



# fact sheet

fiscal year 2010-2011

**The Rose**, celebrating its 25<sup>th</sup> Anniversary, is a not-for-profit 501(c)(3) breast cancer organization, offering a full range of breast cancer screening and diagnostic services including mammograms, ultrasounds, biopsies and access to treatment. The Rose is one of the leading breast cancer diagnostic facilities in Southeast Texas both in its total number of patients served and in its comprehensive level of quality and state of the art services. It has also become the primary organization providing services at *no charge* to working poor, uninsured men and women. Key to The Rose's sustainability and uniqueness is that patients who have the ability to pay for services help offset the costs for those who cannot pay. This past year, The Rose delivered **79,610** services including: **33,784** screening and diagnostic procedures for those able to pay; **19,369** screening and diagnostic procedures at *no charge* to uninsured patients; **8,857** free patient navigation services to other treatment; and outreach/education to **17,600** people. In addition, The Rose reached **2,257,144** people through media messages.

**Mission:** To reduce deaths from breast cancer by providing screening, diagnostics and access to treatment for all women regardless of their ability to pay. In addition, the goal is to provide *early* detection and to *reduce the time* between initial screening and treatment as well as to create new clinical pathways for the uninsured.

**Uniqueness:** Many organizations support routine screening mammograms for women who meet low income, uninsured criteria, but what happens when the screening mammogram is *abnormal*? The Rose provides everything from education/outreach to screening mammography and diagnostic services, navigation to treatment and support services at no charge to working poor, uninsured women. The **Empower Her® Sponsorship Program** is the winner of the American Cancer Society's Harold P. Freeman Award for exemplary achievement in bringing cancer control and awareness to traditionally underserved, at-risk communities and includes the services of the *Patient Navigator* and *Physician Network*. The Rose also provides **Young Women's Services** to women age 39 and under who have concerns about breast cancer. The Rose **Mobile Mammography Outreach Program** has expanded to two units that provide mammography screening to women throughout Southeast Texas, which includes Houston and 15 surrounding counties.

**Patient Navigation Program:** The *Patient Navigation Program* provides one-on-one advocacy and mentoring support to help Sponsored women overcome barriers such as language, self-esteem, transportation, and childcare. The Patient Navigator guides breast cancer patients through the entire process from diagnosis, to physician referral, to treatment. Services include assistance with eligibility paperwork, translation, education, post surgical needs such as prostheses, and access to other medical resources individuals may need to expedite healing and recovery. Last year The Rose provided **13,756** diagnostic procedures at no cost to over **3,611** low-income, uninsured women who could not afford to pay. The Rose provided **13,856** Patient Navigation services for external medical procedures. Two hundred (**200**) low-income, uninsured women were diagnosed with breast cancer and our Patient Navigators helped them receive comprehensive breast cancer treatment at no cost through our Physician Network or paid providers funded by our grantors and donors.

**Physician Network Program:** This unique program (recognized for excellence by the National Centers for Disease Control) combines one-on-one patient support, and donated breast cancer treatment services from a variety of community-based hospitals, radiation therapy centers, oncology centers and other healthcare agencies that agree to serve at least one low-income, uninsured patient of *The Rose* each year. Patients generally receive treatment within 4 weeks of diagnosis in comparison to the 10-13 month timeline delivered by the traditional public health systems. Currently The Rose's Physician Network is comprised of more than **500** members who provide in-kind medical services for Sponsored clients annually averaging **\$7** Million in value annually.

**Services:** Services provided by The Rose fall into three major categories with specific services following.

1. **Basic Screening Services** include: breast self-exam (BSE) training, clinical breast exams, mammograms, breast ultrasound diagnostics, bone density testing, a mobile mammography outreach program and **Young Women's Services** (designed for women age 39 and under);
2. **Diagnostics and Breast Cancer Treatment Services** include: additional diagnostic views, stereotactic biopsies, ultrasound guided core biopsies, fine-needle aspirations; bone density testing and patient navigation to services and treatment by members of The Rose Physician Network as well as paid providers.
3. **Social Services** include: community outreach/education, Patient Navigation (including assistance with childcare, transportation, language, etc. and navigation to treatment sources), Young Women's and Hispanic Outreach programs, support groups (English and Spanish), in-service training for medical professionals, and the Randall's Resource Center (cancer information, family support, meditation tapes, wigs, prosthetics, etc.).

**Special Events:** In 2011-2012, The Rose will host - The 25<sup>th</sup> Anniversary **Silver Rose Gala** on November 10, 2011, The Rose 4<sup>th</sup> Annual **Bikers Against Breast Cancer** May 12, 2012 and The Rose 23<sup>rd</sup> Annual **Shrimp Boil** July 14, 2012. The Rose is also the beneficiary of and participates with over 100 partners in community events related to breast health care. The Breast Health Collaborative of Texas, which The Rose helped to found, hosts its 7<sup>th</sup> annual **Breast Health Summit, October 20-21**, designed to improve access to breast healthcare particularly for low-income and uninsured clients.

**History:** Two women, a local surgeon (Dr. Dixie Melillo) and a hospital marketing director (Dorothy Weston Gibbons) founded The Rose in 1986. They saw women who were working poor, had no insurance and were trying to feed and clothe dependent children. These were women who after discovering a lump in their breast, would procrastinate because they could not afford to see a doctor. This delay was too often fatal. The Rose was created to fill this gap in medical services.

**Namesake:** The inspiration for creating a non-profit center for low-cost mammography came from **Rose Kushner**, a journalist for the Baltimore Sun and a well-respected breast cancer-screening advocate. Rose knew first hand what a woman with breast cancer faced. She had been diagnosed with the disease herself in 1974. Throughout the years, Rose offered encouragement, direction and advice, and served on The Rose board until her death from breast cancer in January of 1990. This organization is named and serves in tribute to her.

**Governance & Personnel:** A 13-member Board of Directors provides governing authority. Board members receive special training at a *Best Boards* leadership conference co-sponsored by Rice University, the Association of Fundraising Professionals, Greater Houston Community Foundation, and United Way of the Texas Gulf Coast. A full-time staff of 81 employees provides site and program management along with part-time contract staff. Volunteers support special events, raise benefit dollars, provide clerical help, and serve on special needs projects.

**Budget & Funding:** \$8.2 million annual operating budget. Revenue is split approximately 48/52 between program service earned revenue (direct pay for services, insurance reimbursements, and contracts for services) and contributions (from corporations, foundations, organizations, individuals and special events).

**Locations:** Two sites include: **The Rose Southeast** (I-45/Gulf Freeway, just north of Beltway 8), 12700 N. Featherwood, Houston, 77034, (281) 484-4708, fax (281) 484-5626 and The Rose Galleria (610 Loop S. W. feeder, immediately south of I-59 Southwest Freeway) at 5420 West Loop South, Suite 3300, Bellaire, 77401, (281) 484-4708, fax (713) 668-3173. E-mail: [TheRose@TheRose.org](mailto:TheRose@TheRose.org) and website: [www.TheRose.org](http://www.TheRose.org). In addition, The Rose's **Mobile Mammography Outreach Program** reaches corporations and other women through more than 200 multiple mobile screening sites, located in 15 counties around Houston. For information about mobile screening services, contact 281-464-5136.

**Hours of Operation:** Appointments available Monday – Thursday, 8am - 5pm and Friday, 8am - 4pm; some Saturdays at two sites above as well as scheduled site visits across several counties via its Mobile Mammography units.