WOMEN'S WAY
a breast and cervical cancer early detection program

Healthcare Provider Examiner

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Celebrating A DECADE OF DEDICATION

Women's Way Celebrates 10 Years of Health-Care Provider Partnerships in Serving North Dakota Women

Since September 1997, *Women's Way* has paid for more than 20,000 Pap tests and nearly 13,500 mammograms for more than 9,000 uninsured or underinsured women in North Dakota. Of these screenings, 152 women were diagnosed with breast cancer and 200 women were diagnosed with cervical dysplasias. Since 2001, 174 women have received cancer treatment through the Medicaid – *Women's Way* Treatment Program.

Enrollment in Women's Way is easy.

Mary Ann Foss, *Women's Way* program director, is quick to point to the providers as a key element to the success of the program. "One of the most critical roles providers play is referring patients to the program. A woman hearing about *Women's Way* from a provider is much more apt to call and make it happen," Foss said. This was the case for a Westhope woman.

Paula Mundt *of Westhope, N.D., uses Women's Way for her regular breast and cervical screenings.*

The Power of the Providers

Paula Mundt of Westhope learned about *Women's Way* while she was at her local clinic for an unrelated illness. It had been several years since she had gotten her yearly mammogram or regular Pap test. Hearing about it at the clinic helped Paula make the call to enroll.

"I know these screenings are important, but then, everything – your husband, your house, your job, everything – seems more important and you just don't take time to take care of yourself. This isn't a good thing," Paula said.

Paula signed up for *Women's Way*, and within the year she helped three other women sign-up. "*Women's Way* sure takes the burden off your mind about paying for mammograms and Pap tests. Just knowing you've gone in for screenings makes you feel real good," Paula said.

Dr. Laurie Linz, a pathologist in Bismarck and member of the *Women's Way* medical advisory board, stresses the need for providers to tell every woman about the program, even if you think she doesn't qualify. "If the

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woman you speak with doesn't qualify, she may know someone who does," Dr. Linz said. "We need to be able to provide services for those women who are underserved and often at higher risk."

Reaching Out

Robin Bakken of Carrington used *Women's Way* to get her regular breast and cervical exams after her divorce. Robin had problems with cysts in her breast, and her screenings included a special visit to the Breast Care Clinic in Fargo.

"*Women's Way* is awesome. They called me to make sure I was all right and to schedule appointments. I was really scared about the tests, but it helped a lot that I didn't have to worry about the bills coming in," Robin said. Everything turned out well for Robin, and she makes sure to keep her regular breast and cervical cancer screening appointments.

Health-care providers such as Dr. Jan Bury of Bismarck are instumental in referring women to Women's Way.

Joan Nycklemoe-Connell, a physician assistant in Wahpeton, knows what its like to be both a provider and a breast cancer patient. She is very supportive of *Women's Way* because she knows there are women who would not get screened if there weren't some financial assistance available. She also says the staff is easy to work with. "*Women's Way* staff is excellent. They send in the paperwork and they make sure to do follow-up. They are very good at making sure these women don't fall through the cracks," Joan said.

Having recently completed breast cancer treatments, Joan understands the importance of regular mammograms and Pap tests. "It is so important. Women should ask about *Women's Way* and providers should tell," Joan said.

Celebrating a decade of dedication and caring is an awesome achievement. This achievement is only possible through provider support and patient referrals. Thank you for your past and future support. It takes only a minute to give a patient the 1-800-44 WOMEN number so she can call her local enrollment site. Working together, we can affect the incidence of breast and cervical cancer in North Dakota.

"Women's Way is an incredibly important means by which those women who may not be able to afford yearly mammograms and/or Pap tests are able to access these critically important health screenings. In short, Women's Way saves lives and the people of North Dakota owe a huge debt of gratitude to the dedicated staff and management of this wonderful program."

– North Dakota First Lady Mikey L. Hoeven

Director's Dialogue

Mary Ann Foss
Women's Way Program Director
800.280.5512

Each time I return from meetings at our funder's, the Centers for Disease Control and Prevention (CDC) located in Atlanta, Ga., I sigh in gratitude for the quality of health-care providers we have in North Dakota. Not only did you embrace the program at its inception 10 years ago, but you remain today as dedicated and steadfast not only to the *Women's Way* program, but also to the quality of care your patients receive. It is a quality unique to our state. So I thank you for your decade of dedication, and I ask for your continued support because we have more work to do.

