



Project Title: Project Pink

Amount: \$33,064

Project Description:

Crossett Health Foundation (dba Ashley County Medical Center) has developed Project Pink in an effort to increase the number of women in this rural Southeast Arkansas county to seek regular mammogram screenings. It is the goal of Project Pink to increase the number of early detections of breast cancer in our area, thus raising a woman's chance of survival. Project Pink will provide free mammogram screenings to all Ashley County women over the age of 40, by covering all out-of-pocket expenses associated with both the mammogram screening and the ICAD Second Look reading.

Each woman who comes to Ashley County Medical Center for a mammogram will be evaluated to determine how much of the costs are covered by her insurance, Medicare or Medicaid, and whether she qualifies for any of the BreastCare programs. Once a cost coverage amount is determined for the patient, Ashley County Medical Center will then charge the remainder of the cost of the mammogram and ICAD Second Look reading to Project Pink. Ashley County Medical Center has proudly worked in cooperation with BreastCare in the past. Project Pink is designed to work alongside BreastCare to better serve the women of Ashley County.

Service Area:

