



2013-2014 GRANT RECIPIENTS

The Voucher Programs: Mammograms and Breast Ultrasounds - \$263,012

Genesis Medical Center
1227 E Rusholme St
Davenport, IA 52803

The primary goal of the program is to eliminate financial barriers for persons in need of mammography and breast ultrasound. The program is maintained by a Registered Nurse Coordinator, Stef Dreher, RN OCN. The program office is also staffed by Deb Ide, Department Secretary, a long-time Genesis Medical Center employee. Staff is available Monday through Friday to support the program and to act as a resource center and clearinghouse. A toll-free telephone number is also available for clients, service providers and issuing facilities.

The Voucher Program covers the following: Mammogram (screening, diagnostic / film or digital), breast ultrasound (automated or manual), charge for the radiologist to interpret the exam, charges for the computer-aided-detection (CAD), charges for 3D reconstruction with or without post-processing (automated breast ultrasound).

The costs associated are re-evaluated on an annual basis, based upon Medicare Part B reimbursement rates.

Each year the program office designs an individually numbered voucher, printed in duplicate by a local printing company. The vouchers are then matched up with their corresponding client information sheet, as well as a self-addressed stamped envelope. The vouchers are then distributed in lots of 20-25 to our contracted imaging facilities. Distributed voucher numbers are maintained in an Excel spreadsheet listing the facility, the date sent, specific voucher numbers and the quantity sent.

Contracted facilities are instructed as follows: Vouchers are to be issued on the date of service and they are only available from the contracted mammography sites. Retroactive Voucher requests can only be approved by the Program Coordinator on a case by case basis. Each date of service requires a new Voucher. The patient and facility staff member complete the required information on the Voucher. The patient is provided with a purple patient information sheet. The yellow copy of the Voucher is sent to the facility billing office and the original white copy of the Voucher is sent to the VP office in the envelope provided. Upon arrival to the program office, the Voucher is then entered into the database and once the accompanying claims are received, the claim is processed for payment that month. Outreach strategies will focus on providing information on vouchers to radiologic facilities, in-patient oncology rehabilitation programs, oncology practices, Oncology Nurse Navigators, and local support groups.

Evaluation measures will include quarterly audit of program database, in addition to communication with contracted providers. Additionally, ongoing retrospective analysis of Voucher Program data will continue to provide beneficial historical information.

Breast Health Information and Education for Immigrant Women - \$6,400

Church of Peace
1114 12th St
Rock Island, IL 61201

Our project is to have the ability to hire translators when we need them; whether it be for large or small groups, one-one-one conversations, or arranging transportation to the Health Department. The other side of our project is to expand our health fairs to include other ESL class sites in Rock Island County so that we can further our education to women in need. (There are 5 other ESL sites in Rock Island besides Church of Peace).

We would also like to include medically knowledgeable persons such as doctors and nurse practitioners who would talk to the ESL students and make suggestions as to how to better their lives by taking care of themselves.



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Clinical Breast Exams and Breast Health Hotline for Scott County - \$26,698

Planned Parenthood of the Heartland
1171 7th St
Des Moines, IA 50314

This project focuses on the performance of CBEs to women patients from targeted Iowa counties (Scott, Clinton, Cedar and Muscatine) and to include annual exams for women over age 40 and at least once every three years to secondarily targeted women in their twenties and thirties, with special emphasis on low-income women.

PPHeartland operates a health center in Bettendorf, IA, (Scott County). In FY12 the health center served 3,053 unduplicated patients in 8,737 office visits, with 95% of patients being female and 63% being between zero and 250% of the FPL and considered to be poor. In addition, 27% of patients served in the Bettendorf health center were of racial/ethnic minority status, in a state where the population is comprised of 8.1% minority population.

PPHeartland promotes and performs CBEs as part of reproductive health comprehensive health exams to its many patients who would not otherwise seek a CBE, due to the inability to pay for services; but because PPHeartland provides services on a sliding fee scale based on a patient's ability to pay, many patients who would not ordinarily schedule an exam receive a CBE. PPHeartland particularly targets patients who are within 250% of the FPL and considered to be poor, due to the likelihood they have not received any breast health information or screening in the recent past. In addition, PPHeartland encourages women in their twenties and thirties to have a CBE at least once every three years, in accordance with federal and state public health and human service guidelines.

