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Date: December 12, 2013

To: WWWP Providers

From: Gale D. Johnson, Director 
Wisconsin Well Woman Program
Bureau of Community Health Promotion

Re: WWWP Provider Participation Agreement Ending June 30, 2014

This is to inform you that your Provider Participation Agreement with the Wisconsin Well Woman Program (WWWP) will expire on June 30, 2014. You will have until September 30, 2014 to bill for services rendered through June 30, 2014.

For nearly 20 years the WWWP has provided breast and cervical cancer screening and diagnostic services to low income women with little or no health insurance. Since that time you and other WWWP providers have provided more than 500,000 breast and cervical cancer screening and diagnostic services to more than 70,000 eligible women. We greatly appreciate your past work in serving many Wisconsin women who would otherwise not have access to these screening and diagnostic services.

Now due to increasing funding constraints and changes in the national health care delivery system, it has become necessary for the WWWP to review our administrative structure and streamline the network of providers to improve efficiency and to maximize our limited financial and human resources. We anticipate that the Centers for Disease Control and Prevention (CDC) funding and the need for WWWP services will diminish in the future as women gain access to expanded health insurance coverage for their more comprehensive health care needs as a result of the Affordable Care Act and recent changes to Wisconsin's BadgerCare Plus Program. We will no longer be able to support the current service delivery system of over 1000 provider sites. We must now restructure our provider network in order to become a more cost-effective and manageable program. We anticipate having sufficient provider coverage, statewide.

The CDC has also refocused the activities of the National Breast and Cervical Cancer Early Detection Program (NBCCEDP). As a CDC-funded program, we are now required to align our activities along four focus areas:

- Policy and environmental approaches
- Health systems change and quality clinical preventive services
- Surveillance
- Community-clinical linkages to build community supports

We are required to enhance our infrastructure and capacity to build organized cancer screening efforts that increase population-level cancer screening rates. This includes building an infrastructure by collaborating with large health systems, insurers, and key organizations that reach large populations to support policy and health system improvements. We must promote efficient use of resources, as well as adherence to evidence-based screening guidelines and quality cancer screenings among NBCCEDP and non-NBCCEDP providers and health systems. CDC will evaluate our performance in meeting these new requirements.

In the past, outreach efforts in the NBCCEDP have been constrained by the grantees' limited capacity to pay for screening services. Current provisions in the Affordable Care Act would make screening services more widely available. However, research demonstrates that access to health insurance and medical care are not the only factors that influence participation in screening. The NBCCEDP is positioned to assess the impact of expanded coverage and address non-cost-related screening barriers by implementing population-based strategies and activities.

We now need to revise our current network of providers to become a more efficient and cost-effective program that aligns us to meet the new four focus areas required by CDC. We will be rebuilding our network through collaboration with health systems and key organizations that reach large populations. We anticipate having sufficient provider coverage statewide. Our goal has always been to have Provider Participation Agreements with healthcare providers across the state so the WWWP-eligible women have access to screening services within a 50-mile radius of their residence.

We thank you again for your participation in WWWP. Your commitment to women's health in Wisconsin over the years is much appreciated.

If you have any questions about this notification or are part of a large health system and feel you have received this letter in error, please contact one of the following WWWP central office staff members:

- Faye Gohre, RN, Service Delivery Coordinator at 608-261-8573 or e-mail at faye.gohre@dhs.wisconsin.gov;
- Ruth Benzie, RN, Service Delivery Coordinator at 608-266-8315 or e-mail at ruth.benzie@dhs.wisconsin.gov; or
- Janet Beach, RN, Case Management Coordinator at 608-266-9391 or via e-mail at janet.beach@dhs.wisconsin.gov .

CC: WWWP Local Coordinating Agencies
DPH Regional Office Directors
HP Enterprise Services
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