

Director's Letter

Early Summer greetings to each of you. The 2009-10 New York State fiscal year began with the implementation of new eligibility guidelines for the Cancer Services Program (CSP) integrated screening contractors. Again, we would like to extend our many thanks to the Partnership Council, Breast and Cervical Cancer Detection and Education Advisory Council and various community partners for their commitment and assistance in developing the new guidelines that will ultimately direct funding to the eligible priority population. We are especially thankful for our dedicated partnership staff, providers and partners who have embraced these changes, developed new systems for administration of services, and are educating their communities and local decision makers about the value of the CSP.

The CSP is well-positioned to assure a higher level of accountability for the administration of program funds through the establishment of the new eligibility guidelines, performance measure monitoring, quality assurance, and fiscal management. Partnerships and providers will benefit from training opportunities and guidance related to oversight of case management, contract management, data management and public education activities. Building upon this more stable foundation, the program and all of its partners will be poised to grow stronger in the future.

We have seen tremendous contributions from the state-funded ovarian cancer awareness initiatives, mobile mammography initiatives, and legal and community-based cancer support services initiatives. While these contracts are nearing their end, their efforts will have long-term benefits for the residents of this state. We look forward to new legal and community-based cancer support initiatives through future procurements.

The *Program Update* is one of many vehicles through which the CSP communicates with contractors, partners and "friends of the program." Further on you will read more about changes to better target our email communications. The screening program has also held regular contractor communication calls and will continue to administer these calls to supplement in-person meetings. Regional meetings will be scheduled twice per year, beginning with May 29, 2009. During the calls and regional meetings, participants will learn important program information that should be shared with providers and partners, as appropriate.

Though fiscal constraints and program changes will no doubt continue to challenge us, it is important to recognize the screening program call to action: *to detect screenable cancer at an early stage in those New Yorkers who might otherwise not have access to medical screenings due to lack of insurance.* Early detection leads to more treatment options, reduces mortality and improves quality of life. The CSP is also committed to raising awareness about non-screenable cancers such as cancers of the ovary, skin and prostate and to bolstering professional knowledge and quality clinical practice through training, education and quality assurance initiatives.

So, to each of you, for your work in support of the Cancer Services Program mission, I say, thank you.



Sheri L. Scavone P.T., EHSA, Advanced Certificate Palliative Care
Director, Cancer Services Program

June 7th is National Cancer Survivors Day

National Cancer Survivors Day, a worldwide and nationally recognized observance, is being held on June 7, 2009. This is a wonderful opportunity to raise awareness about quality of life issues faced by cancer survivors and their families. It is also a time to celebrate cancer survivors by acknowledging that they lead productive lives beyond their cancer diagnosis and treatment. A cancer survivor is anyone who has been diagnosed with cancer, from diagnosis to the end of life; the term can also pertain to family members and caregivers.

A cancer diagnosis affects individuals with the disease as well as their families in various ways. New Yorkers diagnosed with cancer face many quality of life issues such as medical and psychosocial challenges throughout the phases of diagnosis, treatment and post-treatment care. Beyond these life-altering challenges, survivors may also grapple with significant legal and financial barriers, which is a growing area of need for many cancer survivors. Cancer-related legal assistance refers to the provision of assistance and support in planning for long- and short-term legal, financial, insurance and medical needs.

Many community-based organizations and medical institutions across the state are raising awareness by holding celebrations and events, such as fund-raisers and community picnics, on June 7th. For more information about activities in your community, visit the National Cancer Survivors Day Foundation website: www.ncsdf.org.

Program Communications

In response to questions regarding program communications, the CSP would like to clarify the current modes of communication adopted by the program. The program maintains a comprehensive database housing detailed contact information for all contractors funded by the CSP. This information is gathered from the contact information form submitted with annual workplans and budgets. It is the responsibility of contractors to notify their contract manager or regional manager when there is a staff change in order to maintain an accurate database.

The database is used to formulate mail or email lists by type of contractor (i.e. ovarian, legal and supportive, integrated screening, etc.), regional manager/contract manager, and within screening partnerships by role/function (i.e. coordinator, data manager, case manager, etc.). Rather than using the BHP-Listserv, which was developed several years ago as a way to communicate broadly with partnerships, partners and providers, the CSP sends targeted communications from the general CSP email account, the CanservBML.

Program communications are distributed to contractor staff according to the content of the email. Contractor staff receiving "targeted" emails should share with their colleagues, partners, providers, and sub-contractors as they deem appropriate.

In the coming weeks, the CSP will be sending a request on the BHP-Listserv asking recipients to self-identify as a partner, provider, advocate, or contractor and indicate whether or not they would like to be included in future program communications. Once the information is gathered, additional groups will be added to the CSP database using these roles and the BHP-Listserv will no longer be used.

