

# SPECIAL eBULLETIN

FOR PROFESSIONAL PROVIDERS

SEPTEMBER 26, 2022

## BREAST CANCER AWARENESS MONTH STARTS OCTOBER 1

### REGULAR SCREENINGS SAVE LIVES

Breast Cancer Awareness Month is an excellent opportunity to remind patients, especially women between the ages of 40-74, about the importance of regular breast exams. Since 1989, mammograms and improved treatments have saved the lives of more than a half million women in the United States, according to [BreastCancer.org](https://www.breastcancer.org).

Each year, breast cancer is responsible for the deaths of 42,000 women and 500 men in the United States, with more than 264,000 women and 2,400 men diagnosed with the disease. Regular screenings are critical for detecting breast cancer early and saving lives. According to the [American College of Radiology](https://www.acr.org):

- Mammography has helped reduce breast cancer mortality in the U.S. **by nearly 40% since 1990.**
- One study shows mammography screening **cuts the risk of dying** from breast cancer nearly in half.
- Three out of four women diagnosed with breast cancer have **no family history** of the disease and are not considered high risk.

The [United States Preventive Services Task Force](https://www.uspreventiveservicestaskforce.org) has found that the number of breast cancer deaths **averted** increases with age; women aged 50-59 years benefit the most, with those aged 40-49 years receiving a lesser benefit.

### Highmark Preventive Health Guidelines

Highmark Preventive Health Guidelines include breast cancer screenings for eligible members. To access the Preventive Health Guidelines, go to the **Provider Resource Center > EDUCATION/MANUALS > Preventive Health Guidelines > Adult Ages 19-64 Guidelines OR Adult 65 and Older Guidelines.**

Please note that most, although not all, of our customer groups follow the Highmark Preventive Schedule. Verify the member's eligibility and benefits prior to providing services by using the Eligibility and Benefits transaction in [NaviNet®](#), performing an electronic HIPAA 270 Eligibility/Benefit Inquiry transaction, or by calling the Provider Service Center.



## Resources for Patients/Members

Highmark has resources available that emphasize the importance of preventive health screenings for female patients. You can order **free copies** of the following materials to share with patients during their visit:

- [Breast Cancer Brochure](#)
- [Breast Cancer Screening Reminder Card](#)
- [Breast Cancer Screening Flyer](#) (also available in [Spanish](#))
- [Health Screening and Vaccination Tracker](#) (also available in [Spanish](#))

To order, go to the **Provider Resource Center > EDUCATION/MANUALS > Inventory Request Form > Select Printable Item**. Click the down arrow and then select the items you wish to order. Complete the form and click the **ADD TO ORDER** button.