



STATE OF WEST VIRGINIA
DEPARTMENT OF HEALTH AND HUMAN RESOURCES
Bureau for Public Health
Commissioner's Office

Bill J. Crouch
Cabinet Secretary

Catherine C. Slemp, MD, MPH
Commissioner & State Health Officer (Interim)

December 17, 2018

The Honorable Jim Justice, Governor
Office of the Governor
State Capitol Complex
1900 Kanawha Boulevard, East
Charleston, West Virginia 25305

Dear Governor Justice:

As required by West Virginia Code §16-33-6, regarding the operation of the West Virginia Breast and Cervical Cancer Screening Program, please find enclosed the report for Fiscal Year 2018. This report is provided by the West Virginia Department of Health and Human Resources, Bureau for Public Health, through the Office of Maternal, Child and Family Health.

If additional information is needed, you may contact Mr. James (Jim) Jeffries, Interim Director, Office of Maternal, Child and Family Health, at (304) 356-4425 or via e-mail at james.e.jeffries@wv.gov.

Sincerely,

A handwritten signature in cursive script that reads "Catherine C. Slemp".

Catherine C. Slemp, MD, MPH
Commissioner and State Health Officer, Interim

Enclosure



WEST VIRGINIA BREAST AND CERVICAL CANCER SCREENING PROGRAM FY 2018

November 2018

Overview of the Program

The West Virginia Breast and Cervical Cancer Screening Program (WVBCCSP), within the West Virginia Department of Health and Human Resources, is a comprehensive public health program that helps uninsured/underinsured women gain access to screening services for the early detection of breast and cervical cancer. West Virginia was one of the first states to begin screening women in April 1991 with funds from a cooperative agreement from the Centers for Disease Control and Prevention (CDC). The Program is directed to low-income, uninsured/underinsured women aged 25-64 years. The Program provides clinical breast examinations (CBEs), mammograms, and Pap tests for eligible women, as well as diagnostic testing for women whose screening outcomes are abnormal. The WVBCCSP is implemented through a network of more than 350 physicians and healthcare providers throughout West Virginia.

In 1996, the West Virginia Legislature enacted House Bill 4181, establishing the Breast and Cervical Cancer Diagnostic and Treatment Fund for the purpose of assisting medically indigent patients with certain diagnostic and treatment costs for breast and cervical cancer. The Fund provides resources to offset the cost of diagnostic care not otherwise available to the WVBCCSP by the CDC.

To assist programs in providing treatment to women diagnosed with breast and/or cervical cancer, in 2000, the 106th United States Congress gave the states the option to provide medical assistance for treatment through Medicaid (PL106-354). West Virginia was one of the first states to take advantage of this opportunity. When an uninsured woman under the age of 65 is diagnosed with breast and/or cervical cancer, she may be eligible to have her medical costs paid through Medicaid.

While screening services are key to early detection, their existence alone is insufficient to achieve a reduction in the illness and death associated with these diseases. The WVBCCSP engages in the following activities to implement a comprehensive program:

- Program Management
- Screening and Diagnostic Services
- Education and Outreach
- Partnership and Collaboration
- Evaluation (Surveillance, Quality Assurance, and Technical Assistance)

