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13TH STORY of Level 1 printed in FULL format.

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Chicago Tribune

March 24, 1997 Monday, NORTH SPORTS FINAL EDITION

SECTION: NEWS; Pg. 3; ZONE: N

LENGTH: 630 words

HEADLINE: YEARLY MAMMOGRAMS FROM 40 ON SUGGESTED

BYLINE: Associated Press.

DATELINE: RESTON, Va.

BODY:

The American Cancer Society recommended Sunday that women begin annual mammograms at age 40, and the National Cancer Institute may soon reverse itself and adopt similar guidelines.

Until now, the cancer society has urged mammograms every year or two to look for breast cancer for women in their 40s. The changed recommendation is intended to save lives and simplify the confusion surrounding mammography guidelines, Dr. Myles P. Cunningham, the society's president, said Sunday.

"We are confident that these guidelines will save lives," Cunningham said. "We think women need specific guidance, and if there is a benefit, we should say so."

Mammograms for younger women have become one of the most contentious issues in medicine, especially since the federal cancer institute said two months ago that it could not make sweeping recommendations for women under age 50.

Since then, the institute has been under pressure from Congress to do just that, and it now appears to be on the verge of recommending mammograms for all women in their 40s.

The society's board of directors adopted the new guideline on Saturday and announced the change Sunday at a science writers conference sponsored by the cancer society.

The federal cancer institute and the privately funded cancer society are by far the most influential groups making recommendations about steps people should take to avoid and control cancer.

The debate over screening recommendations centers on whether mammograms truly save younger women's lives and whether the high number of false alarms they trigger is justified.

Experts say that only about 15 percent of ominous results from mammograms of women in their 40s prove to be cancer.

A report that pulled together the results of eight separate experiments concluded that breast cancer deaths among women in their 40s fall 18 percent if they have yearly mammograms. But some call this evidence weak since the

Chicago Tribune, March 24, 1997

survival advantage does not become clear until these women are in their 50s, when their cancers might have been picked up by later testing.

Virtually all health professionals agree that annual mammograms make sense for women over age 50, because they can spot tumors while they are still at a curable stage and cut breast cancer deaths by about 30 percent. Most also agree that mammograms are unnecessary for women in their 30s.

It's unclear how helpful they are for women in their 40s. At this age, breast cancer is relatively rare: About 1.5 percent of U.S. women will get breast cancer between age 40 and 49.

Last January, an expert panel assembled by the National Cancer Institute looked at all the studies and concluded the evidence of benefit was too slim to recommend screening these women annually. Instead, it said "each woman should decide for herself" whether to start having mammograms during her 40s.

The cancer society has been one of the foremost critics of that conclusion. Two weeks ago, at a workshop to look at the same data, its experts recommended the annual mammograms beginning at age 40.

The National Cancer Advisory Board, a presidentially appointed committee that advises the National Cancer Institute on policy, has also been developing new mammography guidelines for women in their 40s since last month.

Dr. Harmon J. Eyre, a cancer society executive vice president, said he expects the board to issue its recommendations on Wednesday.

Eyre said he was told by NCI Director Richard Klausner that the new federal guidelines will be similar to the one just discarded by the cancer society: It will recommend that all women in their 40s have mammograms every year or two.

American Cancer Society's move may nudge the National Cancer Institute toward the same recommendation.

LANGUAGE: ENGLISH

LOAD-DATE: March 24, 1997

DRAFT

9:30 tomorrow

*also
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690-6247*

*Joining Betsy
Women
Superior
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**PRESIDENT WILLIAM J. CLINTON
MAMMOGRAPHY ANNOUNCEMENT
THE WHITE HOUSE
MARCH 27, 1997**

Good afternoon. Secretary Shalala has just briefed me on new mammography recommendations from the National Cancer Institute's ~~National Cancer Advisory Board~~ *new* that give clear, consistent guidance to women in our national fight against breast cancer. We have been debating this issue for too long. *Breast cancer affects 1 in 8 women in their lifetimes based on latest + best medical evidence* It is estimated that 1.5 million American women will be diagnosed with breast cancer in this decade -- and a half-million of them will lose their lives. My own mother fell victim to this terrible disease. We may not yet have a cure -- but we do know that early detection and early treatment are our most potent weapons in this battle. And we know that mammography can save lives.

