



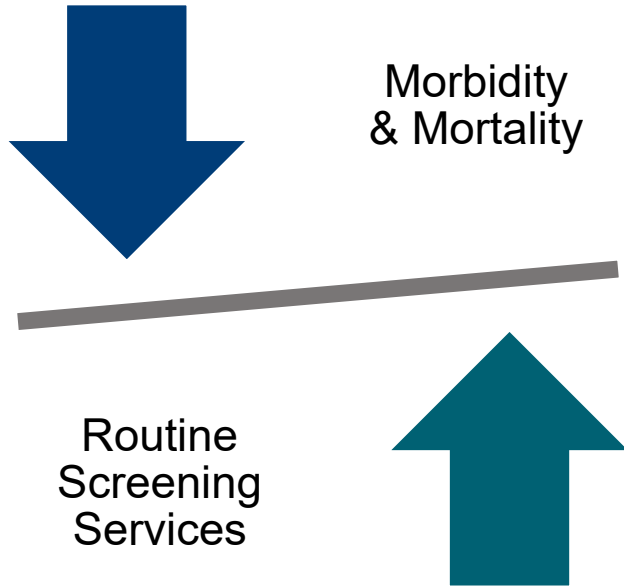
WISCONSIN DEPARTMENT
of HEALTH SERVICES

Gale D. Johnson, MPA
Wisconsin Well Woman
Program (WWWP)
Director
October 6, 2020

Wisconsin Well Woman Program



Primary Goal of WWWP



Reduce morbidity and mortality from **breast and cervical cancers** by increasing the number of **low-income, uninsured and underinsured women** who routinely **receive screening services**.

- Since 1994, more than **80,000 women** have received more than **298,812** screening, rescreening and diagnostic services.
- **4,083 women** received services in the **2018-2019** program year.
- During the **2019-2020** program year WWWP participation **decreased** significantly due to **COVID-19**.



WWWP Provider Network

39 Provider Organizations

- Health Systems
- Federally Qualified Health Centers (FQHC)
- Rural Health Clinics
- Hospital Outpatient Clinics

WWWP Coordinating Agency Responsibilities



Eligibility determination and enrollment



Case management



Provider support



Outreach and education

WWWP Coordinating Agencies Serving the 72 Counties

- **Pro Health, Inc. – Hispanic Health Resource Center**
- **13 County/City Health Departments**
 - City of Milwaukee (also WWWP Provider)
 - City of Racine
 - Brown County
 - Public Health Madison & Dane County
 - Eau Claire City-County
 - Juneau County
 - Kenosha County Job Center
 - La Crosse County
 - Oneida County
 - Polk County
 - Portage County
 - Washington County
 - Winnebago County

Tribal Nation Coordinating Agencies



- Bad River Clinic
- Bayfield Red Cliff Community Health Center
- Forest County Potawatomi Tribe
- Ho-Chunk Health Care Center
- Lac Courte Oreilles Community Health Center
- Peter Christensen Health Center (Lac Du Flambeau)
- Menominee Tribal Clinic
- Oneida Community Health Center
- Sokaogon Chippewa Health Clinic
- St. Croix Tribal Health Department
- Stockbridge-Munsee Health and Wellness Center



Patient Navigation

Patient navigation is defined as “**individualized assistance** offered to women to help **overcome barriers** and **facilitate timely access to quality** screening and diagnostic **services** as well as initiation of treatment **services** for those diagnosed with cancer.”

WWWP Patient Navigation

Patient Navigators

- Identify low-income women for services (e.g., women with private insurance, Medicaid members, and Medicare beneficiaries)
- Refer eligible women to WWWP coordinating agencies for enrollment and screening services
- Work with the client to resolve barriers (e.g., transportation, interpretation and translation services)

Patient Navigation Locations

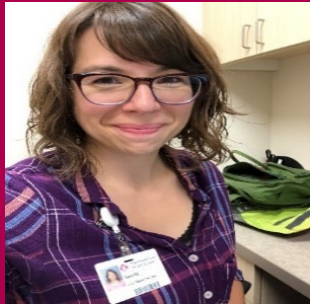


Marshfield Clinic
Health System



UWHealth

**Central, Western and
Northern Counties &
Rural areas**



**Keri Otte,
MSW, APSW**

**Southeast Counties –
Milwaukee, Kenosha, Racine,
Ozaukee, and Waukesha**



**Dawn Shelton-Williams,
MSW, LCSW**

**Southern Counties –
Adams, Crawford, Columbia,
Dane, Dodge, Grant, Green,
Iowa, Juneau, Lafayette,
Richland, Rock, Vernon, Sauk**



**Ana Karina Burton,
MSW**

Well Badger Resource Center



1-800-642-7837

www.wellbadger.org

Helps connect women, pregnant women, families, adolescents, children, and health professionals with health care services and resources throughout the state.



WWWP Partnerships

-  Advocate Aurora Health
-  American Cancer Society
-  Faith-Based Organizations
-  Foundation for Black Women's Wellness
-  Milwaukee Consortium for Hmong Health
-  UW Carbone Cancer Center-Cancer Health Disparities Initiative
-  UW-Milwaukee College of Nursing
-  Wisconsin Association of Free & Charitable Clinics, Inc.
-  Wisconsin Breast Cancer Task Force
-  Wisconsin Cancer Collaborative
-  Wisconsin Cancer Reporting System
-  Wisconsin Inter-Tribal Pink Shawl Initiative
-  Wisconsin Women's Health Foundation

Wisconsin Well Woman Program

1-800-642-7837

1-608-266-8311

www.dhs.wisconsin.gov/wwwp



**Thank You &
Stay Well!**