



Not Just Once

The Bimonthly Newsletter of CMS' National Medicare Mammography Campaign

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WELCOME!

In this issue, we are featuring the announcement of National Breast Cancer Awareness Month's (NBCAM) Summit celebrating 20 years of outreach about breast health. (See page 2.) The Centers for Medicare & Medicaid Services became a member of the NBCAM Board of Sponsors in 2002. Other stories describe a regional partnership to address screening in Missouri and local outreach by cable access in Chicago.

As always, we encourage you to send us feedback and ideas for future articles. Please contact Newsletter Editor Maribeth Fonner at (816) 426-6349 or mfonner@cms.hhs.gov

Sincerely,

Annette E. Kussmaul, MD, MPH

Medical Officer
Division of Quality Improvement
CMS, Region VII, Kansas City

Sandy Kappert

Director, Division of Health Promotion
CMS, Center for Beneficiary Choices



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National Breast Cancer Awareness Month Prepares to Celebrate 20 Years of Educating Women

-Susan N. Nathanson, PhD

In 2004, the National Breast Cancer Awareness Month (NBCAM) program will celebrate 20 years of success in providing important information about breast health and breast cancer to women across the United States. During that time, NBCAM has reached out to millions of women urging them to obtain an annual mammogram at age 40 or above. As a result, the mammography rate has increased significantly over the past 20 years. Increasingly important has been the message that early detection through mammography screening leads to the ability to treat breast cancer less invasively and extend survival time.

In May, a national summit organized by NBCAM's Board of Sponsors will bring together patient advocates and key thought leaders from around the country who have been instrumental in the field of breast cancer over

time. They will reflect on changes in early detection and diagnosis in the last 20 years, and address upcoming treatment innovations for breast cancer. A special awards program during the luncheon will honor those patient advocates and others who have made outstanding contributions in areas including: patient and family support, research on detection and treatment, and patient education and awareness.

The summit will take place in New York and will be open to those who care for and support breast cancer patients, patient advocate volunteers, physicians, and researchers in the field of breast cancer. Additional information will follow in the next issue of *Not Just Once*. On-line registration for the summit will be available in mid-February at www.nbcam.org

Dr. Nathanson is the national coordinator of National Breast Cancer Awareness Month.



NBCAM

NATIONAL BREAST CANCER AWARENESS MONTH

How does the Medicare Prescription Drug, Improvement and Modernization Act of 2003 Affect Mammography?

Currently, screening mammography performed in the hospital outpatient setting is paid under the physician fee schedule, but diagnostic mammography performed in this setting is paid under the outpatient prospective payment system (OPPS). Section 614 of the Medicare Prescription Drug, Improvement, and Modernization Act of 2003 specifies that effective January 1, 2005, diagnostic mammography performed in an outpatient department will be excluded from OPPS and paid under the physician fee schedule. The Centers for Medicare & Medicaid Services will issue manual instructions addressing this change prior to the effective date.

To read back issues of the *Not Just Once* Newsletter, please visit the website: www.cms.gov/preventiveservices/1a.asp



Heartland Cancer Information Service Partners to Promote Screening

- submitted by Sharon Turner, MSW,
MPA

The National Cancer Institute's (NCI) Cancer Information Service (CIS), Heartland Region is helping to open doors to breast and cervical cancer screening for underserved women through a partnership with the United States Department of Agriculture's (USDA) Cooperative Extension, the Centers for Disease Control and Prevention's (CDC) National Breast and Cervical Cancer Early Detection Program, and the American Cancer Society (ACS).

The CIS Partnership Program collaborates with organizations to provide cancer information and education to minority and underserved populations. Located in 14 regional offices across the United States, the CIS partners with organizations whose cancer control goals are similar. CIS Partnership Program staff helps partners identify cancer control needs, plan, implement, conduct, and evaluate training, education and evidence-based cancer control programs. The CIS also provides partners with the latest, most up-to-date cancer information from the NCI.

The idea for the Partnership to Increase Cervical and Breast Cancer Screening in High Mortality Counties took root in November 2001. The USDA, CDC, ACS, and the CIS Heartland, Mid-South, and Southeast regions met to discuss strategies for addressing high breast and cervical cancer mortality rates in counties with underserved populations. The partners agreed that joining forces

could lead to the development of a pilot project that could make a difference to women in these counties.

In July 2003, the partners offered a pilot training for two states in the Heartland region, Missouri and Illinois, and seven other states in the Mid-South and Southeast regions: Alabama, Georgia, Kentucky, Mississippi, North Carolina, Tennessee, and South Carolina. Partners representing the national organizations met for three days to develop a process to increase cancer screening in high mortality counties.