Credentialing CSP Providers

The Cancer Services Program has created an email account dedicated to credentialing requests and inquiries. Please send all requests for new site codes, site code changes, or inquiries to

cspcredentiaing@health.state.ny.us. This new account will allow CSP credentialing staff to respond to your questions and process your requests in a more efficient manner.

Requests should be submitted by either:

- Filling out the form version of the request packet and attaching to an e-mail
- Filling out the document version and scanning and e-mailing the request
- Faxing to the data unit (fax number 518-486-6860)

*All required documentation (CLIA certificate, FDA Mammography certificate, or W9) must be included with your request.

If you have any questions about this new process, please send them to the credentialing mail box cspcredentiaing@health.state.ny.us.

New CSP Partnership Staff

The CSP would like to welcome several new staff to the local CSP partnerships:

- Brenda Lynn Sanchez-Vidal • Outreach/Case Manager • CSP of Sullivan County
- Jamie Beisler • Outreach & Recruitment Coordinator • CSP of Delaware, Schoharie, and Otsego Counties
- Rudi Bowen-Smith • Case Manager • CSP of Saratoga County
- Nancy Edwards • Coordinator • CSP of Livingston-Wyoming Counties
- Colleen Schiedel • Case Manager/Outreach & Recruitment Coordinator (Livingston) • CSP of Livingston-Wyoming Counties
- Lydia Thomas • Outreach & Recruitment Coordinator (Wyoming) • CSP of Livingston-Wyoming Counties
- Jennifer Bixby • Case Manager • CSP of Steuben County
- Alison Tempestilli • Coordinator • CSP of Dutchess County
- Teresa Santos • Coordinator • CSP of Ulster County
- Jessica Dixon • Data/Case Manager • CSP of Ulster County
- Nicole Adams • Outreach & Recruitment Coordinator • CSP of Chautauqua County
- Deborah Hubbard • Data Manager • CSP of Chautauqua County
- Alison Espin • Outreach & Recruitment Coordinator • CSP of Chautauqua County
- Kirstin Walker • Media Specialist (outreach) • CSP of Chautauqua County
- Susan Healy-Kribs • Outreach & Recruitment Coordinator • CSP of Onondaga County
- Lorraine Schneider • Case Manager • CSP of Onondaga County
- Melinda Gauthier • Case Manager • CSP of Cayuga County
- Julie Beyer • Outreach & Recruitment Coordinator • CSP of Lewis and Jefferson Counties
- Lindsey Griffin • Office Specialist/Outreach Assistant • CSP of Oneida, Madison and Herkimer Counties
- Kayleigh Dix • Health Services Assistant • CSP of Oswego County

Recruitment Corner

Relay For Life and CSP...Miles and Miles of Potential

During a recent conversation with a volunteer organizer for the American Cancer Society Relay for Life, several recruitment opportunities were identified through collaborations between local CSP Partnerships and Relay for Life events. Relay for Life teams are usually comprised of individuals representing faith-based institutions, businesses, communities, worksites and families. These groups may also include men and women ages 50-64 that could be potential

CSP clients. Below are some of the ways partnerships can be more involved in their local Relay for Life events:

- ✓ **Participate in meetings** with the Relay for Life team captains; they hold regular meetings. Present information about the CSP at meetings.
- ✓ **Promote the CSP** at the Relay for Life event; recruit clients and new partners on site.
- ✓ **Advertise the CSP** from the podium and over the loud speaker.

Keep in mind that team captains are valuable resources in their communities because they already have a vested interest in cancer. They may be able to assist partnerships by opening doors to hard to reach populations because they may already be trusted gatekeepers in a given community.

Getting Ready for Men's Health Week

National Men's Health Week will be celebrated this year from June 15-21. The goal of Men's Health Week is to raise awareness of preventable health problems and encourage early detection and treatment of disease among men and boys. CSP contractors, providers and partners are encouraged to plan activities that emphasize the recruitment of men throughout the entire month of June. The following websites provide detailed information about how to plan activities to recruit men:

- 1) The **Men's Health Month** website offers many resources including campaign logos, posters/flyers, public service announcements, and health information. There are also tips for creating awareness and event planning to promote *Wear BLUE Day*. The website can be accessed on-line by visiting: <http://www.menshealthmonth.org/week/>
- 2) The **Men's Health Network (MHN)** website has a kit to help plan a *Wear BLUE Day* event, which includes a training manual, tools for marketing and managing an event as well as downloadable flyers, brochures and fact sheets. Beyond promotional materials, the MHN website has valuable information related to the number of uninsured men in the U.S. MHN reviewed a 2003 U.S. Census Bureau report on health insurance coverage and found that men are less likely to be covered by health insurance than women; this gap continues to widen. In 2004, 53.5% men in the U.S. were uninsured compared to 46.5% women. The MHN website can be accessed on-line, by visiting: <http://www.menshealthnetwork.org/mhny.htm>

