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NATIONAL BREAST CANCER AWARENESS MONTH



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Although many great strides have been made in breast cancer awareness and treatment, there remains much to be accomplished. Breast cancer is the most common cancer in women in the United States, aside from skin cancer. According to the American Cancer Society (ACS), an estimated 192,370 new cases of invasive breast cancer are expected to be diagnosed among women in the United States this year. It is important to continue educating and empowering women to take charge of their own breast health by practicing regular self-breast exams to identify any changes, scheduling regular doctor visits, scheduling annual mammograms at an In-Network facility (which you receive free of charge), adhering to prescribed treatment, and knowing the facts about recurrence.

Having the most common risk factors below doesn't mean a woman will develop breast cancer. But knowing her personal risk factor profile and understanding what it means will help her and her doctor plan a course of action that may reduce her chance of developing the disease, or, at least, to detect it in its earliest, most treatable stages. The most common risk factors are:

- Gender – The highest risk factor for breast cancer is being female; the disease is about 100 times more common among women.
- Age – The risk of breast cancer increases as a woman grows older. The risk is especially high for women age 60 and older.
- Personal History – Women who have had breast cancer and women with a history of breast disease (not cancer, but a condition that may predispose them to cancer) may develop it again.
- Family History – The risk of developing breast cancer increases for a woman whose mother, sister, daughter, or two or more close relatives have had the disease. It is important to know how old they were at the time they were diagnosed.
- The Breast Cancer Genes – Some individuals, both women and men, may be born with an "alteration" (or change) in one of two genes that are important for regulating breast cell growth. Individuals who inherit an alteration in the BRCA1 or BRCA2 gene are at an "inherited" higher risk for breast cancer.

Common to all women are daily lifestyle decisions that may affect breast cancer risk. These day-to-day choices involve factors such as poor diet, insufficient physical activity, alcohol use, and smoking. You can access information regarding support programs to improve your health at www.BCBSFL.com/MyBlueService. Besides possibly reducing breast cancer risk, lifestyle improvements represent smart steps for a healthier life, since they can help prevent heart disease, diabetes, and many other chronic, life-threatening conditions.

Pink Caps Against Cancer

During National Breast Cancer Awareness Month, most prescription vials picked up in Walgreens pharmacies or mailed to patients' homes from Walgreens Mail Service will sport a pink cap to support breast cancer awareness and research. The caps will direct patients to www.walgreens.com/giving where they can learn about and purchase pink products and view the charities Walgreens supports. In the front of the stores, Walgreens will sell several pink items, with a portion of their sales going to Breast Cancer Network of Strength and Susan G. Komen for the Cure.

OCTOBER IS NATIONAL BREAST CANCER AWARENESS MONTH, ALCOHOL AWARENESS MONTH AND VEGETARIAN AWARENESS MONTH

Important Information to Improve Your Health

Online Health Risk Assessment

Your health is very important and this is a first step to good health!

The "*Better You From Blue*" online health risk assessment provides a customized and confidential personal health report, access to health coaches, web-based information, helpful tools, and wellness resources. To take the assessment, have the following items ready before you begin:

- Your BlueCross BlueShield of Florida Member Number (found on your insurance card).
- Your biometric screening results (i.e., blood pressure, cholesterol, and glucose/blood sugar).
- A computer with Internet access, a connected printer, and Adobe® Acrobat Reader 4.0 or greater.

Logon to <http://icubabenefits.org> and scroll down the page to ICUBA Employee Benefit News and Information. Under that section, click on the online health risk assessment following the logon information. Once you logon to the assessment, you will complete the New User Setup Screen, including the creation of a username and password (please write down the username and password for future access). You will then take the assessment and once complete, a confidential health report will be generated. Please note the assessment cannot be altered once the report has been generated, so please review your responses for accuracy before generating your report.

When the health assessment is complete, a \$25 deposit will be made, up to one time annually, to your Health Reimbursement Account (HRA). If you do not have an HRA, you will be given a gift certificate.

Annual Required Notice

You will be receiving your Annual Required Notice in the US Mail this month. The notice contains important information regarding your Privacy Rights as defined by the Health Insurance Portability and Accountability Act (HIPAA). Included will also be other information regarding:

- The Women's Health and Cancer Rights Act
- Coordination of your Prescription Drug Plan with respect to Medicare
- Special Enrollment Rights and Responsibilities under continuation of coverage COBRA

Have you ever wondered why prior authorizations for prescription drugs are monitored every 12 months?

The 12 month re-approval is intended to serve as a point-of-care check, to ensure that chronic conditions and more specifically treatments are being re-assessed at least annually. This becomes particularly important with multiple providers and multiple pharmacies. This is an important part of the improve care movement to achieve high standards of quality care for all patients.