

Women's Health-Maintaining A Healthy Lifestyle

Pro Care Health Plan recommends that women see their physician for an annual checkup, including screening for cervical cancer (pap smear) and breast cancer (mammogram). It is estimated that each year nearly 200,000 women will be diagnosed with breast or cervical cancer. About one in four of these women will die, although many could have been successfully treated if the disease is identified early. Educating members about self breast examination and the importance of having pap smears will reduce the incident of untreated cancer and lower the death rate from this disease. Frequent visits to the primary care provider or obstetrical/gynecologist will allow early identification of signs and symptoms of cervical and or breast cancer. These members will receive \$50.00 Target Gift Card when a pap smear and a mammogram are performed. The member has the opportunity to receive a \$100.00 Target Gift Card if all services are obtained.

Program Monitoring

- A member Incentive Program uses the HEDIS criteria to identify those members who have had a pap smear and mammogram performed.
- A HEDIS report to identify those members who meet the criteria will be run quarterly.
- The Target Gift Card will be sent to the members upon meeting the criteria. This process will be monitored quarterly through the quarterly HEDIS reports