

# OVERVIEW





## About the *Women's Way* Program Manual

### Purpose

The purpose of this manual is to describe the policies and procedures for contractors and providers of *Women's Way* services. The manual should be used as a working guide for the day-to-day administration of the program.

### Audience

The primary audience for the *Women's Way* manual consists of health-care professionals located throughout the state who are involved in the process of delivering services to clients eligible for breast and cervical cancer screening and diagnosis through *Women's Way*.

### Content Overview

This manual offers providers a concise resource for managing *Women's Way* clients. Information about eligibility, provider responsibilities, approved procedure codes and rates, screening and diagnostic services, follow-up guidelines, forms, and date management is included.

## Overview of Breast and Cervical Cancer Early Detection Programs

### History of the National Breast and Cervical Cancer Early Detection Program

Recognizing the value of screening and early detection, the United States Congress passed the Breast and Cervical Cancer Mortality Prevention Act of 1990. This act authorized the U.S. Centers for Disease Control and Prevention (CDC) to provide critical breast and cervical cancer screening services to medically underserved women, including older women, women with low incomes, and women of racial and ethnic minority groups.

The National Breast and Cervical Cancer Early Detection Program (NBCCEDP) was formed by the CDC in 1991. This program now supports screening activities in all 50 states, five U.S. territories, the District of Columbia and through 12 American Indian/Alaskan Native organizations. An estimated 8 percent to 11 percent of U.S. women of screening age are eligible to receive NBCCEDP services.



Since 1991, the program has provided more than 8 million breast and cervical screening examinations to more than 3.4 million women.

Uninsured women diagnosed with cancer through the program are eligible for Medicaid coverage through the Breast and Cervical Cancer Treatment and Prevention Act passed by the United States Congress in 2000.

For more information regarding the national program, visit [www.cdc.gov/cancer/nbccedp/](http://www.cdc.gov/cancer/nbccedp/).

## History of *Women's Way*, the North Dakota Breast and Cervical Cancer Early Detection Program

In 1993, the North Dakota Department of Health (NDDoH) received funding from the CDC to implement a breast and cervical cancer screening program for improving the early detection and control of breast and cervical cancer. From 1993 through 1996, the department planned and built the infrastructure for *Women's Way*, the North Dakota Breast and Cervical Cancer Early Detection Program. Requests for proposals were sent to the local public health units. Bismarck-Burleigh Public Health, Fargo Cass Public Health, Richland County Health Department and Wells County District Health Unit accepted the challenge to become pilot sites. In 1994 and 1995, the pilot sites conducted community assessments to identify:

- Target population.
- Available primary health-care providers.
- Available health facilities.
- Barriers to women receiving routine cancer screenings.
- Local volunteer organizations with which to partner in the future.
- Ability to offer screening in local public health unit service areas.

In the second year, the pilot sites were involved in strategic planning with the North Dakota Cancer Coalition (NDCC), developing local infrastructure and planning local screening opportunities.

On Oct. 1, 1996, *Women's Way* received funding from CDC for a comprehensive program. The first screenings occurred in September 1997. Also during 1997, proposals were requested from local public health units. The state was divided into local coordinating units (LCUs), and 10 local public health units were selected to provide services in their multi-county regions and on American Indian reservations. By early 1998, health-care providers and facilities had enrolled and the program became fully operational statewide. *Women's Way* contracts with Blue Cross Blue Shield of North Dakota (BCBSND) as a third-party system administrator to process and pay medical claims from participating health-care providers and facilities.

From September 1997 through June 2010, more than 11,000 North Dakota women have been served through *Women's Way*. Women from every county in the state have received screening services. More than 850 health-care providers in more than 200 facilities provide services to



enrolled women. Volunteers in local communities help to promote the program, recruit women into *Women's Way* and provide education to their peers about breast and cervical health.

From September 1997 through June 2010, more than 190 women have been diagnosed with breast cancer, and more than 260 women have been diagnosed with cervical dysplasias. All of these women have received needed treatment through the efforts of the local coordinators, case managers and local health-care providers.

## *Women's Way* Vision and Mission

### **WOMEN'S WAY VISION**

To reduce breast and cervical cancer morbidity and mortality in North Dakota.

### **WOMEN'S WAY MISSION**

To promote early detection of breast and cervical cancer for the women of North Dakota

To achieve the vision and mission, *Women's Way* works to reduce mortality from breast and cervical cancer by increasing education and screening among low-income, underserved, high-risk and minority women by:

- Providing technical assistance to local public health units and health-care providers to ensure that breast and cervical cancer screenings are accessible and available to eligible women.
- Establishing and maintaining partnerships and collaborations to augment achievement of program goals, objectives and activities.
- Developing and disseminating public education materials about the importance of early detection and control of breast and cervical cancer.
- Meeting annual enrollment, reenrollment, screening and rescreening goals, and ensuring that at least 12 percent of women screened are American Indian.
- Ensuring all enrolled women receive timely and adequate screening, rescreening, diagnostic and treatment services.
- Ensuring clients receive the best quality services.
- Facilitating professional education opportunities to improve the education, training and skills of health-care professionals in North Dakota.
- Monitoring and evaluating program progress and effectiveness by using state-developed program performance indicators.



