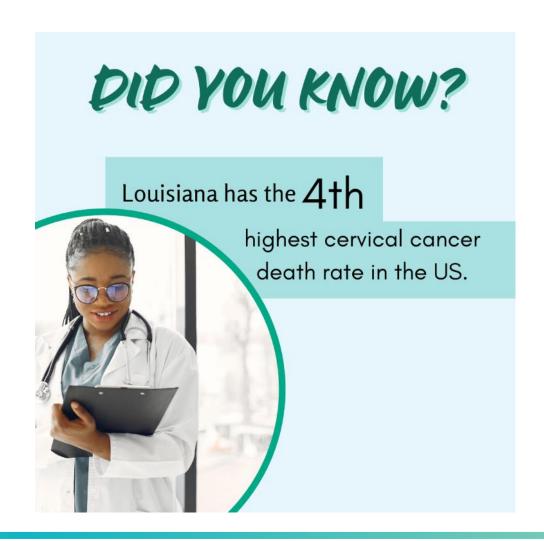


Offer No-Cost Clinical Services to Support Women's Health

Supporting Louisiana Women



Heart disease is the #1 killer of women in the United States



Speakers

- Carleigh Baudoin, MPH (she/her)
 - Manager
 - Louisiana Breast & Cervical Health Program, LSUHSC School of Public Health



- Alisha Jones, MHA (she/her)
 - Heart Disease Prevention Manager
 - Well-Ahead Louisiana, Louisiana Department of Health



Objectives

- Learn the burden of breast and cervical cancer, as well as cardiovascular disease in Louisiana.
- Learn the services offered by the Louisiana Breast & Cervical Health Program (LBCHP).
- Learn the provider and patient benefits of participating in LBCHP.
- Learn the services offered by the Well-Integrated Screening and Evaluation for WOMen Across the Nation (WISEWOMAN) program to address cardiovascular disease.
- Learn the provider and patient benefits of participating in the WISEWOMAN program.

Louisiana Breast & Cervical Health Program



Breast & Cervical Cancer Burden in Louisiana

- Louisiana (LA) ranks 4th in both breast and cervical cancer deaths.
 - LA ranks 1st in cervical cancer deaths among Black/African American women.
- Breast cancer is the 2nd leading cause of cancer death among LA women. Cervical cancer is the 17th.
- Black/African American women in LA are more likely to be diagnosed with and die from breast and cervical cancer than White women.

Source: Louisiana Tumor Registry, 2015-2019



Our Mission

To reduce the burden of breast and cervical cancer by providing access to quality breast and cervical cancer screening services at no cost to low-income, uninsured and underinsured women in Louisiana.



How We Accomplish Our Mission



- Partner with healthcare facilities throughout Louisiana ("LBCHP Providers").
- These facilities provide Clinical & Patient Navigation Services to ensure timely access to breast and cervical screenings, diagnostics, and initiation of treatment.



History

Breast & Cervical Cancer Mortality Prevention Act of 1990

 Congress mandated the CDC to create the National Breast and Cervical Cancer Early Detection Program (NBCCEDP) to provide low-income, uninsured, and underserved women access to timely breast and cervical cancer screening and diagnostic services.

Breast & Cervical Cancer Treatment and Prevention Act of 2000

- Women who qualify for LBCHP have access to treatment through the Louisiana Breast and Cervical Cancer (BCC) Medicaid Program
- Same benefits as regular Medicaid
- Louisiana covers women screened through an LBCHP provider

LBCHP is the link to accessing BCC Medicaid



LBCHP Eligibility

- ✓ Age: Cervical 21-64; Breast 40-64; or any age up to 64 with symptoms or high-risk
- ✓ Income: At or below 250% FPL
- ✓ Residency: Louisiana resident (LA address)

Insurance Status	LBCHP Services
Uninsured	Navigation & all clinical services*
Insured + high co-pays	Navigation; out-of-pocket assistance & diagnostic services if needed
Insured, sufficient coverage	Navigation

*Per statute, clinical service reimbursement <u>must not</u> exceed the Medicare Part B (medical insurance/outpatient) rate.



