
Mission: *Saving lives* through quality *breast* health services, *advocacy* and *access to care for all*.

The Rose 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. This past year, The Rose served **38,169** patients with **7,139** of those being uninsured and sponsored. A total of **70,896** screening and diagnostic procedures were provided, **17,193** were sponsored. Most importantly, **396** women were diagnosed, of which **206** were uninsured women. The Rose served patients from **60 counties** in Texas, with mobile mammography sites in 35 counties. Recognizing that with breast cancer, early detection saves lives, The Rose also provides breast health awareness within the community. Over **10,000** educational or outreach contacts were made.

Quality Breast Health Services: The Rose provides direct medical services including breast cancer mammography screening, comprehensive diagnostics, biopsies, physician consultation and patient navigation to treatment regardless of ability to pay.

Advocacy: The Rose's leadership in advocacy encompasses one-on-one patient advocacy in obtaining critical diagnostic and treatment medical services as well as championing broader state and national issues that impact patient care.

Access to Care: Core to The Rose's mission is access to care for all. Access includes addressing geography barriers, eliminating financial, cultural and age barriers and reaching the medically underserved through collaboration and innovative programs.

Commitment to Quality: The Rose received the nationally acclaimed ***Breast Imaging Center of Excellence recognition in 2017*** and is one of only 12 breast centers in Greater Houston to attain this accreditation. Also accredited by the American College of Radiology, a recognized MQSA compliant and FDA approved facility, The Rose is led by fellowship trained/board certified radiologists specializing in breast care. All services are provided using state-of-the-art digital equipment and advanced technology including 3D tomosynthesis mammography. Protocols are evidence based and age appropriate.

Medical and Social Services

- **Routine Screening Services** include breast self-exam (BSE) training, clinical breast exams, 3D screening mammography, breast ultrasound diagnostics, bone density testing, a 3D Mobile Mammography Program and Young Women's Services (designed for women age 39 and under).
- **Diagnostics** include 3D diagnostic mammography, ultrasound diagnostic studies, stereotactic biopsies, ultrasound guided core biopsies, fine-needle aspirations, bone density testing.
- **Breast Cancer Treatment Services** Patient Navigators provide access to breast cancer treatment and medical care. Survivorship Services include access to clinical trials; culturally appropriate support groups; community outreach/education, assistance with childcare, transportation, and language.

Uniqueness: The Rose is rated as **one of the top 6 specialty** care facilities in Greater Houston, ranking alongside direct medical care providers such as MD Anderson, Methodist and Harris Health. Key to The Rose's sustainability are patients who have insurance and are able to pay for services which helps offset the costs of services to the uninsured.

Continuum Of Care: The Rose's ability to provide care from outreach through treatment **sets it apart** from most breast care organizations by providing medical and social services such as:

- The **Empower Her® Sponsorship Program** – The Empower Her® Program covers the cost of breast screening and diagnostic services for uninsured women with incomes at or below 200% of the Federal Poverty Level. Program participants are never assessed a fee.
- **Young Women's Services** are available to women age 39 and under who are high risk and often underrepresented within traditional guidelines. A total of **2,083 young women were served**, 490 uninsured and 33 young women were diagnosed, the youngest was 22 years old.
- The **Patient Navigation Program, the hallmark of The Rose, ensures diagnosed uninsured women access to timely and appropriate treatment.** From the first moment she hears those words: "You have breast cancer" until she has completed treatment, a Patient Navigator is by her side. The Navigator guides each woman through each facet of her treatment, connecting her to services and resources that address her needs, leaving her to focus on recovery. During 2020-21, The Rose Navigators assisted **206 uninsured women** into treatment and **reached 694 patients** for follow-up assistance.
- The Rose's **Mobile Mammography Program, established in 2006**, operates four Mobile Health Coaches, which eliminate barriers to quality breast health care such as lack of convenience and accessibility. Screening 3D mammography is provided to corporations, civic organizations, community clinics and physician offices in both urban and rural settings serving a total of **8,722 women** through mobile sites in 43 counties of Southeast Texas.
- **Mammogram to Medical Home Program**, launched in September 2021, removes one more barrier to care for uninsured women who do not have a physician. Patients are seen by a Nurse Practitioner who will complete a basic health assessment, a clinical breast exam, and write orders for the needed breast care procedure. Patients diagnosed with cancer are helped through the Patient Navigation Program and those whose test results are normal are helped to find a permanent medical home.

Commitment To Stewardship: The Rose has attained high ratings as a charity from Guide Star and Charity Navigators and received a 100% rating in transparency. It is an approved charity of the Better Business Bureau meeting all standards and is ranked among the top 25 charitable organizations in Houston.

Special Events: An **Annual Luncheon** held in the Spring; **Shrimp Boil** held in the summer; **Hats and Henna High Tea** held in May; and more than 300 community-based fundraisers held primarily in October, breast cancer awareness month.

History: **Dr. Dixie Melillo**, a local surgeon, and **Dorothy Gibbons**, a hospital marketing director, founded The Rose in 1986, after seeing too many women with late-stage breast cancer. The women were among the working poor, with no insurance, who, after discovering a lump, would procrastinate because they could not afford to see a doctor. They were women who were focused more on trying to meet the needs of their families than their own health. The cost of the delay was often fatal. The Rose was created to fill a gap in medical services that still exists today.

Namesake: The inspiration for creating a non-profit center for low-cost mammography came from **Rose Kushner**, an award-winning journalist for the **Baltimore Sun**, and a nationally known breast cancer-screening advocate. Rose challenged Dr. Dixie Melillo and Dorothy Gibbons during the initial conception of The Rose and offered further encouragement, direction and advice while serving on The Rose board until her death from breast cancer in January of 1990.

Governance & Personnel: A 19-member Board of Directors provides governing authority. With 113 employees, a medical staff of seven physicians and 200+ volunteers, The Rose continues to fulfill its mission.

Annual Budget & Funding: The fiscal year ended with \$15 million revenue, of which 54% was from patients, 28% from fundraising, 10% state government and 8% other. Exceeding non-profit standards for program allocations, **85% of the total budget is applied to program, 9% to administration and 6% to fundraising.**

36 Years of Saving Lives