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## FOR IMMEDIATE RELEASE

### **Neighborhood Health Plan and YWCA Boston Partner to Improve Breast Health Awareness**

*Organizations celebrate 5<sup>th</sup> anniversary of Phone-a-thon event*

**November 13, 2013 (Boston)** – For the fifth year in a row, [Neighborhood Health Plan](#) (NHP) and [YWCA Boston](#) partnered to raise awareness about the importance of regular mammography screenings at their annual Breast Health Phone-a-thon. Volunteers from NHP and YW Boston placed hundreds of calls to women in greater Boston on November 12 to inform them about the importance of mammography screenings as a critical tool in the early detection and treatment of breast cancer.

Callers provided breast health education and helped to arrange appointments for women between the ages of 50 and 74 who had not received a mammogram for two or more years. The volunteers connected women with creative community resources like Dana-Farber Cancer Institute's Mammography Van that visits different community health centers throughout Boston. A Dana-Farber employee, who was diagnosed with breast cancer following a Mammography Van screening in 2011, shared her personal story with callers to emphasize the importance of regular screenings. This year, Dana-Farber volunteers were onsite to schedule appointments at health centers or hospitals conveniently located near every woman called.

"Raising awareness about breast health cannot be accomplished by a single organization alone. We are proud to partner with YW Boston to reach so many women through our Breast Health Phone-a-thon," said Deborah C. Enos, President and CEO of Neighborhood Health Plan. "Together, we are helping women overcome fears and misinformation about mammograms by bringing education and prevention efforts directly to the communities and populations most in need."

Although progress has been made in the advancement of breast health, the [American Cancer Society](#) reports that 12% of women in the United States will develop invasive breast cancer and nearly 40,000 women will die this year from the disease.

"Breast cancer can affect anyone, but it still takes a disproportionate toll on minority communities," said YW Boston President and Chief Executive Officer Sylvia Ferrell-Jones. "Through our partnership with NHP, we are working to ensure that all women talk to their doctors and learn about the benefits of mammography screenings."

In the five years since the Breast Health Phone-a-Thon began, NHP and YW Boston volunteers have placed over 2,000 calls and reached more than 800 women, encouraging them to speak with their doctors about the right time to start getting annual mammograms. The Breast Health Phone-a-thon and other public health campaigns are part of NHP and YW

Boston's efforts to eliminate health disparities by expanding access to high-quality and affordable health care directly in the communities of those they serve.

### **About YW Boston**

YW Boston, America's first YWCA, is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all. The 147 year-old institution is increasing social, racial, and gender equity by working to improve access to better health, make neighborhoods safer for everyone, and close the educational achievement gap. For more information, check us out on the Web, Facebook, Twitter and LinkedIn.

### **About Neighborhood Health Plan**

Neighborhood Health Plan (NHP), a Massachusetts-based not-for-profit corporation, is fully licensed by the Massachusetts Division of Insurance as a health maintenance organization and has provided comprehensive health services since 1986. An NCQA-accredited managed care organization, NHP serves MassHealth, Commonwealth Care, Commonwealth Choice, and fully insured commercial members across the Commonwealth. By working closely with the MassHealth program and commercial purchasers, and by partnering with community health centers and other providers, NHP grew rapidly from a few thousand members in the late 1980s to more than 260,000 members today throughout Massachusetts. Headquartered in Boston, NHP serves members who have access to a provider network of more than 4,300 primary care practitioners, over 13,000 specialists, and 69 teaching, community, and specialty hospitals. Our network includes nationally known, major academic medical centers such as Massachusetts General Hospital, Brigham and Women's Hospital, Beth Israel Deaconess Medical Center, Children's Hospital Boston, Dana-Farber Cancer Institute, Tufts Medical Center, and major medical groups such as Atrius Health/Harvard Vanguard and Lahey Clinic. Neighborhood Health Plan is a member of Partners HealthCare, which was founded by Massachusetts General Hospital and Brigham and Women's Hospital. For more information, visit [www.nhp.org](http://www.nhp.org).

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