Screening & Navigation Services

Clinical Services

- ✓ Clinical breast exams
 - ✓ Mammograms
 - ✓ Pelvic exams
 - ✓ Pap & HPV tests
 - ✓ Diagnostic tests

Patient Navigation

- ✓ Support
- Help making and getting to appointments
 - Connecting to translation services
 - ✓ Connect to out-of-pocket assistance
 - Make sure patients start treatment



Locations

New Orleans

Breast

- University Medical Center (UMC)
- St. Thomas Community Health Center

Cervical

- NOELA Community Health Center
- CrescentCare
- Luke's House

Baton Rouge

Breast

Woman's Hospital

St. Gabriel

Cervical

St. Gabriel Health Clinic Inc.

Independence

Breast & Cervical

 Lallie Kemp Regional Medical Center

Lake Charles

Breast

 CHRISTUS Ochsner St. Patrick Hospital

Alexandria

Breast & Cervical

 CHRISTUS St. Frances Cabrini Hospital

Shreveport

Breast & Cervical

LSUHSC-Shreveport/Partners in Wellness

Monroe

Breast & Cervical

Ochsner LSU Health Monroe





Patient & Provider Benefits

Patient

- Uninsured: Access to no-cost breast and cervical cancer screenings and patient navigation support.
- Underinsured: Access to patient navigation support.
- Assistance with reducing barriers and out-of-pocket costs.
- Access to BCC Medicaid for treatment.

Provider

- Reimbursement for allowable clinical and diagnostic services at the Medicare Part B rate or support for patient navigation and data entry staff.
- Professional development opportunities
- LBCHP marketing support and promotional items.



LBCHP Materials

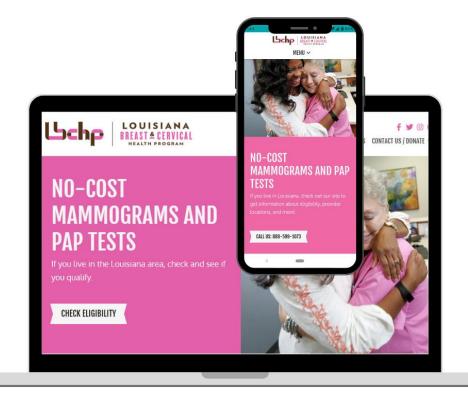


Visit: https://lbchp.org/learn-more



Learn More About LBCHP

- 1-888-599-1073
- LBCHP.org
- @LouisianaCancer
- @LouisianaCancer
- @LouisianaCancerPrevention
- Louisiana Cancer Prevention & Control Programs







WISEWOMAN Program Overview



- An extension of the Louisiana Breast and Cervical Health Program (LBCHP) providing cardiovascular disease (CVD) screenings and membership for approved lifestyle support programs or health coaching to women
- Eligibility:
 - Eligible for or participating in LBCHP
 - Aged 40-64
 - At risk for CVD
 - High Blood Pressure (Systolic >120mmHg or Diastolic >80mmHG)
 - Overweight (BMI >25)
 - Uses tobacco products
 - Family History of CVD
 - Willing to participate in a support service, such as WW (formerly Weight Watchers, TOPS, NDPP) or Health Coaching

WISEWOMAN Services and CVD



- Empower women to know their risk for cardiovascular disease
- Through risk reduction counseling, educate women on their health and how their behaviors can effect their health
- Providers will use motivational interviewing, to address barriers to support services and behavior change with the WISEWOMAN participant and refer women to a lifestyle support program or health coaching (HBSS)
- WISEWOMAN will pay for participants to attend a HBSS, where they will learn how to make small changes to improve their health

WISEWOMAN Patient Support Services and Benefits



- Support services to assist in behavior modification for improved health outcomes
- Blood pressure monitoring equipment provided to program participants for at-home, convenient self-monitoring BPs
- Wellness and heart healthy support items: air fryers, cooking supplies, weight scales, pedometers, etc.
- Vouchers to grocery stores, farmer's markets, and Nutritionist support
- Membership vouchers to health centers, gyms, or fitness centers
- Ride-share transportation gift cards

