



For Immediate Release

Komen Grant Renews Free Breast Healthcare Program

Lake Village, AR, April 27, 2017: The Access Project Pink/Reach Every Woman program (APP/REW), a joint project of the Greater Delta Alliance for Health (GDAH) and Jefferson Regional Medical Center, recently received a grant totaling \$76,704 from the Susan G. Komen-Arkansas Affiliate. It was the second largest amount awarded in the state and the third year the program has earned support from the organization. The funds will allow APP/REW to continue to offer free breast healthcare, education and outreach across 25 counties in Central and Southeast Arkansas.

“We are always proud of the opportunity to help the women in our state with grant funds,” said Arkansas Mission Director Karolyn Taylor. “The recipients of these funds were chosen because their innovative, evidence-based projects aligned with one or more target priorities identified in the 2015 Komen Arkansas Community Profile,” Taylor added.

GDAH’s Komen Project Director Wendy Talbot was on hand with Baptist Health-Stuttgart’s CEO Kevin Storey to accept the award from Ms. Taylor at the 23rd Annual Komen luncheon held in Little Rock. Over the last 23 years, \$16.6 million has been awarded to communities throughout the state, with grant funds predominantly raised through the Arkansas Race for the Cure.

“This grant will allow the GDAH to continue to provide uninsured and underinsured residents of all ages across Southern and Central Arkansas with navigation and easy access to free clinical breast exams, screening and diagnostic mammograms, ultrasounds and biopsy assistance,” stated Talbot.

For the 2016-2017 grant cycle, over 750 patients were registered through the program at the various provider locations. In addition, over 15,700 residents received some form of education regarding breast health or the Access Project Pink/Reach Every Woman program.

According to Talbot one of the many benefits of the program is allowing participants to select the location for their tests, making healthcare more convenient and accessible. Those who contact the program can choose to have their mammograms and ultrasounds at seven service locations.

“These locations will provide invaluable services and assistance for residents to be educated and helped by this vital program,” Talbot said. “Our goal is to reach every woman and man in the most effective and convenient manner for the patient.”

To increase patient awareness of the program, APP/REW posters and brochures are displayed in all exam rooms throughout the service area. Healthcare providers are encouraged to share program information with their patients and, if they meet the qualifications, providers will proceed to set up appointments for whatever assistance they may require.

Service locations include GDAH member hospitals Ashley County Medical Center in Crossett, Baptist Health Medical Center in Stuttgart, Bradley County Medical Center in Warren, Chicot Memorial Medical Center in Lake Village, Delta Memorial Hospital in Dumas, Drew Memorial Hospital in Monticello and Jefferson Regional Medical Center in Pine Bluff.

For additional program information, contact Wendy Talbot at (870) 541-7661, call the GDAH toll free at (855) 390-9195 or visit www.gdaharkansas.com.

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