Your Referrals Matter

As we move into our second decade, we face challenges. Among these challenges are the need for adequate funding, the need to maximize services by developing relationships among health-care providers, and the need to reach never or rarely screened women, a top priority in our agreement with CDC. CDC defines never or rarely screened as a woman who hasn't had a Pap test in five or more years. Through *Women's Way*, women ages 40 through 64 may be eligible for Pap tests and clinical breast exams and those over 50 also may be eligible for mammograms.

The past decade of working with patients and providers has been a rewarding experience. We've recently sent in another grant request for continued support for the breast and cervical exams offered by *Women's Way*, and we look forward to new and continued collaboration and support from health-care providers throughout the state. We can't do it without you. One of the most important things you can do is make referrals to *Women's Way* of your 40- through 64-year-old female patients, especially those who have not had regular Pap tests and mammograms.

Critical Screening Needs

The never or rarely screened gal may look well put together, and you might think she wouldn't qualify for *Women's Way*. However, we are asking you to tell her about the program anyway. Have her call 1-800-44 WOMEN (1-800-449-6636). If she isn't eligible, she may know someone who does qualify.

> *"I thank you for your decade of dedication, and I ask for your continued support because we have more work to do."*
>
> **– Mary Ann Foss**

When a woman whom you haven't seen before visits with an illness, we ask that you take a moment to speak with her about *Women's Way*. If you haven't seen her before, she may be a never or rarely screened woman.

We all know that early detection is the key to beating breast and cervical cancer. As we venture into the next decade of services, we want to thank you for your past dedication and challenge you to work with us to meet the needs that still remain.

Self-Empowerment Through Pap Tests

Judy Ringler used Women's Way to get screened after 15 years without services.

Judy Ringler of Grand Forks, N.D., was surprised at her mother's cervical cancer stage four diagnosis. Although Judy knew her mother had never had cervical cancer screenings, her mother didn't seem to be ill. For Judy, the diagnosis was a wake-up call, yet she didn't schedule her regular Pap test because she couldn't afford it. "It had been 15 years – easy – since I had had a Pap test. Even with mom having her cervical cancer, it was kind of like, what I didn't know wouldn't hurt me, and then to top it off, I just couldn't afford it," Judy said.

In 2000, Judy learned about *Women's Way*, North Dakota's breast and cervical cancer early detection program. She picked up a *Women's Way* brochure, read through it, and set it aside. She thought it would be too much of a hassle to enroll. When signs of menopause began, Judy finally made the call. "I was surprised at how easy it was to enroll, and the gals at *Women's Way* were just so concerned that I hadn't had a Pap test in so long. When I did enroll in *Women's Way* and I did get my Pap test, I felt really good about myself. It showed that I cared about myself," Judy said.

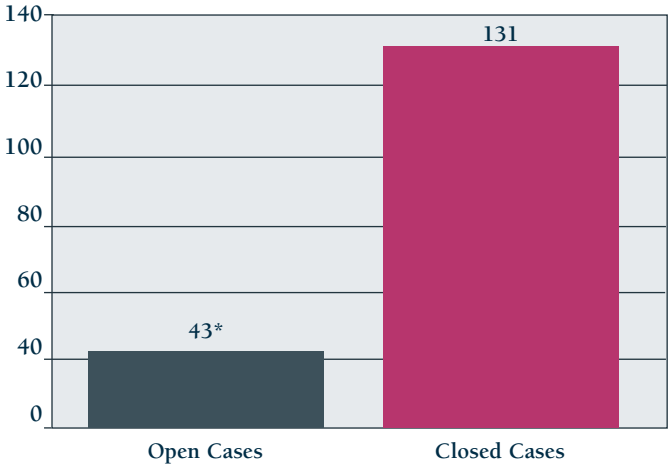
Judy's test results came back negative for cervical cancer, which left Judy elated. "I saw what cervical cancer does. It is devastating. I don't want to die from cervical cancer, and now, with *Women's Way*, I can get my regular Pap tests and have that peace of mind," Judy said. She now encourages women to use *Women's Way* services through her job at a local church. She says all women should get checked as a boost to self-esteem.