To reduce barriers to program enrollment and screening services, a toll-free telephone number has been created for use by clients, health-care providers, volunteers and LCU staff. The system is designed to refer calls from the home county to the regional LCU office. For example, a call from Dickey County will automatically roll to the local coordinator in the Richland County Health Department. The *Women's Way* toll-free telephone number is 800.44 WOMEN (800.449.6636). The state office toll-free telephone number (800.280.5512) is also available for clients, health-care providers, volunteers and LCU staff.

Many partnerships support the vision and mission of *Women's Way*. Partners provide a variety of contributions ranging from financial and verbal support to donations of time and talent. Below is a partial list of *Women's Way* partners.

- North Dakota First Lady
- Health-care providers
- Health-care facilities
- Blue Cross Blue Shield of North Dakota/Noridian
- Volunteer organizations
- Local volunteers
- Local public health units
- Tribal government
- IHS facilities
- *Healthy North Dakota*
- Susan G. Komen for the Cure – North Dakota Affiliate
- North Dakota legislature
- Local businesses
- University of North Dakota School of Medicine and Health Sciences
- Schools of nursing
- North Dakota Medicaid
- North Dakota Health Care Review Inc.
- American Cancer Society
- News media
- North Dakota citizens
- Medical alliance groups
- North Dakota Tobacco Prevention and Control Program



## Women's Way Materials

Women's Way materials such as brochures and posters are available at no cost to Women's Way volunteers and health-care providers. A Women's Way ready-to-use display board, videos and silicone breast models are available for loan. Materials can be ordered by filling out and mailing or faxing the order form to the Women's Way state office. The order form and sample materials can be viewed at [www.ndhealth.gov/womensway](http://www.ndhealth.gov/womensway). For volunteer materials, click Common Questions and click Helpful Resources. For health-care provider materials, click For Professionals, Downloads and Patient Education Materials.

Materials may be ordered by mail, telephone or fax.

**By Mail:** Women's Way, Division of Cancer Prevention and Control, North Dakota Department of Health, 600 East Boulevard Avenue, Dept. 301, Bismarck, N.D. 58505-0200

**By Telephone:** 800.280.5512 (toll-free) 701.328.2333 (local)

**By Fax:** 701.328.2036

## Women's Way Contact Information



Women's Way

Division of Cancer Prevention and Control  
North Dakota Department of Health  
600 East Boulevard Avenue, Dept. 301,  
Bismarck, N.D. 58505-0200

**Telephone:** 800.280.5512 (toll-free) or 701.328.2333

**Fax:** 701.328.2036

**Website:** [www.ndhealth.gov/womensway](http://www.ndhealth.gov/womensway)

**E-mail:** [womensway@nd.org](mailto:womensway@nd.org)

### Women's Way State Staff

**State Program Director,** 701.328.2472

- Oversees and manages all components of Women's Way.
- Supervises and monitors program contracts.
- Implements, maintains and evaluates program activities.

**Nurse Consultant/Clinical Coordinator,** 701.328.2389

- Researches, develops and implements professional education opportunities for health-care professionals who provide Women's Way services.
- Maintains and monitors clinical coordination and quality assurance activities for Women's Way.
- Works with the Women's Way team to conduct the Women's Way Program.



**Data Manager, 701.328.2479**

- Manages *Women's Way* data system.
- Provides quality assurance and evaluation of the program.
- Provides tracking, follow-up, quality assurance and effectiveness of program services and activities.

**Project Coordinator, 701.328.4515**

- Develops, coordinates and evaluates *Women's Way* special projects.

**Administrative Assistant, 701.328.2333**

- Provides administrative support, information management and accounting and fiscal management.
- Oversees clearinghouse, including maintaining inventory, database and shipping and handling of program material orders.

The state office toll-free number (800.280.5512 – only in N.D.) is available for clients, health-care providers, volunteers and LCU staff.

**Women's Way Local Coordinating Units Contacts**

**Telephone:** 800.44 WOMEN (800.449.6636 – only in N.D.)

(Calls to this number will be routed to the appropriate local coordinator for the county from which the call was made.)

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Because of the evolving nature of the Internet, websites noted in this chapter may no longer exist. In such cases, a global Internet search or search from the noted entity's homepage may be needed to locate specific documents and resources.