WISEWOMAN Clinic Requirements



- First WISEWOMAN visit is integrated with the LBCHP visit (Integrated Initial Visit)
- Provide risk reduction counseling to women participating in WISEWOMAN
- Refer to a support service
- Collect data elements, health behavior questions and clinical information, from participants and utilize WISEWOMAN data management system to submit data to WISEWOMAN team.
- WISEWOMAN participants have two required on-site visits:
 - Initial screening: baseline visit
 - Rescreening: 11-18 months after initial visit, WISEWOMAN returns for an annual visit and can re-enroll in WISEWOMAN
- Virtual/remote options for all other in between monthly WISEWOMAN visits

WISEWOMAN Funds



- Funds are allowed for the following services:
 - Laboratory tests (non-fasting ok)
 - Second set of labs (if non-fasting labs are abnormal)
 - Risk Reduction Counseling
 - Office visit for evaluation of alert value or other disease-level values
 - Providing appropriate attention to abnormal blood pressure measurements
 - Case management
 - Support Services

- Funds are not allowed for the following services:
 - The integrated office visit
 - Medication or other medical treatment or procedures for clinical conditions
 - WISEWOMAN does provide referrals to resources for low cost/discounted medication assistance for hypertension/cardiovascular related medications

WISEWOMAN Provider Benefits



- Professional development CEU assistance for clinical providers
- Lifestyle/health coach training to site staff and providers
- Digital Technical Assistance via WALPEN (Well-Ahead Louisiana Provider Education Network)
- HBSS material from credible resources such as AHA/ASA/Million Hearts
- Community partner support and linkages
- WISEWOMAN program marketing material
- Swag bags, promotional items for giveaways, outreach events

- Bilingual CHW/WISEWOMAN Navigator for new clinics' rendering WISEWOMAN screenings
- Site start up equipment: point of care equipment, electronic devices, weight scales, etc.
- Reimbursements to WISEWOMAN sites at fee per service state allowed amounts
- Site incentives for clinical support services
- Site incentives for clinic Facebook post engagements
- EMR training/support for data entry

WISEWOMAN Print Materials



Did you know that heart disease is the #1 killer of women in the United States?

Women are moms, sisters, grandmothers, aunts, and friends that often put the needs of others in front of themselves. Now is the time to take care of YOU! Know your blood pressure, cholesterol and blood sugar numbers: they can tell you if you're at risk for a heart attack or stroke. When you're aware and taking charge, you're a WISE(Voman!

A healthy lifestyle is the best way to reduce your risk of heart disease or stroke. This may mean making healthy food choices, getting more exercise, or quitting smoking.

Louisiana. Ask your doctor if you are eligible.

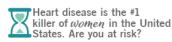
Join the exclusive WISE(Woman Facebook group to receive tips and encouragement from others taking this journey with you!

Learn more: www.wellaheadla.com/WISEWOMAN

The creation of this brochure was made possible by cooperative agreement DP18-1816 from the Centers for Disease Control and Prevention/Division for Heart Disease and Stroke revention/WISEWOMAN Program. Its contents are solely the responsibility of the authors and do not necessarily represent the official view of the CDC. By joining the Facebook group, you are an appearing for Section's Terms of Service, which can be found at war facebook confirming play.



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Take the short test below to find out more.

Do you have an immediate family member with a heart disease, such as high blood

If yes, add a checkmark to the box.

2. What is your blood pressure category?

Refer to the Blood Pressure Chart below. If your blood pressure is not in the green column, add a checkmark to the box.

3. What is your weight category?

Refer to the Weight Chart below. If your weight is greater than the listed weight by your height, add a checkmark to the box.

4. Do you use tobacco products?

If yes, add a checkmark to the box,

If you have one or more checkmarks, you are at risk for heart disease. The more checkmarks you have, the higher your risk. Ask your doctor how you can reduce your risk through WISE(Woman services.

If you have no checkmarks, congratulations! You are likely not at risk for heart disease. Be a leader for heart health in your community.

