

## SUCCESS STORY TEMPLATE

FUNDED-PROGRAM or PROJECT: **NC Breast and Cervical Cancer Program (BCCCP) at Rural Health Group (RHG)**

### **TITLE [Character Limit: 80]**

Breast screening partnership with Maria Parham Health

### **SUMMARY [Character Limit: 600]**

Women residing in rural counties within NC lack access to healthcare resources. Tierra Jones, Rural Health Group (RHG) BCCCP Navigator collaborated with Hope Breedlove, Outpatient Social Worker at Maria Parham Health, to provide clinical breast exams (CBEs) and supplementary funding support for eligible women in Franklin, Granville, and Vance counties. Women receive CBEs and if a concerning issue is detected, women immediately receive a mammogram on-site. Lastly, financial costs are covered by RHG for program eligible women, thus addressing the barrier of lack of health insurance.

### **CHALLENGE [Character Limit: 800]**

Upon completing an assessment of potential patient needs, several women expressed concern of not having screening opportunities and resources available outside of the common, full-time working hours of 8:00 am to 5:00 pm. During this time, women within this geographical region are working and/or caring for their children and household. Women expressed that they put their healthcare needs aside for the sake of taking care of their families. RHG saw an opportunity to address a need where women in these communities experienced high health care costs and lack of insurance.

### **ACTION TAKEN [Character Limit: 700]**

The screening event was hosted after normal working hours from 5:00 to 7:00 pm. Women in attendance expressed their gratitude for Maria Parham Health for hosting the cancer screenings after normal business hours. In addition, while the event did not specifically offer childcare, children could wait with the clinical staff while the client received the clinical breast exam. With the RHG BCCCP Navigator on-site, women were invited to establish care with RHG which opened a door of opportunities for low-cost healthcare access. During the event, women were provided with a brief BCCCP application to see if they were eligible to receive funding for additional screenings.

### **RESULTS/ACCOMPLISHMENTS/IMPACT [Character Limit: 800]**

During the breast screening event, over 50 women were provided with a free clinical breast exam in two hours. In addition, 14 women expressed interest in establishing care with RHG. Also, approximately five women with emerging breast concerns were directed to the mammography center on-site. Women left the screening event with peace of mind and a bag of educational resources from Maria Parham Health and the RHG BCCCP Navigator.

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## DIRECT QUOTE/TESTIMONIAL [Character Limit: 300]

Each year, Hope Breedlove expresses gratitude for Tierra's participation with the event. Without the BCCCP resource on-site, many women would be left without direction for follow-up care after receiving the clinical breast exam.

## SUSTAINING/REPLICATING SUCCESS [Character Limit: 700]

Although there is high participation during the screening event, more marketing could be utilized to reach larger audiences including additional patients and healthcare vendors. Having more patient participation will greatly increase awareness of the importance of early detection related to breast cancer. With breast cancer being the most commonly diagnosed female cancer in the United States, the patients could inform their family and community about this public health concern. Likewise, having more healthcare vendors at the screening event could provide additional access opportunities for patients in the rural counties.

## CONTACT INFORMATION

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## PICTURE

Click here to enter text.

- Provide a picture/logo and/or data infographic representing part of the story.
- Provide a caption.
- Upload a jpeg, png, or gif file.
- Upload a completed picture release form for each identifiable person pictured.

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



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)

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- |  |   |  |
|--|---|--|
| <input checked="" type="checkbox"/> Disparate/Hard to Reach Population                                   | <input type="checkbox"/> Provider Reminders ( <i>i.e. EMR reminders, client charts, e-mails</i> )   | <input type="checkbox"/> Employer and Professional Organizations                           |
| <input type="checkbox"/> Tribal and Territorial Health   | <input type="checkbox"/> Provider Assessment and Feedback ( <i>i.e. performance reports</i> )   | <input type="checkbox"/> Chronic Disease Program Integration                               |
| <input type="checkbox"/> Community Health Workers  | <input checked="" type="checkbox"/> Reducing Structural Barriers ( <i>i.e. <input type="checkbox"/> reducing time/distance to services, <input type="checkbox"/> transportation, <input type="checkbox"/> child care, <input checked="" type="checkbox"/> extending clinic hours, <input type="checkbox"/> non-clinical setting, <input type="checkbox"/> simplifying administrative procedures</i> ). Select all that apply. | <input type="checkbox"/> Employer Worksite/Workplace Wellness                              |
| <input checked="" type="checkbox"/> Patient Navigators   | <input type="checkbox"/> Media ( <i>i.e. radio, television, billboards, flyers, social media, brochures</i> ) Select all  | <input type="checkbox"/> Outreach and Education ( <i>i.e., group, one on one, events</i> ) |
| <input type="checkbox"/> Electronic Health Records/Health Information Technology                         | <input checked="" type="checkbox"/> Community Health Centers ( <i>i.e., FQHCs</i> )   | <input type="checkbox"/> Healthcare Providers Clinics                                      |
| <input type="checkbox"/> Partnership Development & Sustainability  | <input type="checkbox"/> Medical Advisory Group and Coalitions  | <input checked="" type="checkbox"/> Service Delivery ( <i>screening, diagnostics</i> )     |
| <input type="checkbox"/> Medical Homes   |   | <input type="checkbox"/> Quality Improvement   |
| <input type="checkbox"/> Policy Development and Change   |   | <input type="checkbox"/> Data Sources and Utilization                                      |
| <input checked="" type="checkbox"/> Community Based Organizations  |   | <input type="checkbox"/> Professional Development Training                                 |
| <input type="checkbox"/> Patient Reminders ( <i>i.e. phone calls, e-mails, postcards, text message</i> ) |   | <input type="checkbox"/> Federal Agencies  |
|  |   | <input type="checkbox"/> Facilitating Enrollment in Insurance Plan & Coverage              |

SUBMITTED ON: