



CURE YOUR FEARS

ABOUT THE CURE YOUR FEARS CAMPAIGN

Madison County has the second highest death rate from breast cancer in Ohio and a high incidence of late stage breast cancer diagnosis. To help raise awareness and educate the public about breast cancer, Madison County Hospital received a \$100,000 grant from the Columbus Affiliate of the Susan G. Komen for the Cure. The grant allows Madison County Hospital to help get more women the access they need to cancer screening tests to promote early detection.

FEAR • ACCESS • COST

Early detection is important when it comes to diagnosing and treating breast cancer. However, there are many factors that contribute to a person's ability to undergo recommended early detection efforts, such as annual exams and screening tests. A healthcare provider is normally the first point of contact to initiate discussions of recommended preventative healthcare practices with patients. If an individual does not regularly visit a healthcare provider, these discussions often don't occur until it is too late.

Cure Your Fears hopes to help Madison County women overcome their fears when it comes to early detection, increase their access to recommended services and reduce out-of-pocket costs for patients. Fear is a primary component that stops women from undergoing routine breast cancer screening. Most women are fearful of the unknown, pain, potential diagnosis and death as a result of undergoing screening. In addition to fear, access can inhibit women from getting breast cancer screening. Transportation, insurance or lack thereof, limited knowledge of local health facilities and age can make breast cancer screenings more difficult to patients to get to. Lastly, cost can affect abilities to get proper screening. Many women are underinsured or don't have any type of health insurance coverage to start and as a result, can't afford the out-of-pocket costs associated with mammograms. The misconception that mammograms are expensive deters many from even thinking about undergoing testing, when in many instances, it's opposite.

Through the Komen grant, Madison County Hospital is providing breast care clinics, which gives patients one-on-one access to the Breast Care Specialist, a clinical breast exam and mammogram at no out-of-pocket cost to the patient. In addition, there is government funding and private programs available to help those who qualify get the access they need for routine breast cancer screening.

EARLY DETECTION CAN SAVE LIVES

Early detection is a powerful tool to fight breast cancer:

- There is a 98 percent survival rate for women whose breast cancer is diagnosed in earliest stages. Getting patients in for screening is the first step to successful diagnosis and treatment.
- Educating patients about conducting self breast exams are important. Mammograms can show a presence of cancerous tissues up to 2 years before a patient or physician can feel it.
- Knowing family history is important and can greatly impact a person's chances of getting breast cancer. However, 85 percent of newly-diagnosed breast cancer patients have no risk factors at all. Therefore, it's important everyone gets the preventative tests and exams they might need.