Blood Pressure & Weight					
			High BP Stage 1	High BP Stage 2	Hyper- tensive Crisis
Systolic mm HG (upper)	<120	120-129	130-139	140 or higher	>180
	and	and	or	or	and/or
Diastolic mm HG (lower)	<80	<80	80-89	90 or higher	>120
Height	Weight	Height	Weight	Height	Weight
4'10"	119-142	5'5"	150-179	6'0"	104 000
	****	33	150-179	6.0-	184-220
4'11"	124-147	5'6"	155-185	6'1"	189-226
4'11" 5'0"					
	124-147	5'6"	155-185	6'1"	189-226
5'0"	124-147 128-152	5'6" 5'7"	155-185 159-190	6'1" 6'2"	189-226 194-232
5'0" 5'1"	124-147 128-152 132-157	5'6" 5'7" 5'8"	155-185 159-190 164-196	6'1" 6'2" 6'3"	189-226 194-232 200-239

What is WISEWOMAN?

Well-Integrated Screening and Evaluation for WOMen Across the Nation (WISEWOMAN) is a program created to help women understand and reduce their risk for heart disease and stroke by supporting

Get Connected

Join the exclusive WISEWOMAN Facebook group to receive tips and encouragement from others taking this journey with you!



WISEWOMAN Serves

Women who:

- . Qualify for the Louisiana Breast and Cervical Health Program
- · Live in the areas of the state where WISEWOMAN is available
- Are between the ages of 40 and 64
- · Have a low income
- Have no insurance or insurance with high out-of-pocket costs

WISEWOMAN Provides

- · Screenings to determine overall risk of heart disease, including:
- Blood pressure
- Body mass index
- Cholesterol
- · Diabetes and prediabetes
- . Counseling to reduce the risk for a heart attack and stroke
- · Patient referrals to programs that help women make healthy lifestyle changes, as well as low-cost medication resources



Did you know that heart disease is the #1 killer of women in the United States?

Your entire body relies on your heart and circulatory system to get what it needs. Many things influence the risk for heart disease and stroke, including:

- High blood pressure
- . High LDL cholesterol
- Smoking
- . Being at an unhealthy weight
- Excessive alcohol use
- · Diabetes and prediabetes
- . Being physically inactive
- Poor nutrition . Family history of heart disease, diabetes or stroke



Take care of vour heart!

Now is the time to take care of YOU! Know your blood pressure, cholesterol and blood sugar numbers: they can tell you if you're at risk for a heart attack or stroke. When you're aware and taking charge, you're a WISEWOMAN! A healthy lifestyle is the best way to reduce your heart disease or stroke. This may mean making healthy food choices, getting more exercise or quitting smoking. WISEWOMAN participants are enrolled in programs that help them live a heart healthy lifestyle. Ask your doctor for more information about WISEWOMAN programs available in your community. You can also visit www.wellaheadla.com/CRG for a full list of free health resources in your





WISEWOMAN Patient Education

HOW TO EAT WELL



Make smart food choices. Making healthy choices can help reduce your calorie, fat, and salt for a healthy heal

Vegetables

- Eruits · Whole grains (such as brown rice, whole wheat pasta, whole wheat bread, and
- · Beans and peas Lean animal proteins (such as skinless poultry. 93% or above center-cut pork, fish, and seafood)
- · Processed grains (such as crackers cookies and rolls) · Full-fat dairy products (such as whole milk or cheese) · Canned and packaged foods
- (such as soups, canned vegetables, and canned tuna) · Salty and/or high fat condiments (such as soy sauce, bbg sauce, cajun seasoning, gravy, and salad dressings)

Learn the Salty Six

Limiting foods high in salt can help manage your blood pressure. The Salty Six are common foods that can be loaded with extra salt.

with less salt

- Breads & Rolls
 Deli/Cured Meats
- Pizza Soup Sandwiches Burritos & Tacos

Visit www.wellaheadla.com/WISFWOMAN for ways you can cook your favorite foods

Calories	24
	300
Total Fat 4g	
Seturated Fat 1.5g	
Trace Fet Og	
Cholesteral Sing Sedium 4.Kima	-
Total Carbohydrote-life	-
Dietary Films 7g	
Total Sugary de	_
Includes 2g Added Sugars	
Protein 11g	
Vitamin D 2mog	
Calcium 200mg	
Iron 6mg	
Potassium 240mg	
"The N Delty Value (DIC tells you have much a serving of fixed contributes to a delty data. 2 a day is used for general autilities arbitra.	a suble (CCC+se)

Read Nutrition Label

Breakfast	Lunch	Snack		
 1 cup cooked 	 2 cup salad greens 	• 1 medium apple	•	1
oatmeal	 ½ cup raw veggies 	 1 oz. cheese 		р
 1 small banana 	• ½ cup black beans			3/
 1 Tbsp. peanut 	 1 boiled egg 			п
butter	 2 Tbsp. vinegar- 		۰	3
 1 cup skim or 1% 	based dressing			1
milk	 6 unsalted crackers 			р
				1

HOW TO MANAGE WEIGHT



Choosing healthier foods is the first step in managing your weight.

