



FACT SHEET

FISCAL YEAR 2019-2020

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 **29,328** patients with **5,265** of those being uninsured and sponsored. A total of **55,890** screening and diagnostic procedures were provided, **12,834** were sponsored. Most importantly, **328** women were diagnosed, of which **153** were uninsured women. The Rose served patients from **79 counties** in Texas, with mobile mammography sites in 31 counties. Recognizing that with breast cancer, early detection *saves lives*, The Rose also provides breast health awareness within the community. Over **14,375** 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 and its top priority 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 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.

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 and Breast Cancer Treatment Services** include 3D diagnostic mammography, ultrasound 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.

UNIQUENESS: The Rose is the **only free-standing** center to attain the **Breast Imaging Center of Excellence** and is a leading breast cancer diagnostic facility 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 alongside direct medical care providers such as 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**.

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**.
- **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 **1,996** young women were served, 526 uninsured and 21 diagnosed with cancer.
- 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 2018-19, The Rose Navigators assisted **153 women** into treatment and additionally they **reached 1,062 patients**, who were in some stage of treatment, monitored their needs and provided follow-up assistance.
- The Rose’s **Mobile Mammography Program** operates two Mobile Health Coaches, which eliminate barriers to quality breast health care such as lack of convenience and accessibility. Screening services were provided to corporations, civic organizations, community clinics and physician offices in both urban and rural settings serving a total of **5,852 women** with 3D mammography.

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 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. With 103 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 a \$13 million revenue, of which 48% was from patients, 45% from fundraising, 6% state government and 1% other. 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 –Thursday, 8am - 5pm, Friday 8am-4pm and Saturdays by appointment.

34 Years of Saving Lives