Today, Judy enjoys reading and looks forward to growing old with her "main squeeze." She is thankful to be cancer-free and proud that she makes time to get regular Pap tests. "Having cervical cancer screenings and a mammogram … having made the decision to do that on a routine basis makes me feel really good about myself," Judy said.

For more information about *Women's Way*, call 1-800-44 WOMEN or visit the *Women's Way* website at **www.ndhealth.gov/womensway/.**

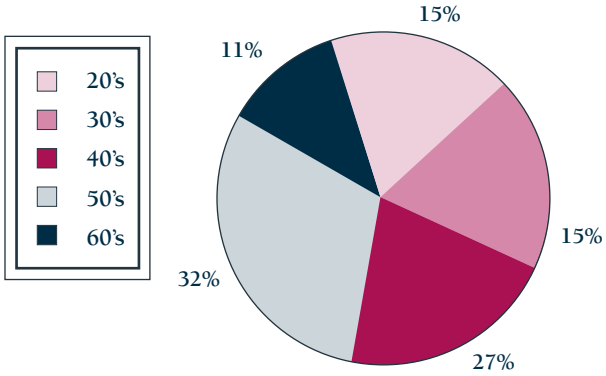
Medicaid – *Women's Way*

Medicaid Treatment Cases July 2001 to Present



*Since July 2001, 174 women have received treatment services through Medicaid – *Women's Way*. Forty-three women currently are receiving treatment.

Medicaid Treatment Cases by Age Group



Seventy percent of the women served by Medicaid – ***Women's Way*** are ages 40 to 64, the program's primary target population.

North Dakota Program Stats

September 1997 to present

Ann Lunde, *Women's Way* Data Manager
800.280.5512

Number of women who have received any paid procedure by *Women's Way* Program:

9,128

Number of screening mammograms paid for by *Women's Way*:

13,410

Percentage of mammograms that are abnormal (40+ years of age):

Among *Women's Way* women:

8.4%

Among NBCCEDPs nationwide:

10.5%

Number of Pap tests paid for by *Women's Way*:

20,671

Percentage of Pap tests that are abnormal (all ages):

Among *Women's Way* women:

2.3%

Among NBCCEDPs nationwide:

2.1%

Number of women with breast cancers diagnosed:

152

Stage 0	46
Stage 1	19
Stage 2	35
Stage 3	31
Stage 4	6
Summary Regional	1
Summary Local	3
Unknown	12

Number of women with cervical dysplasias:

202

CIN I	11
CIN II	85
CIN III	106

Number of women with invasive cervical carcinomas diagnosed:

11

41% of *Women's Way* clients enrolled in 2007 are current smokers.

Local Coordinator Spotlight

Kristi Lee-Weyrauch, R.N.
Fargo Cass Public Health
Cass, Steele, Traill,
Barnes counties
701.298.6918

Providers Help Patients Seek Procedures

Kristi Lee-Weyrauch, *Women's Way* local coordinator in Fargo, describes herself as a fixer. "I want things to be right and so I will go that extra mile to find an answer," Kristi said. She especially likes helping health-care providers who have questions. "I love it when I can talk to a provider. I want to help, and it makes me excited that they know us and feel comfortable to call."

Since 2005, Kristi has helped North Dakota women get breast and cervical cancer early detection screenings. She says one of the greatest parts of her job is putting away charts. "I just love being able to put a chart away for a year and not worry about that gal until her next screenings are due because I work with so many women who do need those extra procedures," Kristi said.

Her goals are to increase screening numbers, better reach those rarely or never-seen clients, and let everyone know that cervical and breast cancer are very treatable if found early through screenings.

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A Quick Review of the North Dakota Cancer Registry

Marlys Knell
Program Director
North Dakota Cancer Registry
800.280.5512

The North Dakota Cancer Registry (NDCR) is responsible for the accurate, timely and complete reporting of cancer incidence for North Dakota residents regardless of where they were diagnosed and/or treated. This requires collaboration with many reporting sources across the state.

Data is received from registry and non-registry facilities, pathology laboratories, physicians, various clinics, and death certificates. Another source to help ensure complete reporting is the data sharing agreements NDCR has with other states whereby data on North Dakota residents diagnosed in that state is shared with NDCR.

