



FACT SHEET

FISCAL YEAR 2017-2018

THE ROSE SOUTHEAST
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TheRose.org

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 **38,868** patients with **5,790** of those being uninsured and sponsored. A total of **69,714** screening and diagnostic procedures were provided, **12,644** were sponsored. Most importantly, **389** women were diagnosed with breast cancer, of which **147** were sponsored. In 2018, The Rose served patients from **87 counties** in Texas, with mobile mammography sites in 30 counties. Recognizing that with breast cancer, early detection saving lives, The Rose also provides breast health awareness within the community. In 2017-18, over **12,000** educational or outreach contacts were made.

Quality Breast Health Services--The Rose provides direct medical services including breast cancer mammography screening, comprehensive diagnostics, 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 and its top priority is access to care for all. Access includes addressing geography availability, eliminating financial, cultural and age barriers and reaching the medically underserved through collaboration and innovative programs.

Commitment to Quality: In 2017, The Rose received the nationally acclaimed **Breast Imaging Center of Excellence recognition** and is one of only 14 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.

Uniqueness: The Rose is **only free-standing** center to attain the Breast Imaging Center of Excellence and the leading breast cancer diagnostic facilities in Southeast Texas both in its total number of patients served and in its comprehensive level of quality. The Rose is rated as **one of the top 6 specialty** care facilities in Greater Houston, ranking along side direct providers MD Anderson, Methodist and Harris Health. Key to The Rose's sustainability is that patients who have the ability to pay for services help offset the costs for those who cannot pay. At The Rose every **insured patient helps supports services to the uninsured**.

Commitment to Stewardship: The Rose has attained high rating 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.

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** – Recognized by the American Cancer Society with the Harold P. Freeman Award for exemplary achievement in bringing cancer control and awareness to traditionally underserved, at-risk communities, Empower Her® includes the **Patient Navigator Program** often connecting our diagnosed patients to one of the many doctors within our **Physician Treatment Network**. The Rose also provides **Young Women's Services** to women age 39 and under who have concerns about breast cancer but are often underrepresented within traditional guidelines.
- The **Patient Navigation Program is the hallmark of The Rose**, ensuring that every diagnosed woman receives timely and appropriate treatment. The Navigator is by the patient's side from the first moment she hears those words: "you have breast cancer" until she has reached her five year survival mark. **Insured or uninsured this service is available to all**. The Navigator guides each woman through each facet of her treatment, connects her with services and networks for customized care that fits her needs which allows her to focus on healing and recovery. During 2017-18, The Rose Navigators assisted **210 women** into treatment and a total of **470 patients received some form of patient navigation follow-up and assistance**.

- The Rose's **Mobile Mammography Program** operates a fleet of Mobile Health Coaches, which eliminate barriers to quality breast health care such as lack of convenience and accessibility. By taking screening services to corporations, civic organizations, community clinics and physician offices in both urban and rural settings, The Rose has expanded its outreach to 40 **counties** and provided digital mammography to **9,633 women**.

COLLABORATIONS: The Rose is a primary **Breast Health Safety Net Provider** and provides direct services to **Federally Qualified Health Centers**, physician offices, community clinics and organizations assisting low income women. Formal Memorandums of Understanding provide the foundation of all collaborative initiatives. The Rose continues its long history of identifying a need or gap in breast health care and bringing the appropriate stakeholders to a common table to formulate solutions. The **Breast Health Collaborative of Texas (BHCT)**, founded by The Rose, and now its own 501(c) (3) along with the highly attended and anticipated annual BHCT Breast Health Summit are examples. In FY2012-2013, The Rose and Harris County Healthcare Alliance brought 20 organizations together to form the **Community Care Collaborative Project**. The most current collaborative project, **The Houston Initiative**, seeks to reduce the high mortality rate in African American women diagnosed with breast cancer.

MEDICAL AND SOCIAL SERVICES

- **Routine Screening Services** include breast self-exam (BSE) training, clinical breast exams, 3D Tomosynthesis mammograms, breast ultrasound diagnostics, bone density testing, a 3D Tomosynthesis Mobile Mammography Program and Young Women's Services (designed for women age 39 and under).
- **Diagnostics and Breast Cancer Treatment Services** include diagnostic mammography, ultrasounds diagnostic studies, 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 Treatment Network as well as paid providers.
- **Survivorship Services** include access to clinical trials; culturally appropriate support groups; and community outreach/education. Patient Navigation includes assistance with childcare, transportation, language, as well as Young Women's and Hispanic outreach programs; in-service training for medical professionals, and a cancer resource center.

SPECIAL EVENTS: **A Time to Care Luncheon** held in the Spring; **Shrimp Boil** held in the summer, **Hats and Henna High Tea** held in the Fall; **The Rose Takes Center State** in the Fall 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 who were coming for care only after they were in 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 15-member Board of Directors provides governing authority. Board members receive special training at a **Best Boards** leadership conference held at Rice University. A full-time staff of 120 employees, a medical staff of five radiologists and a general surgeon, and 200+ volunteers ensure The Rose continues to fulfill its mission.

ANNUAL BUDGET & FUNDING: Moving into 2019 with a **\$14.5** million annual budget, patient revenue represents 62% and 28% comes from fundraising. Exceeding non-profit standards for program allocations, **88% of the total budget is applied to program, 7% to administration and 5% to fundraising.**

HOURS OF OPERATION: Monday – Friday, 8am - 5pm and Saturdays by appointment.

32 Years of Saving Lives