All nine states left the training with an action plan to address the needs of their community. The Missouri collaboration has developed a pilot curriculum, evaluation, and training aimed to increase breast and cervical cancer screening in rarely and never-screened women in seven Missouri counties. In February 2004, the partners will begin to work with Cooperative Extension staff members in St. Louis City and St. Louis, Jackson, Pemiscot, Boone, Cole, Randolph, and Marion counties. Continuing in 2004, Heartland CIS will train the partners on how to use NCI materials, including NCI's Consumer Health Profiles, to target and enhance their cancer education and screening programs.

The CIS Heartland region has a long history of partnership to provide underserved populations with breast and cervical cancer education and screening. In 1988, CIS partnered with the Missouri Department of Health and Senior Services to assist the state's Breast and Cervical Cancer

Control Program (BCCCP). In 2000, the program began providing "warm transfers" to callers who inquire about available services. Heartland Cancer Information Specialists pre-screen callers for eligibility and directly transfer callers to the local provider. Missouri BCCCP promotion activities and this project have resulted in an increase in the number of callers identified for CDC screening services throughout Missouri. To date, Heartland has made over 1100 "warm transfers" for breast and cervical cancer screening.

The close of 2003 marked a year of successful partnership for the Heartland CIS. The Partnership to Increase Cervical and Breast Cancer Screening in High Mortality Counties holds great promise for continued success. In 2004, our commitment to partnerships that address cancer health disparities and work to reduce the burden of breast and cervical cancer on minority and underserved populations remains strong.

For more information on the National Cancer Institute's Cancer Information Service and Partnership Program, visit www.cancer.gov For additional information about National Cancer Institute's Cancer Information Service-Heartland Region Partnership Program or about the Cervical and Breast Cancer Pilot project, please contact Sharon Turner at (913) 588-3723 or sturner@kumc.edu

Ms. Turner is the Partnership Program Manager at the Heartland Cancer Information Service in Kansas City, KS.

Hotline-21 Live Television Program Educates Chicago Beneficiaries about Medicare

-Rita Wilson, MS

The Centers for Medicare & Medicaid Services (CMS) Chicago Regional Office produced a 13-week series of weekly live television programs on Chicago public access television Channel 21. The half-hour programs were in interview format; a guest presenter and host addressed a specific Medicare topic. The viewing audience was invited to call in with questions. During October 2003, mammography was included as a topic on two programs. On October 13, the presenter was Peggy Pointer, Outreach Coordinator at AdminaStar Federal, the fiscal intermediary. Ms. Pointer incorporated a mammography message into her discussion of Medicare. On October 20, Ms. Brenda Delgado, a Health Insurance Specialist with CMS' Chicago Regional Office, described Medicare coverage of screening mammography as a significant preventive benefit.

Other topics addressed during the series included Medicare claims and appeals, home health services, minority populations and health disparities, ambulance services, durable medical equipment and information resources such as the Medicare toll-free telephone number and the Medicare website. Presenters included regional Medicare partners such as the Illinois Foundation for Quality Health Care (the Illinois Quality Improvement Organization), the Social Security Administration, the Senior Health Insurance Program (SHIP) and the Department of Health and Human Services Office of Minority Health. The hosts and telephone monitors were CMS regional office staff who received training from the Cable Access studio.

The program was designed to reach the homebound or hard-to reach

Medicare beneficiaries. The viewing audience asked questions concerning their personal issues, as well as questions generated by the presentations. Channel 21 reaches more than 200,000 households in Chicago, Illinois. Many of the audience are underserved and minority populations.

The programs were very well-received, based on the number of telephone responses generated by each program. The CMS Chicago Regional Office has produced several 13-week series over the past three years. As required by the station, we produce the show in alternate calendar quarters. Our last series ended in December 2003 and our next series will begin in April 2004.

Ms. Wilson is a Health Insurance Specialist in the Beneficiary Services Branch of CMS' Chicago Regional Office. She is the REACH and Mammography Coordinator for CMS Region V.

Missouri, Rhode Island, Florida and Arizona Women Needed for Breast Cancer Research Study

-Sara Williams, Recruitment Coordinator

The Sister Study is a new nationwide breast cancer research study sponsored by the National Institute of Environmental Health Sciences, one of the National Institutes of Health. The Sister Study will examine genetic and environmental risk factors for breast cancer by following 50,000 sisters of women who have had breast cancer. Such sisters have about twice the risk of developing breast cancer as other women. Enrolled women complete a 2 hour

comprehensive telephone interview (in 2 parts), and submit biological specimens (such as a blood sample) through a home visit.

On August 25, 2003, the Sister Study began enrolling their first 2000 eligible women from four "vanguard" cities: Phoenix, Providence, St. Louis, and Tampa. Recently, enrollment expanded to sisters statewide in Arizona, Rhode Island, Missouri and Florida. National enrollment will begin in spring 2004 for the remaining 48,000 women. There is

a strong commitment to recruit a diverse cohort of women, including African American, Asian, Hispanic, and Native American women. These women are often left out of research studies, and it is imperative that they be included so that we can learn all we can about how genetic and environmental factors affect all women.