Many patients today receive fragmented care. This makes it essential that all providers submit their information to the state. To ensure a complete and accurate record, NDCR welcomes information on the patient from many sources. All data received on one patient's cancer is consolidated into one complete and accurate cancer record. One of the challenges when receiving data is the many inconsistencies that can occur on the same case. About 150 data items are collected on each cancer case. All new cancer incidence data is to be reported no later than six months after diagnosis.

To ensure accurate data, NDCR staff has been trained to present educational training sessions on the old, the new and the complex data abstracting requirements.

Consultant's Corner: *We Could Not Do It Without You*

Barbara Steiner
Women's Way Nurse Consultant
800.280.5512

Those who work with *Women's Way* are grateful for what you do for *Women's Way*. Your work is vital to the enrollment of women and the facilitation of the services that *Women's Way* covers. Health-care providers have an influence on their clients. I encourage you to continue to help spread the word about *Women's Way*. Talk to your female clients about the importance of regular mammograms and Pap tests. Refer women to *Women's Way*. Have them call 1-800-44 WOMEN.

To become more familiar with *Women's Way*, you can go to our website at www.ndhealth.gov/womensway/. On the website, you will find information about *Women's Way* and who is eligible. There is a section for health-care providers entitled Provider Services. In this section you will find state program and local *Women's Way* contacts, what is covered by *Women's Way*, the health-care facilities that are enrolled in *Women's Way*, useful health-care websites, patient education materials available and an order form for the *Women's Way* materials.

Women's Way has tools that can help you spread the screening message to women in your community. *Women's Way* provides the following materials at no cost:

How to Examine Your Breast brochure. This brochure provides a detailed guide about how to do BSE and what to check for during monthly exams.

BSE sticker sheet. Women will appreciate this sheet of reminder stickers to place on their calendars to prompt them to do their breast self-exam every month and to schedule a yearly clinical exam and mammogram.

Bead necklace kit. The bead necklace kit is a generalized illustration of breast lump sizes and the importance of detecting breast cancer early.

Pap test brochure. This brochure provides women with information about Pap tests, what the results will tell and what to do next.

Women's Way Program brochure. This brochure explains what *Women's Way* is, who is eligible and the services that are reimbursed by *Women's Way*.

Human Papillomavirus: HPV Information for Clinicians. This is a Centers for Disease Control and Prevention booklet on transmission, prevention, detection and clinical management of HPV.

ASCCP Algorithms: 2006 Consensus Guidelines for the Management of Women with Cervical Cytological Abnormalities

Call the *Women's Way* Clearinghouse at 800.280.5512 or use the order form that is enclosed.

Local Coordinator Spotlight...continued from page 6

Kristi is very appreciative of the support she sees for *Women's Way* by providers. She encourages everyone to push a little harder and talk about screenings at every clinic visit. "Please tell every woman to call 1-800-44 WOMEN. Some women may look as though they don't qualify, but you never know. Just have them make that one phone call. It could save a life," Kristi said.

Kristi has been actively involved on a committee to establish a state-wide affiliate of Susan G. Komen for the Cure in North Dakota. This grassroots organization will work to fight breast cancer through education, screening and treatment.

