



EDS PROVIDES CRITICAL CALL CENTER AND TECHNOLOGY SUPPORT FOR BREAST HEALTH

ARKANSAS BREASTCARE

/// CASE STUDY



With EDS' help, Arkansas BreastCare increased program enrollment four-fold, helping 17,000 uninsured and under-insured women across the state access the resources and treatment they need to keep breast and cervical cancer at bay.

CLIENT PROFILE

www.arbreastcare.com

Arkansas BreastCare is a state and federal-funded program within the Arkansas Department of Health that provides free cancer screening, diagnosis and treatment services in addition to public and professional education.

Industry: Healthcare

Founded: 1999

Headquarters:

Little Rock, Arkansas

Business Needs Addressed:

Growth
Productivity

Arkansas wanted to take its BreastCare program to the next level

According to the American Cancer Society, 2007 saw approximately 178,480 new breast cancer cases among women in the United States. In Arkansas, an estimated 1,830 women were diagnosed with breast cancer. Arkansas' response has been a unique, state and federal-funded breast and cervical health program that provides screening, diagnosis and treatment for uninsured and under-insured women statewide.

"Early detection of breast and cervical cancer is important because it actually increases the chances for survival," says Dr. Ronda Henry-Tillman, a physician who works with the program. "The earlier you find the cancer, the better chance you have with treatment and surviving the cancer. The bad news about cancer is not everyone is taking advantage of early detection."

Although Arkansas' early detection program was among the first state and federal-funded breast health programs in the country, manual enrollment processes overwhelmed the Arkansas Department of Health with paperwork and backlogs from the onset. That meant the program could only reach a few thousand women when the need proved to be much greater. What's more, the state had no way to track patient appointments, follow-ups, or even program benchmarks and costs.

When searching for an IT partner to streamline the BreastCare program, Arkansas looked to EDS, who originally designed the state Medical Management Information System to which the BreastCare program is tied. EDS possessed a comprehensive understanding of the state's medical resources, needs and goals. This, along with EDS' industry knowledge, technology expertise and contact and administrative services, helped Arkansas bring early detection to more uninsured and under-insured women across the state and raise awareness for breast health.

EDS delivers automated enrollment, call tracking and best-in-class reporting

Services featured

- Applications Development Services
- Contact Center Outsourcing Services
- Contact Center Managed Services
- Healthcare Payer Administrative Services

"It [operating the program] was a very slow and expensive process. EDS' outstanding support in automating our systems has helped us serve more needy citizens in a timely manner."

Barbara Hager
Chief
Comprehensive Cancer Control Section
Chronic Disease Branch
Center for Health Advancement
Arkansas Department of Health

At the heart of EDS' solution is an automated enrollment system that determines program eligibility instantly over the telephone. "The software EDS developed makes everything easy and quick," said Chrissy Cook, the call center manager. "When a client calls in, we ask a few basic questions and enter the data. The system determines whether the person is eligible, and we schedule an appointment for a mammogram while the client is still on the phone."

EDS coordinates care through every step of the process from making the initial three-way conference call with the patient, physician's office and EDS to managing follow-up visits and processing claims. The system EDS developed also supports the program's administrative needs by generating automated appointment reminders, follow-up letters and ID cards.

In addition, EDS staffs nurses to provide free consultations to the community at large, even women who are not enrolled in the program. Providing an informational resource for symptomatic calls helps to enhance breast cancer awareness and education throughout the state.

What truly sets EDS' solution apart from what has been done in other states is that claims information and test results are linked together in a comprehensive decision support system. This gives policymakers and public health institutions, like the Centers for Disease Control and prevention, a complete historical view of cervical and breast cancer among women enrolled in the BreastCare program. Demographic data and sophisticated statistical reporting help Arkansas BreastCare ensure funding and continuation of the program.

EDS helps Arkansas BreastCare reach four times more women

Today, Arkansas BreastCare reaches 17,000 women across the state with 1,300 physicians providing critical breast and cervical cancer testing, diagnosis and treatment. With EDS' call center and technology solutions support, the program processed 156,690 calls and scheduled 33,499 appointments just in FY 2007. Since February 1999, the program has performed 98,475 mammograms, screened more than 20,000 women for cervical cancer and has reimbursed more than \$19 million in clinical services to providers.

Automated processes now help Arkansas BreastCare operate more efficiently, enabling the program to serve four times more women. Having a dedicated call center and staff frees the Arkansas Department of Health to administer other critical healthcare services to the community.

"BreastCare provides life-saving screening tests to women and helps ensure that they are treated with dignity and compassion by call center analysts and providers," said Barbara Anderson, an EDS vice president who oversees the company's services to the program.

EDS
5400 Legacy Drive
Plano, Texas 75024

phone: 1 800 566 9337
visit: eds.com
e-mail: info@eds.com