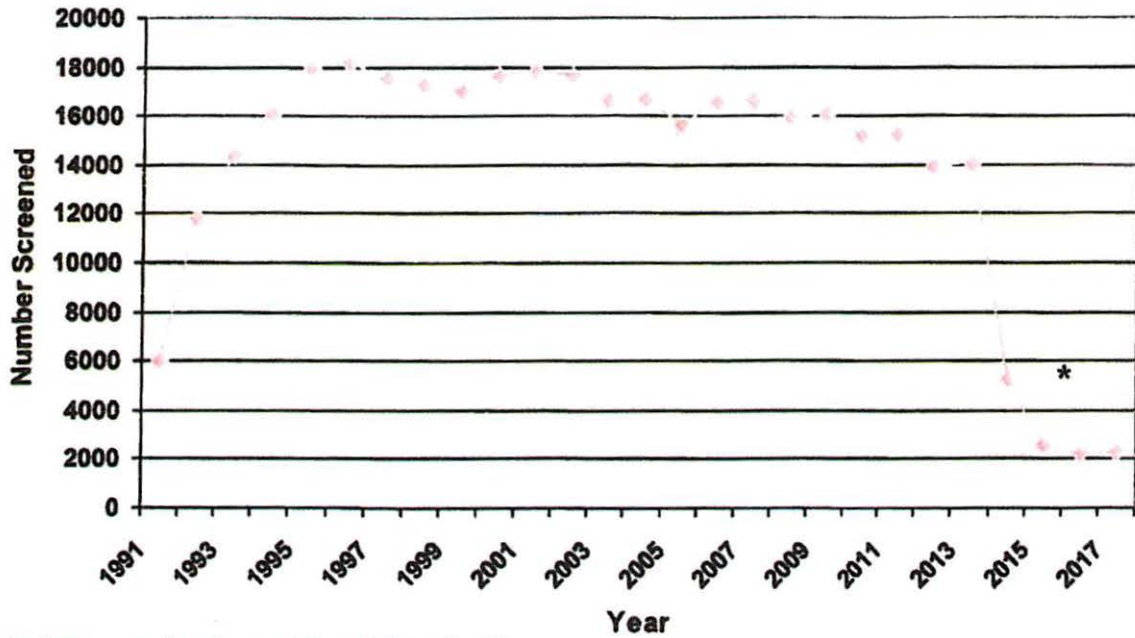
Enrollment and Screening

Since the Program's inception in 1991, the WVBCCSP has enrolled more than 144,940 women and provided over 277,147 Pap tests, 194,541 mammograms, and 299,066 CBEs to low income, uninsured/underinsured women.

Breast and Cervical Cancer Detection

To date, the WVBCCSP has detected 1,296 cases of invasive breast cancer, 473 in situ breast cancers, and 158 cases of invasive cervical cancer.

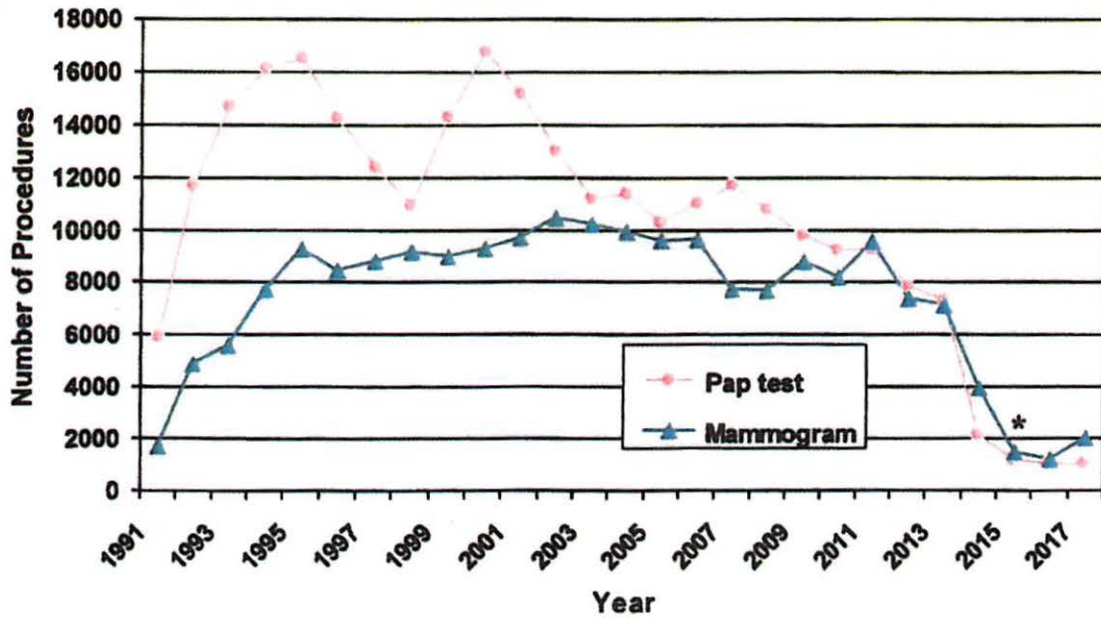
Number of women screened by the WVBCSP per calendar year^a 1991-2017



^aCalendar year runs from January 1 through December 31.

* Denotes ACA implementation/Medicaid expansion.

