages and follow-up plans – including the experts' continued input to CMS and the PRO program, we adjourned.

We'll provide more information about the outcomes of the meeting in future issues of the Newsletter. We extend our thanks to the experts for their valuable insights – and their time.

Dr. Kussmaul, a Medical Officer with CMS's Kansas City Regional Office, is National Lead for the Medicare Mammography Campaign and the Breast Cancer Priority in the Peer Review Organizations' 6th Scope of Work.

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



"A Sea of Pink"... continued from page 5

CMS team members chose to run the 5K Fun Run/Walk, while others enjoyed a relaxing one-mile stroll around the perimeter of the North-Park Shopping Center. It was truly amazing to climb to the top of a hill and look back to the starting line. Chills ran up and down my spine as I looked back at the sea of pink! There were pink hats, pink t-shirts, pink ribbons, pink everywhere -- a rather poignant moment that few participants will forget.

This story would not be complete without a brief description of some of the people who joined in this race to help eradicate breast cancer. Participants included men and women who walked with the aid of a cane; individuals who were bald and tired due to cancer treatments; babies and toddlers who were carried by parents or pushed in strollers; men who walked with their mothers and/or wives; daughters and sons who walked to celebrate their mom's life; loved ones who walked in memory of a cancer victim; and even a few cheerleaders on the sidelines cheering as the crowd of walkers and runners passed by. However, no one displayed that picture of hope and inspiration like the lady I encountered about halfway through the one-mile course. She was eighty years young, currently undergoing treatment, barely able to walk, even with the use of her cane, but who was determined to finish this race. As I strode alongside, I stopped to tell her that she was an inspiration to us all. We hugged, and I thanked

her for her courage and unwavering spirit. She is one of the many individuals who truly epitomizes the spirit that bonds many cancer survivors.

This year, the CMS Dallas Regional Office was pleased to partner with Trailblazer Health Enterprises to provide a booth at the Race. The booth, which was staffed by Medicare experts, was filled with mammography materials and giveaways, and was visited by over 1,000 people. We reminded everyone not to forget that every 3 minutes a woman is diagnosed with breast cancer. According to the Susan G. Komen Breast Cancer Foundation, it is predicted that in 2001 in Texas alone, there will be over 11,300 new diagnosed cases of breast cancer, with 2,800 deaths occurring.

As we prepare to celebrate this holiday season with our loved ones, let's not forget to share with our families the importance of regularly-scheduled breast cancer screening. I am truly blessed to be here today to celebrate this holiday season with my family, friends and colleagues, because without the mammography technology, I might be just another cancer statistic. I hope that each of you will be compelled to take time this season to spend time with your loved ones and to let them know just how special they are to you. I know that I will! God bless you all!

Ms. Robles, a breast cancer survivor, is a Health Insurance Specialist with the Beneficiary Choices Branch in CMS' Dallas Regional Office. She is the new Mammography Coordinator for Region VI.

## 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](mailto:hmulligan@cms.hhs.gov) or  
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[bwinters@cms.hhs.gov](mailto:bwinters@cms.hhs.gov)

Natosha Thompson  
CMS Region V  
233 N. Michigan Avenue, Suite 600  
Chicago, IL 60601  
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[nthompson@cms.hhs.gov](mailto:nthompson@cms.hhs.gov)

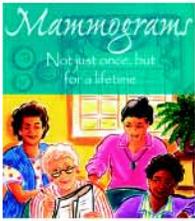
Annette Robles or  
Sandra Mason  
CMS Region VI  
1301 Young Street, #833  
Dallas, TX 75202-4348  
(214) 767-6448  
[arobles@cms.hhs.gov](mailto:arobles@cms.hhs.gov) or  
[smason@cms.hhs.gov](mailto:smason@cms.hhs.gov)

Denise Buening or  
Mary Jane Hamilton  
CMS Region VII  
601 E. 12<sup>th</sup> Street, Room 242  
Kansas City, MO 64106-2808  
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[mhamilton1@cms.hhs.gov](mailto:mhamilton1@cms.hhs.gov)

Mary Munoz and  
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Colorado State Bank Building  
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(303) 844-2642  
[mmunoz@cms.hhs.gov](mailto:mmunoz@cms.hhs.gov) or  
[dfinnell@cms.hhs.gov](mailto:dfinnell@cms.hhs.gov)

Shirley Borderlon  
CMS Region IX  
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San Francisco, CA 95105  
(415) 744-3613  
[sborderlon@cms.hhs.gov](mailto:sborderlon@cms.hhs.gov)

Margaret Medley or  
Lucy Matos  
CMS Region X  
2201 Sixth Avenue, RX-44  
Seattle, WA 98121-2500  
(206) 615-2355  
[mmedley@cms.hhs.gov](mailto:mmedley@cms.hhs.gov) or  
[lmatos@cms.hhs.gov](mailto: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 <a href="http://www.nci.nih.gov">http:// www.nci.nih.gov</a> )	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 Spanish	G444 G445		

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