NEW Breast Health Brochures

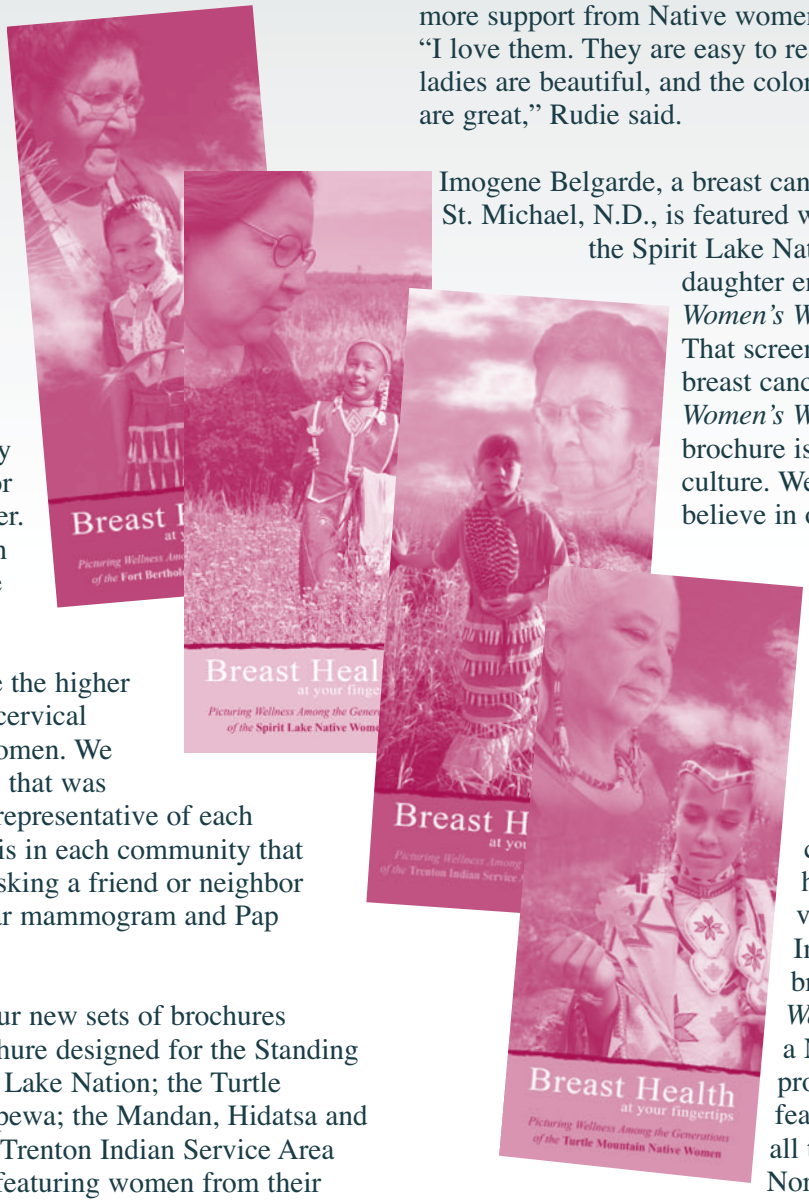
The full-color, glossy cover featuring a woman elder watching over a young one in regalia makes you want to pick up the new Breast Health at your fingertips brochure. Research conducted by the Native American Women's Health Research Center with Native women in North Dakota indicated a great need for materials that represented the culture.

Barbara Steiner, *Women's Way* nurse consultant, said the colors, the women represented, and the testimonials are all elements of evidence-based programming that works with Native American women, a very vulnerable population for breast and cervical cancer. "If you look at the North Dakota cancer incidence rates available from the North Dakota Cancer Registry, you will notice the higher incidence of breast and cervical cancers in our Native women. We wanted to provide a tool that was culturally sensitive and representative of each community. After all, it is in each community that changes are made like asking a friend or neighbor if she has had her regular mammogram and Pap test," Steiner said.

Women's Way printed four new sets of brochures based on an earlier brochure designed for the Standing Rock Nation. The Spirit Lake Nation; the Turtle Mountain Band of Chippewa; the Mandan, Hidatsa and Arikara Nation; and the Trenton Indian Service Area all have new brochures featuring women from their communities giving testimonials from their community voice. Vonnie Johnson, a nurse practitioner with Indian Health Services (IHS) in New Town, N.D., said the new printed materials would encourage more women to seek screenings. "Our women are so grateful for this information, they are very interested in learning breast self-exam. Every woman looks at this and loves that it has women from our reservation. It really means a lot," Johnson said.

Carol Rudie, a breast cancer survivor from Trenton, N.D., is featured on the back page of that community's brochure. Carol believes *Women's Way* will get much more support from Native women through this project. "I love them. They are easy to read and follow, the ladies are beautiful, and the colors are nice. I think they are great," Rudie said.

Imogene Belgarde, a breast cancer survivor from St. Michael, N.D., is featured with her daughter in the Spirit Lake Nation brochure. Her daughter encouraged her to use *Women's Way* to get screened. That screening found advanced breast cancer. "I support the *Women's Way* program. This brochure is very respectful of our culture. We are traditional, and I believe in our traditional ways," Belgarde said.