Number of Pap tests and mammograms paid for by the WVBCSP per calendar year^a 1991-2017



^aCalendar year runs from January 1 through December 31.

* Denotes ACA implementation/Medicaid expansion.

Definition of the Problem

Breast Cancer

Incidence

Approximately 1,405 West Virginia women are diagnosed with invasive breast cancer each year. It is estimated that the lifetime risk of a woman developing invasive breast cancer is about 1:8 (12%).

Mortality

An estimated 288 West Virginia women die from breast cancer each year. A woman's lifetime risk of dying from breast cancer is approximately 1:36.

Early Detection

The CDC defines breast cancer screening as both mammography and CBE for its National Breast and Cervical Cancer Early Detection Program grantees. Currently, mammography is the best method for early detection of breast cancer. Early detection of the disease not only increases a woman's chance of survival, but also increases treatment options. The WVCCSP provides these breast screening procedures to eligible women.

According to the 2016 Behavioral Risk Factor Surveillance System, more than three out of four West Virginia women aged 50 to 74 have had a mammogram in the past two years. Those least likely to have had a mammogram in the past two years included women with less than a high school education and women with household incomes less than \$15,000.

Cervical Cancer

Incidence

Approximately 99 West Virginia women will be diagnosed with invasive cervical cancer this year. The primary cause of cervical cancer is infection with certain types of the human papillomavirus (HPV), a common virus that can be passed from one person to another during sex. Many people will get an HPV infection at some point during their lives. However, only a few will get cervical cancer because most genital HPV infections usually go away on their own. Cervical cancer tends to develop in women during midlife. While cervical cancer can occur at any age, most cases are detected in women between the ages of 35 and 44, with women under age 20 rarely developing the disease. Over 15% of all cases are diagnosed among women over 65 years of age.

Mortality

Sadly, an estimated 37 West Virginia women die from invasive cervical cancer each year. Cervical cancer was once among the most common causes of cancer death among American women. The number of deaths from cervical cancer significantly declined with the increased use of the Pap test, which finds cellular changes before they develop into cancer and finds cancer in its earliest stages when it is most curable.

Early Detection

If routine cervical screening is followed, most cases of cervical cancer can be prevented. There are two tests that can help prevent cervical cancer or find it early, the Pap test and the HPV test. The Pap test can detect cervical abnormalities in their earliest stage before the disease progresses and allows the woman to seek appropriate treatment. The HPV test looks for the virus that can cause precancerous cell changes and cervical cancer. Women should talk with their healthcare provider to see if the Pap test and HPV test are right for them and to determine their appropriate screening interval.

According to the 2016 Behavioral Risk Factor Surveillance System, approximately one in five (20.4%) West Virginia women ages 21 to 64 have not had a Pap test in the past three years. Additionally, women with less than a high school education and women in households with incomes of less than \$24,999 were less likely to have had a Pap test in the preceding three years.

Screening and Diagnostic Services

Screening and diagnostic services are the core of the WVBCCSPP. These services include screening/rescreening, tracking, follow-up, and case management. The WVBCCSPP contracts with a variety of healthcare practitioners to provide CBEs, mammograms, pelvic exams, Pap tests, and diagnostic procedures.

The Program is committed to ensuring that each woman receives timely results for screening and diagnostic procedures and appropriate follow-up. Each contracted healthcare provider agrees to work in coordination with the Program to notify women of their results and arrange for timely follow-up. In addition, the WVBCCSPP database is monitored on a monthly basis to identify women with incomplete records. Once these records are identified, Tracking and Follow-Up Nurses contact the healthcare provider to identify and resolve any problems.

Healthcare providers are required to monitor women enrolled in the Program and contact them by mail or telephone to schedule their routine screening examinations and follow-up visits. When a woman refuses follow-up services or treatment, providers and the WVBCCSPP staff work together to help the woman overcome identified barriers and return for medical care.

When a woman is diagnosed with breast cancer, cervical cancer, or certain precancerous cervical conditions, she may be eligible to have her medical costs paid through Medicaid. Once eligibility is assessed and granted, the woman is enrolled in the WV Medicaid Treatment Act (MTA). As part of the MTA, enrolled women receive patient navigation/case management services via Nurse Case Managers who are responsible for assessing their needs, developing a care plan, monitoring them throughout their treatment, and assisting them in resolving barriers, such as

transportation, that may interfere with their receipt of treatment. Once the woman has completed active treatment, the Case Manager disenrolls her from the MTA. The woman is then referred back to the WVCCSP for screening services pending eligibility.

