

Mobile Mammography Unit Communications Plan

Purpose and Background

This strategic communications plan provides the company a coordinated, specific course of action in communicating to key audiences the BCBSF cash donation to St. Vincent's Foundation for a mobile mammography unit and the partnership with St. Vincent's Foundation and the American Cancer Society for breast cancer educational programming and services to the underserved.

In order to decrease the number of late stage diagnoses and increase the survivability of breast cancer, especially among the underserved population of the First Coast area, St. Vincent's Foundation and Medical Center, Blue Cross and Blue Shield of Florida, and the American Cancer Society will collaborate to offer 1,000 free screening mammograms per year to underserved women of the First Coast through the Mobile Mammography Program of St. Vincent's Medical Center.

The unit will be owned, maintained and operated by St. Vincent's Foundation.

Underserved women would be screened and scheduled by the American Cancer Society based on the following eligibility guidelines:

- 35 years or older
- no mammogram in last five years
- no visible signs or diagnosis of breast cancer
- not pregnant or nursing
- no implants

The screening mammograms would be provided by St. Vincent's Medical Center's Mobile Mammography Program and would include follow-up (diagnostic mammogram, ultrasound, biopsy) and/or treatment (surgery, chemotherapy, radiation) related to breast problems for any woman without public or private funding.

All women, not just the underserved, who receive a mammogram through the St. Vincent's Mobile Mammography Program should also receive instruction in breast self-exam. The American Cancer Society will provide the educational materials (literature, breast models, videos) needed to accomplish this.

This project would serve as a pilot for potential future partnerships in the major metropolitan areas of the state. Source of funding for future projects would be the proposed BCBSF foundation (to be presented to the BCBSF Board November 2000, and if approved, established in February 2001). Expansion into other metropolitan areas would depend upon the success of this project, need, and availability of resources.

Overarching Communications Objective

Reinforce that BCBSF is committed to women's health issues and access to affordable, quality health care, delivering on the BCBSF promise, dedicated to providing caring solutions.

Communications Goals

- Reinforce that women's health issues are important to BCBSF

- Encourage women and especially the underserved to have a mammogram
- Leverage the partnership between BCBSF, St. Vincent's Foundation and the American Cancer Society
- Reinforce that BCBSF is committed to providing caring solutions
- Increase awareness of the importance of breast self examinations and mammography

Communications Strategies

- Coordinate communications between St. Vincent's Foundation, American Cancer Society and BCBSF to present a unified, cohesive message to all audiences
- Position BCBSF as committed to women's health issues, preventive health care, and breast self-examinations and mammography
- Position BCBSF as promoting access to affordable, quality health care
- Leverage the partnership between the insurer, provider and cancer-focused organization

Key Audiences

Customers

Elected officials (local, state and national)

Media

Employees of BCBSF, St. Vincent's and American Cancer Society

Board members of BCBSF, St. Vincent's and American Cancer Society

General Public

Key Messages

- Blue Cross and Blue Shield of Florida (BCBSF) continually strives to provide and maintain access to the most appropriate, cost-effective quality care
- BCBSF is committed to women's health issues
- BCBSF is dedicated to providing caring solutions
- The goal of the partnership between BCBSF, St. Vincent's and the American Cancer Society is to decrease the number of late stage diagnoses and increase the survivability of breast cancer, especially among the underserved population, of the First Coast area
- This is a pilot project with the potential to be repeated in other major metropolitan areas of the state
- **INSERT** Breast cancer messages
- **INSERT** St. Vincent's messages
- **INSERT** American Cancer Society messages

**Blue Cross Blue Shield of Florida
Mobile Mammography Unit News Conference**

Overview

Sunday, November 26

Afternoon Mobile mammography unit arrives at BCBSF Deerwood Campus and is parked between buildings 100 and 200

Monday, November 27

All day Mobile unit available for BCBSF employees who had scheduled appointments
10:00 a.m. All employee memo from Mike Cascone via e-mail
1:30 p.m. Representatives from St. Vincent's, American Cancer Society and media begin arriving
2:00 p.m. News conference begins
At end of program Mobile unit available for television crews

Components

- Mobile Mammography Unit located near executive parking lot between buildings 100 and 200
- Mammography available to BCBSF employees that day
- Two large banners with 500 pink ribbons signed by people in support of breast cancer awareness (located at site for announcement – outside if weather permits)
- Announcement and presentation of large check by BCBSF representatives
- Check presented to St. Vincent's and American Cancer Society
- Breast cancer survivor whose cancer was initially diagnosed via mammogram will be available
- Media representatives able to tour unit
- Other visuals to be determined
- Press kits

Spokespersons

BCBSF

Michael Cascone, Jr., President and CEO (tentative)
Ernie Brodsky, Senior Vice President, North Geographic Business Unit
Breast Cancer Survivor?

St. Vincent's Foundation

John Maher
John Logue
Jane Lanier

American Cancer Society

James Burt (tentative)
Carter Bryan (tentative)
Susan Mattox, Executive Director

Breast Cancer Survivor

Ellie Rimar (tentative)

BCBSF contacts: Susan Towler, 905-6137; Laura Jo Brunson, 805-.....; Gretchen Smith, 905-....

To develop

Talking points for all spokespersons

Announce mammography will be available 11/27 to BCBSF employees

All employee communications

Press kits

Press kits

News release

Newsletters, annual reports from all partners

Breast cancer and mammography information

Questions

When will announcement be made to St. Vincent's employees?

Who will contact media?