Other small steps you can take to help lose or maintain your weight are:

- Using your BMI to set a weight goal
- **O** Controlling your portions
- Being a smart shopper
- Cooking at home

Body Mass Index (BMI)

is a number that compares your weight to your height. Knowing your BMI can help you determine whether you're at a healthy weight or need to lose weight

YOUR BMI	GOAL	SOME RISK	HIGH RISK
			30 or higher

You can determine your BMI by using the chart below:

BMI CALCULATOR





CONTROL PORTIONS

Portioning foods can help cut down on the calories, fat, and salt you eat. Using the MyPlate model makes it easy

- ½ fruits and vegetables
 • ¼ grains such
 as rice
- as rice or pasta



SHOP SMART

¼ protein

- using the MyPlate
- . Buy foods in their most natural form fresh or frozen rathe than packaged or

COOK AT HOME

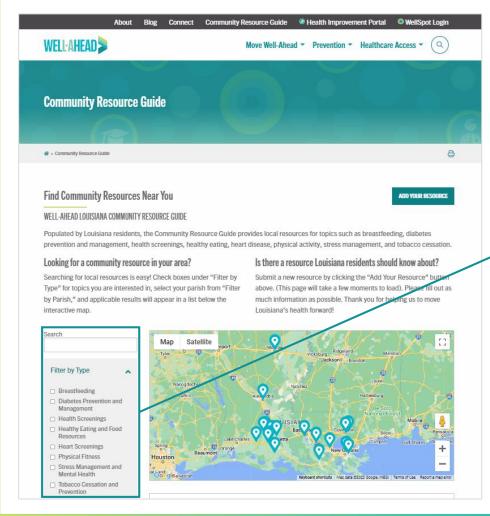
- . Using MyPlate as a guide, plan meals in advance to avoid relying on fast food.
- . Choose low fat cooking methods such as baking,
- . Use garlic, onion, dried herbs. and spices to add flavor







Well-Ahead Louisiana Website



Search	
Filter by Type	^
☐ Breastfeeding	
Diabetes Prevention and Management	
☐ Health Screenings	
 Healthy Eating and Food Resources 	
☐ Heart Screenings	
 Physical Fitness 	
 Stress Management and Mental Health 	
Tobacco Cessation and Prevention	

RESOURCES

Well-Ahead Louisiana Community Resource Guide www.wellaheadla.com/CRG

Well-Ahead Louisiana
WISEWOMAN Facebook Group
@WISEWOMAN

Get Started Today



• LBCHP

- Toll Line: 888-599-1073
- Online referral (self referrals and community/organization referrals): https://lbchp.org/
- Contact LBCHP providers directly: https://lbchp.org/locations/

WISEWOMAN

- Email contact: wellahead@la.gov
- Visit Well-Ahead Louisiana WISEWOMAN: www.wellaheadla.com/wisewoman

QUESTIONS?

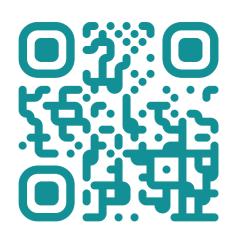
Contact Information

- Carleigh Baudoin, MPH
 - cbaud6@lsuhsc.edu
- Alisha Jones, MHA
 - Alisha.Jones@la.gov

Join the Provider Education Network!

- Well-Ahead Louisiana's Provider Education Network provides tools, training and technical assistance that can help you provide the best possible care to our communities
 - Biweekly Newsletters + Real-Time Email Alerts
 - Education and Training Opportunities
 - Community Linkage Coordination
 - Workforce Recruitment and Retention Support
- Learn More: <u>www.wellaheadla.com/move-well-ahead/provider-education-network</u>







Thank You for Joining Us!



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