Education and Outreach

Public Education and Outreach

The purpose of public education is to increase the number of women receiving screening services by raising awareness, addressing barriers, and motivating women to use these services. This is accomplished through the systematic design and delivery of clear and concise messages about breast and cervical cancer and the importance of early detection.

Each year WVCCSP conducts numerous outreach activities designed to deliver population-based messages and recruit Program-eligible women for screening. Some of the most successful campaigns include:

- **Walk for Women...Take a Step Against Breast Cancer**
Walks are conducted every October to raise awareness, honor survivors, and remember those who have lost their battle with the disease. Volunteers raise funds to support the West Virginia Breast and Cervical Cancer Diagnostic and Treatment Fund. Each year, more than 1,000 people Walk for Women.
- **Breast and Cervical Cancer Awareness Events**
Awareness events are held in all fifty-five counties throughout the month of October (breast cancer) and January (cervical cancer). Activities include wreath hangings, proclamation readings, and luncheons.
- **Quilts of Hope**
Every two years, quilters from around the state create beautiful masterpieces that serve as symbols of hope to women in their fight against cancer. The project increases awareness and raises funds to support the West Virginia Breast and Cervical Cancer Diagnostic and Treatment Fund.
- **Free Screening Clinics**
One way to reach women and ensure that they receive screening is through the use of free screening clinics. Each year, the WVCCSP partners with healthcare providers, laboratories, and community volunteers to screen women during non-traditional hours.

These broad-based campaigns are enhanced by one-on-one outreach conducted at the community level, which involves talking with women face-to-face about their

healthcare concerns, including insurance, Medicaid, and the Health Insurance Marketplace, and educating them about cancer screening, diagnostic and treatment services, as well as other women's health issues. This work is completed by Program staff and community volunteers at health fairs, community events, local businesses, and faith-based organizations. Each year, Program staff complete one-on-one outreach with over 1,000 West Virginia women.

Professional Education

Professional education activities aim to improve the ability of healthcare providers to screen for and diagnose breast and cervical cancer so that women receive appropriate and high-quality screening and diagnostic services. The WVCCSP provides a number of professional education training sessions including:

- **Women's Health Conference**
In partnership with other statewide women's health programs, the WVCCSP conducts a 1.5 day conference for healthcare professionals who specialize in women's health. The conference focuses on improving the health of women across the lifespan and provides continuing education credits for medical and social work attendees. This conference is conducted every two years, as funding is available.
- **Women's Health Information Programs (WHIPs)**
The WVCCSP provides regional trainings on a variety of topics related to women's health and Program policy. These continuing education trainings are provided to WVCCSP contracted screening providers and are offered at least once every two years.
- **Professional Education Newsletter**
The WVCCSP publishes an online newsletter, the *Provider Press*, for screening and referral providers. The newsletter includes Program updates, educational information, and announcements.
- **Public Health Nurses Physical Assessment Training (PHNPAT)**
The WVCCSP partners with the Robert C. Byrd Health Sciences Center at West Virginia University to offer this three-day training course to public health nurses. This innovative course trains nurses in anatomy and physiology of the female breast and reproductive organs, pelvic examinations, Pap test collection, and clinical and self breast examinations. For those nurses seeking certification, their training must be applied in a six-month supervised preceptorship. This training is currently being conducted every two years.

Partnership and Collaboration

Partnerships are critical to the WVCCSP's cancer control efforts. Success depends on the involvement of a variety of committed partners at the local, state, and national

levels. These partners help strengthen the Program through their expertise, connections, resources and enthusiasm. The WVCCSP is proud to have a strong, committed group of partners that provide the following resources:

