

SUCCESS STORY TEMPLATE

FUNDED-PROGRAM or PROJECT: **North Carolina Breast and Cervical Cancer Control Program (NC BCCCP)**

TITLE [Character Limit: 80]

“COVID-19, husband is laid off, we’ve lost our insurance and I need mammogram!”

SUMMARY [Character Limit: 600]

The effects of COVID-19 have created a hardship for women seeking breast and cervical cancer screening services in NC. Jobs have been lost and with a reduction in wages, many women have lost insurance coverage. Thankfully, women searching for screening resources have found our NC BCCCP website. The NC BCCCP website offers user-friendly tools to help identify local BCCCP providers. The response to the NC BCCCP local providers has been evident by a steady performance in women screened across NC amid the pandemic.

CHALLENGE [Character Limit: 800]

Since COVID-19, many women in North Carolina have been affected by layoffs which resulted in an uninsured, vulnerable population who have been challenged with the stay-at-home order to navigate the rapid shift of technology utilization for healthcare. The NC BCCCP staff have received an increased number of phone calls and emails inquiring about resources for low-cost mammograms. This aging population now faces unemployment coupled with the need for continued healthcare screenings. Thus, the challenge involves looking at how women will overcome the barriers of no health insurance and insufficient knowledge of technology to continue their preventive healthcare services.

ACTION TAKEN [Character Limit: 700]

The NC BCCCP team have received numerous emails/phone calls from potential BCCCP patients who navigated the website for assistance with the cost of their mammogram. Additionally, the NC BCCCP nurse consultants have received emails from potential clients in need of mammograms and diagnostic services. The increased use of technology has proven to benefit this vulnerable population to attempt to continue their desire of preventive healthcare through screening and diagnostic services. NC BCCCP’s website, <https://bcccp.ncdhhs.gov/Eligibility.asp> is proud to offer tools for navigating health care based on patients location.

RESULTS/ACCOMPLISHMENTS/IMPACT [Character Limit: 800]

In May, a nurse consultant received an email from a breast cancer survivor, who was scheduled for a mammogram, but lost her health insurance as result her husband’s layoff amid the pandemic. Subsequently, the nurse consultant received a request from another patient who had found a breast lump and needed financial assistance. The two patients, who needed critical healthcare coverage, navigated the NC BCCCP website to locate the NC BCCCP nurse consultant for their region. The nurse consultant contacted both patients and linked them to their respective local BCCCP provider, which resulted in receiving the crucial resources they needed. These examples are occurring daily as evidenced by the large increase in emails from women needing our services.

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DIRECT QUOTE/TESTIMONIAL [Character Limit: 300]

Email quote received from patient: "How do I apply? Please Help!"

The NC BCCCP nurse consultant contacted the respective local county BCCCP provider and the information was given to patient.

Response from patient: "Thank you, I really appreciate it."

SUSTAINING/REPLICATING SUCCESS [Character Limit: 700]

Since the pandemic and the additional use of the NC BCCCP website, our NC BCCCP team has examined and revised the information to verify the information was current and user friendly. The team has incorporated several inspections and edits to produce a clarified tool for future BCCCP patients. This improvement process will cultivate subsequent inspections.

CONTACT INFORMATION

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PICTURE



NC BCCCP logo

If your success story falls under a specific strategy, check which one(s):



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HEALTH SYSTEMS INTERVENTIONS

ENVIRONMENTAL APPROACHES

EPIDEMIOLOGY AND SURVEILLANCE

COMMUNITY PROGRAMS LINKED
TO CLINICAL SERVICES

Success Story Pointers

- ✓ Keep paragraphs short – no more than 5-6 sentences.
- ✓ Keep story to no more than two pages.
- ✓ Include direct quotes if they strengthen the story.
- ✓ Limit use of acronyms. If you use acronyms, spell them out on first mention.
- ✓ Use plain language.

Check Key Word(s) and Area(s)

Disparate/Hard to Reach Population

Tribal and Territorial Health

Community Health Workers

Patient Navigators

Electronic Health Records/Health Information Technology

Partnership Development & Sustainability

Medical Homes

Policy Development and Change

Community Based Organizations

Patient Reminders (*i.e. phone calls, e-mails, postcards, text message*)

Provider Reminders (*i.e. EMR reminders, client charts, e-mails*)

Provider Assessment and Feedback (*i.e. performance reports*)

Reducing Structural Barriers (*i.e. reducing time/distance to services, transportation, child care, extending clinic hours, non-clinical setting, simplifying administrative procedures*). Select all that apply.

Media (*i.e. radio, television, billboards, flyers, social media, brochures*) Select all

Community Health Centers (*i.e., FQHCs*)

Medical Advisory Group and Coalitions

Employer and Professional Organizations

Chronic Disease Program Integration

Employer Worksite/Workplace Wellness

Outreach and Education (*i.e., group, one on one, events*)

Healthcare Providers Clinics

Service Delivery (*screening, diagnostics*)

Quality Improvement

Data Sources and Utilization

Professional Development Training

Federal Agencies

Facilitating Enrollment in Insurance Plan & Coverage

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