The Native American-specific and community-specific brochures are part of a larger national trend working to sensitively communicate health risks among vulnerable populations. In addition to these brochures, *Women's Way* has produced a Native-specific program brochure that features women from all the reservations in North Dakota, as well as Native-specific public service announcements and correspondence cards with Native American artwork to encourage women to spread the word about the importance of breast and cervical cancer screenings.

Health-care providers can order the new brochures on the *Women's Way* website at www.ndhealth.gov/womensway.

Sayler New Director of Comp Cancer

If the new director of the North Dakota Comprehensive Cancer Prevention and Control Program (NDCCPC) looks familiar, you are correct! Joyce Sayler has always been an avid cancer fighter, serving as a *Women's Way* local coordinator for several years. Since taking the comprehensive cancer program helm of the NDCCPC in September, Sayler has worked closely with the North Dakota Cancer Coalition, helped facilitate 10 cancer prevention community grants, and wrote and awarded a request for proposal for a $200,000 legislative assembly allotment for a colorectal cancer initiative pilot study, which she also will supervise.

Despite these early successes, Sayler says she has much to learn and looks forward to addressing the many objectives of the North Dakota Cancer Plan to ease the burden of cancer in our state. "This is my passion. I am looking forward to continuing to build capacity and collaborations," Sayler said. "I encourage everyone to get involved. Every effort matters, no matter how big or how small." The priority efforts are screenings and prevention for all cancers with an emphasis on colorectal cancer.

Joyce Sayler
Program Director
North Dakota Comprehensive Cancer Prevention and Control Program
800.280.5512

Sayler says physicians and health-care providers can get involved by taking a moment to talk to patients about the importance of cancer screenings and early detection, no matter what malady the patient enters with. In addition, medical staff can work to educate patients, advocate cancer clinic trials, and work to ensure that even uninsured or underinsured patients can have access to vital cancer screenings.

To learn more about NDCCPC, to become a member of the North Dakota Cancer Coalition, or to access the North Dakota Cancer Plan, please visit www.ndhealth.gov/compcancer/.

Screening Intervals and Reimbursement

If we don't adhere to these guidelines, the client must pay.

Liquid-Based Pap Test Intervals: Every *two years* until there have been three consecutive normal Pap test results. After the three consecutive normal Pap test results, reimbursement will be every three years.

Conventional Pap Test Intervals: *Annually* until there have been three consecutive normal Pap test results. Then will be reimbursed every three years.

Tracking Pap Test Intervals:
Women's Way will track when next Pap test is due. It will be written on the Intake and Visit form.

During a year when a women doesn't need a Pap test:
Office visit and annual exam that includes a pelvic exam and clinical breast exam. A mammogram also will be covered for women 50 and older.

If Pap test is done, client will be responsible to pay.

Items Not Reimbursed Through *Women's Way*:
Cervical cancer screening in women with total hysterectomies (i.e., those without a cervix), unless the hysterectomy was due to cervical neoplasia (precursors to cervical cancer) or invasive cervical cancer.

Removal of cervical polyps.

Hybrid Capture II HPV test as a primary screening test or as adjunctive screening test to the Pap. Will be reimbursed when used in follow-up of an ASC-US result from the screening exam, or for surveillance at one year following an LSIL Pap test and no CIN 2,3 on colposcopy directed biopsy.

Computer Aided Detection (CAD) for breast cancer screening or diagnostics.

Magnetic Resonance Imaging (MRI) for breast cancer screening or diagnostics.

Call your local coordinator 1-800-44 WOMEN to get the What's Covered CPT code list of *Women's Way* payable procedures.

GOAL: North Dakota To Be Nation's Healthiest State by 2020

Melissa Olson
Director
Healthy North Dakota

A group of 24 leaders from North Dakota's public and private sectors is determined for North Dakotans to be the healthiest Americans by 2020. They're part of an initiative to help parents, employer groups and doctors implement health and wellness improvements across the state in the next 13 years.

"One of the biggest challenges we face is how to change the cultural beliefs of North Dakotans," said Dr. Terry Dwelle, state health officer with the North Dakota Department of Health. "Right now, most people focus more on getting things fixed once they are sick, rather than preventing disease in the first place. Our hope is that this initiative will help change those values that drive risky behaviors."