National Organizations Issue Recommendation for Hereditary Breast and Ovarian Cancer Risk Assessment

The American College of Obstetricians and Gynecologists (ACOG) and the Society of Gynecologic Oncologists (SGO) issued a practice bulletin recommending that a patient's risk of hereditary breast and ovarian cancer syndrome be evaluated as a routine part of ob-gyn practice, stating that women who are likely to have the syndrome be referred for further assessment to a clinician with expertise in genetics.

The practice bulletin can only be accessed by members of ACOG. The press release announcing the new recommendation can be accessed on-line, by visiting: http://www.acog.org/from_home/publications/press_releases/nr03-20-09.cfm

Partnerships are encouraged to refer women who are concerned about hereditary breast and ovarian cancer syndrome to the CSP toll-free number, 1-866-442-CANCER. This number will connect callers to an operator who has access to contact information for genetic counselors across New York State.

2008 Innovation in Breast Cancer Research & Education Awards

The 2008 Innovation in Breast Cancer Research and Education Award winners were selected by the New York State Breast and Cervical Cancer Detection and Education Program Advisory Council because of their outstanding contributions and their demonstration of the highest professional standards of excellence in reaching out and serving those men and women and their families living with breast cancer. The Advisory Council considered innovation and creativity in their strategies and techniques to fight breast cancer in New York State and their ability to collaborate with others in their efforts.

The 2008 Innovation in Breast Cancer Research and Education Awardees are:

- **Breast Cancer Options, Inc.**, Kingston, NY
- **Cathy “Cat” Forsyth**, client and advocate for the Southern Tier Cancer Services Partnership, Binghamton, NY
- **Robin Grass** of South Nassau Communities Hospital, Oceanside, NY
- **Dr. Christine B. Ambrosone** of the Roswell Park Cancer Institute, Buffalo, NY

The awards are presented annually to individuals, health professionals and non-profit organizations in recognition of their outstanding commitment to breast cancer research and/or education which has had a significant impact on the lives of New York State residents.

Clinical Breast Exam (CBE) Form Documentation

On April 1, 2004 the CSP CBE form, or an approved alternative, became mandatory for CSP reimbursement of CBEs. The purpose of the form is to improve the quality of exams and subsequent documentation of CBEs. The CSP, in collaboration with breast health experts, developed a form for recording all CBEs provided in the Program. Providers and partnerships that do not use the CSP CBE form must submit an alternative form for review and approval. This includes providers who use electronic medical records (EMRs). Alternative forms and EMRs must include all essential elements of the CSP CBE form. In addition, all fields should be completely filled out and include a narrative description of the findings. For questions about the CBE form or to have an alternative form reviewed, please contact Sharon Bisner, RN, FNP at sab14@health.state.ny.us or (518)474-1222.

Upcoming Events

Orientation for New CSP Partnership Staff

The CSP is offering an orientation session for new CSP screening partnership staff on June 23, 2009 at Riverview Center in Menands. CSP staff will provide an overview of the CSP including clinical basics, eligibility, outreach and recruitment, data, case management, fiscal basics, quality assurance, and the Medicaid Cancer Treatment Program. Participants will be provided with a binder of materials on each of these topics as well as other important materials. The following day, June 24th, there will be an introduction to the use of CSP forms and the Indus data system. The goal of the training is to prepare screening contractors to conduct successful, integrated screening programs.

For more information or if you have any questions please contact your regional manager or Denise DiNoto at dx14@health.state.ny.us or (518) 474-1222.

Prevention Agenda Toward the Healthiest State: Chronic Disease Priority Area

The chronic disease prevention agenda priority web pages are now posted on the DOH website. The intention of these pages is to provide information to hospitals, local health departments and partners about the *Prevention Agenda Toward the Healthiest State* and to provide methods for utilizing evidence-based strategies to approach and improve health outcome(s) in their communities. The website can be accessed by visiting:

http://www.health.state.ny.us/prevention/prevention_agenda/chronic_disease/index.htm

Questions & Comments

We want to hear about how the *Program Update* works for you. We encourage you to contact Julie Herson Steele, Coordinator, Public Education & Promotions, at jah19@health.state.ny.us or (518) 474-1222 with your comments, questions, suggestions or additional topics of interest.