In this project, PPHeartland will provide community outreach to educate women on the need for regular CBEs through operating a no-cost 800 telephone number to answer questions about breast health and encouraging callers to set a CBE appointment at its Bettendorf health center. Information will be mailed to callers and distributed through exhibits at local events and health fairs, and its staff will provide one-on-one breast health education and CBE screening, as well as referrals for follow-up services. In the course of conducting a CBE, PPHeartland's licensed, clinical practitioners discuss each patient's breast health; indicators of high risk for breast cancer; check for breast changes; and perform a manual and visual exam of the patient's breasts. Patients with detectable breast abnormalities or suspicious conditions are referred to a partner organization for a mammogram. In referrals for mammograms or other testing, practitioners discuss patient options for receiving testing and/or care they can afford such as public programs like Medicaid or county and state department of public health programs. In addition, PPHeartland has funds available from another granting source to assist patients with CBE detected abnormalities with the cost of obtaining a mammogram or other diagnostics from other medical providers. The CBEs conducted by PPHeartland staff are provided at no or low-cost, with a majority of persons being served who are below 250% of the FPL.

The Voucher Programs: Bras, Camisoles & Prosthesis - \$17,337

Genesis Medical Center
1227 E Rusholme St
Davenport, IA 52803

The primary goal of the program is to provide financial assistance to individuals diagnosed with breast cancer, who are in need of breast prosthesis, post-mastectomy bras and/or camisoles. The program is maintained by Registered Nurse Coordinator, Stef Dreher, RN OCN. The program office is also staffed by Deb Ide, Department Secretary, a long-time Genesis Medical Center employee. Staff are available Monday through Friday to support the program and to act as a resource center and clearinghouse. An 800 number is also available for clients, service providers and issuing facilities.



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Breast Prosthesis: Clients are eligible every two years. For single mastectomy, limit of one prosthesis each. Bilateral mastectomy clients may receive two prostheses. \$320 reimbursement per prosthesis, maximum of two for bilateral mastectomy clients.

Bras & Camisoles: Clients are limited to any combination of bras and/or camisoles to three per person on a yearly basis. We also request earlier replacement of bras and/or camisoles for individuals who report special circumstances, i.e. significant weight loss. \$40 reimbursement for each bra or camisole, limit of 3 for each client

Referrals to the program come from a variety of sources including community partners, imaging facilities, oncology offices and rehabilitation offices. The Voucher Programs works with three providers, at four locations throughout the Quad-City area. Program maintenance is performed within a Microsoft Access database.

The Voucher Programs: Medical Alert Bracelets - \$6,794

Genesis Medical Center
1227 E Rusholme St
Davenport, IA 52803

The primary goal of the program is to provide a medical alert bracelet for persons diagnosed with breast cancer, at risk for lymphedema. The program is maintained by Registered Nurse Coordinator, Stef Dreher, RN OCN. The program office is also staffed by Deb Ide, Department Secretary, a long-time Genesis Medical Center employee. Staff are available Monday through Friday to support the program and to act as a resource center and clearinghouse. An 800 number is also available for clients, service providers and issuing facilities.

The Voucher Programs Medical Alert Bracelet component covers the following: Engraved medical alert bracelet (7" or 8") for patients diagnosed with breast cancer, whom reside within the service area. The cost of the bracelet is currently \$18, and a \$1 charge for engraving services. The program requests to provide 350 bracelets throughout the Affiliate service area. Referrals to the program come from a variety of sources including community partners, imaging facilities, oncology offices and rehabilitation offices. Several facilities maintain a secured supply of vouchers and bracelets to provide to their clients. Program maintenance is performed within a Microsoft Access database.

Soul Stroll Health Fitness Day – Keeping It Real in Pink 2013 - \$250

United Neighbors, Inc.
808 Harrison St
Davenport, IA 52803

Women will be shown the importance of a healthy lifestyle; there will be exercise activities for all age groups, mini-workshops offering educational information on the importance of preventive health care, Breast Cancer Awareness, understanding the importance of mammograms, information on local access for medical assistance, clothing, and wigs. We will use our breast cancer surveys and the breast cancer quiz to measure our outcomes. We will offer a "Healthy Breakfast & Lunch", during our day of fun. We will partner with several groups that support the mission of healthy living, education and prevention.