- **Healthcare Professionals**
Healthcare professionals are the backbone of the WVCCSP. Physicians, nurses, nurse practitioners, and physician assistants provide high-quality life-saving screening and diagnostic services to West Virginia women. The WVCCSP has a statewide network of screening and referral providers that includes more than 350 professionals. Since the Program's inception, this number has tripled, resulting in easier access and timely provision of services. These dedicated professionals not only provide compensated care to women, but also volunteer to participate in free screening clinics, serve as preceptors, and train/teach other healthcare providers.
- **Volunteers**
Each year more than 450 volunteers assist in outreach activities for the WVCCSP. These activities include Walks for Women, Breast Cancer Awareness Day activities, Quilts of Hope, health fairs, free screening clinics, awareness luncheons, and survivor events. Volunteers help distribute Program literature and also talk with community members, family, and friends about the importance of early detection and the services available through the WVCCSP. Volunteers donated thousands of hours of service completing these activities.
- **Organizations**
The WVCCSP partners with groups and organizations that share the Program's goals and vision. Collaboration on this level allows resources to be combined without duplicating efforts. Partnering with groups such as the American Cancer Society, Appalachian Community Cancer Network, Mountains of Hope, the West Virginia Cancer Control Program, and numerous community and faith-based groups allows all parties to work together on prevention, early detection, patient navigation, survivorship, and end-of-life care issues affecting West Virginia residents. In addition, Program staff partner with faith-based organizations, community coalitions, small businesses, extension services, and non-profit organizations to deliver population based education on the importance of breast and cervical cancer screening and follow-up.

Evaluation

Surveillance

Surveillance is the continuous, proactive, timely and systematic collection, analysis, interpretation, and dissemination of health data. The purpose of surveillance is to use relevant data to plan, monitor, and evaluate Program activities. The WVCCSP uses

data to help make sound Program decisions, such as determining where to implement pilot studies in order to use limited resources effectively. Evidence-based practices are utilized when applicable. Data is also used to determine the types of activities that will increase enrollment and impact hard-to-reach women, design studies to understand the targeted population, and plan marketing and advertising strategies. Data is monitored and analyzed using several databases that collect a variety of information.

It is important to note that the WVCCSP screening rates were among the highest in the nation; however, the implementation of the Affordable Care Act and Medicaid expansion has impacted the number of services provided by the Program. While numbers have decreased, this shift should be seen as a public health accomplishment, representing West Virginia's incredible success with enrolling the state's most vulnerable populations into Medicaid.

Quality Assurance

Quality assurance is defined as the use of established standards, systems, policies and procedures to monitor, assess, and identify practical methods for improvement. The purpose of this component is to ensure the quality of services delivered to women through the WVCCSP and to ensure provider compliance with Program guidelines.

The WVCCSP has an active Medical Advisory Committee (MAC) comprised of medical experts in the field of women's health and oncology. The MAC ensures that clinical practice guidelines set forth by the WVCCSP are performed in accordance with best practices.

Quality assurance monitoring is conducted at contracted WVCCSP provider sites that screen a minimum of twenty Program-enrolled women each year. Monitoring may include, but is not limited to, meetings with consumers, review of medical records, review of service policies and procedures, review of staffing ratios and job descriptions, and meetings with any staff directly or indirectly involved in the provision of services. On-site reviews may also be incorporated into a quality assurance monitoring visit. During an on-site review, the Office of Maternal, Child and Family Health (OMCFH), Quality Assurance Monitoring Team is given access to all necessary information and is allowed to observe the WVCCSP examinations to ensure patient care standards are met and services are provided in accordance with the WVCCSP policy. All quality assurance monitoring reports are submitted to the WVCCSP and OMCFH and are carefully reviewed. Areas of provider deficiency are noted and a corrective course of action is put into place. Staff nurses contact the provider discuss deficiencies and work with them to ensure that problems are successfully corrected.

The Epidemiologist reviews data on a routine basis and identifies and reports potential problems to the Program Director. Problem areas are reviewed and discussed so that a resolution can be determined. The identified problem continues to be monitored by the Epidemiologist to ensure that the situation is resolved effectively and efficiently.

Technical Assistance

All technical assistance needs are performed by the WVCCSP staff. Technical assistance is commonly requested for proper completion of WVCCSP forms, billing, and policies. Each month a one-day WVCCSP policies and procedures training is provided for new contracted provider staff or those needing a refresher. This course covers all of the Program basics, including many of the issues previously discussed. The Program also works with contracted providers to utilize evidence-based interventions to increase breast and cervical cancer screening rates.