To find out more about this important study, please visit the website, www.sisterstudy.org, or call toll free 1-877-4SISTER.

CMS' Regional Mammography Coordinators

CMS' 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.

Monica Henderson or
Peter MacKenzie
CMS Region I
John F. Kennedy Bldg., #2375
Boston, MA 02203
(617) 565-1269 or 4857
mhenderson1@cms.hhs.gov
pmackenzie@cms.hhs.gov

Norma Harris or
Iris Bermudez
CMS Region II
26 Federal Plaza, Room 3811
New York, NY 10278-0063
(212) 264-3720 or 1023
nharris@cms.hhs.gov
ibermudez@cms.hhs.gov

Monique Scott or
Sandi Levit
CMS Region III
The Public Ledger Building
Suite 216
Philadelphia, PA 19106
(215) 861-4508 or 4239
mScott3@cms.hhs.gov
slevit@cms.hhs.gov

Brenda Cousar
CMS Region IV
Atlanta Federal Center
61 Forsyth Street, Suite 4T20
Atlanta, GA 30303
bcousar@cms.hhs.gov

Rita Wilson
CMS Region V
233 N. Michigan Avenue, Suite 600
Chicago, IL 60601
(312) 353-5213
rwilson2@cms.hhs.gov

Annette Robles
CMS Region VI
1301 Young Street, #833
Dallas, TX 75202-4348
(214) 767-6448
arobles@cms.hhs.gov

Natalie Myers or
Mary Jane Hamilton
CMS Region VII
601 E. 12th Street, Room 235
Kansas City, MO 64106-2808
(816) 426-6317 or 3419
nmyers@cms.hhs.gov
mhamilton1@cms.hhs.gov

Mary Munoz and
Dawn Finnell
CMS Region VIII
Colorado State Bank Building
1600 Broadway, Suite 700
Denver, CO 80202-4367
(303) 844-5737 or 2642
mmunoz@cms.hhs.gov
dfinnell@cms.hhs.gov

Shirley Bordelon or
Abraham Estrada
CMS Region IX
75 Hawthorne Street
San Francisco, CA 95105
(415) 744-3613 or 3647
sbordelon@cms.hhs.gov
aestrada@cms.hhs.gov

Margaret Medley or
Lucy Matos
CMS Region X
2201 Sixth Avenue, RX-44
Seattle, WA 98121-2500
(206) 615-2355 or 2327
mmedley@cms.hhs.gov
lmatos@cms.hhs.gov



Order Form - Mammograms NCI / CMS Materials



| Name: | | Fax: | | |
|--|---|------------------------------|---------|----------|
| Organization & Shipping Address (no P.O. boxes): | | Phone: | | |
| | | Email: | | |
| City: | State: | Zip Code: | | |
| Title & Contents Description | Language | Inventory Number | Size | Quantity |
| Mammograms... Not Just Once, But for a Lifetime Large-print, easy to read brochure that defines mammography, describes who needs to be screened, and Medicare information. (maximum order 5000) | English Spanish | H496 H497 | 8½ x 11 | |
| Mammograms for Older Women 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 Spanish | G500 G501 | 11 x 17 | |
| Mammograms for Older Women Bookmark Includes slogan with Medicare information. Bookmark features an older woman with facts in breast cancer, mammography, and Medicare coverage. (maximum order 5000) | English Spanish | Z498 Z499 | 2 x 8 | |
| Ad Slicks Camera-ready ads in a variety of sizes featuring older women. Includes slogan with Medicare information. | English | C135 | | |
| Breast & Cervical Cancer Programs in Your Community: A Guide for Outreach, Screening, and Follow-up Care This 205-page guide 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 | | |
| Mammogram Reminder Pad A pad for clinicians with fifty-tear off fact sheets on mammograms to give to patients. Includes NCI's screening recommendations, Medicare mammography coverage, and sticker for patients' calendars reminding them of their appointment. | English | Z448 | | |
| "Do it for yourself, Do it for your family" Asian American and Pacific Islander (AAPI) women have the lowest mammography screening rates of major ethnic groups in the US. Breast cancer is the most common type of cancer for Chinese women, the second most common for Vietnamese women, and the leading cause of death for Filipina women living in the US. These brochures are written in three Asian languages and in English to inform AAPI women about the benefits of mammography, NCI screening recommendations and Medicare coverage | English Chinese Vietnamese Tagalog | P048 P082 P089 P141 | | |

Mail order form to:
National Cancer Institute
P.O. Box 24128
Baltimore, MD 21227

OR

Fax order form to:
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