A planning committee worked on the development of a voluntary, self-funded initiative to be implemented from 2007 to 2020 that ties in with Healthy North Dakota. The initiative is being referred to as the Statewide Vision and Strategy for Improving Health in North Dakota.

The planning committee identified six key strategies to improve health outcomes in the state, broadly described as follows:

- Implement selected prevention and wellness initiatives
- Increase ownership and personal health responsibility
- Build the future services infrastructure (rural, emergency medical services, long-term care, public health)
- Secure the required human resources
- Implement appropriate medical technology
- Align financial resources with health outcomes

While many of these strategies will be implemented through current initiatives, the coordinating team identified four first-year priorities:

1. Healthy Weight/Healthy Kids
2. Worksite Wellness
3. Health Information Technology (HIT)
4. Rural Care

If you would like more information about the Statewide Vision and Strategy to Improve Health in North Dakota, contact Melissa Olson, Healthy North Dakota director, at 701.328.4908 or mjolson@nd.gov.

History at a Glance

History at a Glance

- In 1990, Congress passed the Breast and Cervical Cancer Mortality Prevention Act. This law (Public Law 101-354) guided the Centers for Disease Control and Prevention (CDC) in creating the National Breast and Cervical Cancer Early Detection Program (NBCCEDP). The NBCCEDP provides screening support in all 50 states, the District of Columbia, five U.S. territories, and 12 American Indian/Alaska Native tribes or tribal organizations and helps low-income, uninsured and underinsured women gain access to timely, high-quality breast and cervical cancer screening and diagnostic services to detect breast and cervical cancer at the earliest stages.
- North Dakota received funding in 1993 for planning and system development.
- The North Dakota program was named *Women's Way* and began offering screening services in 1997. The program is administered through the North Dakota Department of Health and local public health offices.
- Today, more than 851 doctors, nurse practitioners and physician assistants are enrolled as participating providers, making it possible for most clients to receive services through their regular provider at 287 facilities across North Dakota.
- As many as 24,000 women in North Dakota are potentially eligible for *Women's Way*.
- CDC estimates that funds awarded to the state can provide screenings for 12 to15 percent of potentially eligible women. North Dakota screens about 15 percent of potentially eligible women.
- In 2001, the North Dakota legislative assembly passed and Governor Hoeven signed legislation allowing uninsured *Women's Way* clients who are diagnosed with breast or cervical cancer to access treatment coverage through the Medicaid – *Women's Way* Treatment program.
- In 2007, *Women's Way* celebrated a decade of dedication to breast and cervical health in North Dakota.

Helpful Web Resources for Health-Care Providers

Information regarding research, patient services, early detection, treatment, and education.
National Cancer Institute – www.cancer.gov
American Cancer Society – www.cancer.org

Information regarding HPV and HPV Vaccine
Centers for Disease Control and Prevention – www.cdc.gov/std/hpv/default.htm

Up-to-date information about all aspects of cancer diagnosis, treatment and prevention. CA A Cancer Journal for Clinicians – journal of the American Cancer Society http://CAonline.AmCancerSoc.org

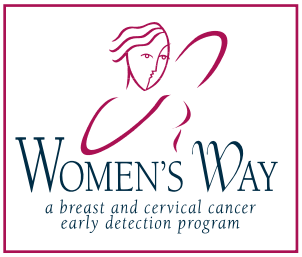
CME Opportunities

www2a.cdc.gov/stdtraining/self-study/

www.son.wisc.edu/ce/programs/asynch/bccd/index.html

qap.sdsu.edu/education/breastcancerreview/index.html

www.medscape.com/editorial/public/breastcancer-cdc



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Upper Missouri District Health Unit
Williams, Divide, McKenzie, Mountrail counties

***Women's Way* Clearinghouse**
800.280.5512

"I know these screenings are important, but then, everything — your husband, your house, your job, everything — seems more important and you just don't take time to take care of yourself. This isn't a good thing,"

Paula Mundt
Women's Way Enrollee
Westhope, N.D.

Paula learned about *Women's Way* from a provider at her local clinic. She signed up for *Women's Way* and within the year she helped three other women sign-up.

That one meeting ... that one mention ... that one day has helped many.

Please take a moment to tell all of the women you see to call *Women's Way.*

WOMEN'S WAY
a breast and cervical cancer early detection program

1-800-44 WOMEN

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