*most
common
diagnosed
cancer
among
women
affects
1 in 8*

That is why it is so important to send a clear, consistent message to women and their families about when to start getting mammograms and how often to repeat them. Today, we are offering women and their families that clear guidance, *based on the latest and best medical evidence* ~~based on the latest and best medical evidence~~.

After careful study of the science, *the WCI* ~~we have reached a clear consensus in the medical community~~. ~~The National Cancer Advisory Board~~ has now concluded that women between the ages of 40 and 49 should get a mammogram examination for breast cancer every one or two years in consultation with their doctors. These new ~~government~~ *new* recommendations end the debate. ~~We all now agree~~ *the medical community is now in agreement that this should* a mammogram starting at age 40 and every year or two thereafter ~~is the best way to protect yourself against breast cancer~~.

are the best ~~In addition to Secretary Shalala, I want to thank Advisory Board chairperson, Dr. Barbara Rimer and all the members of the Board, along with NCI Director, Dr. Richard Klausner for the fine and speedy job you did in producing these recommendations. I also want to thank the First Lady, who could not be here today because of her historic visit to Africa. Hillary has devoted countless hours to educating women about the importance of mammography. Her concern has been not only for women, but for entire families that are affected when a wife or mother or daughter is diagnosed with breast cancer. She is a part of this achievement and I want to thank her for all she has done in the fight against breast cancer.~~ *Women can protect themselves from cancer*

Now that ~~we all agree~~ *medical experts regular for beginning age 40* on the need for mammograms in women over 40, we have to take steps to see that they get them and that they and their doctors understand the benefits of the procedure. That is why in the Medicare budget I am sending to Congress today, I am making annual mammography exams a covered expense. *beginning at age 40 - and that it is a payment & deductible of* Secretary Shalala is also sending a letter to state Medicaid Directors urging them to also cover an annual mammogram and assuring them that the government will pay its matching share. And today, I am directing the Office of Personnel Management to require all federal health benefits plans, covering 10 million federal employees, *because we know that only about 40% of older women take advantage of medical coverage* retirees and their families, to comply with the National Cancer Advisory Board's recommendations on mammogram screenings beginning in January 1998, the start of the next *older women take advantage of this benefit* contract year.

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*So today I'm taking action to
bring Medicare,
Medicaid & federal employee health plans
in line w/ the WCI's recommendations.*

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The federal govt is doing its part - and
to ensure that women have
they - I want to challenge private health to join - you
now should cover a woman for women age 40 and over.
Finally, let me say that this information is only useful if women and families know about it
and know how to act on it. That is why we are launching a ~~massive~~ ^{regular} public education campaign to
make sure every woman in America knows that a mammogram every one to two years is a critical
weapon in our fight against breast cancer.

Finally, ^{regular} and every health professional in America are
There has been much discussion on this issue and a lot of confusion. But we should all
remember that there is not one prescription for all women. That is why women should make this
decision in consultation with their doctors. We simply want to ensure that every woman who
wants a mammogram has both coverage and access to this potentially life saving test.

Now, I'd like to turn it over to Secretary Shalala.

aware
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12TH STORY of Level 1 printed in FULL format.

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The Washington Post

March 24, 1997, Monday, Final Edition

SECTION: A SECTION; Pg. A01

LENGTH: 939 words

HEADLINE: Mammogram Test Advice Stirs Debate; Cancer Group Urges Yearly Exam in 40s

BYLINE: David Brown, Washington Post Staff Writer

BODY:

The American Cancer Society recommended yesterday that women in their forties undergo annual mammography, reentering an impassioned debate on the uses of the most common X-ray screening test for breast cancer.

The advice to women in that age group differs significantly from that offered recently by a panel of experts convened by the federal government, and favors even more aggressive use of the test than the cancer society previously recommended.

The announcement, made yesterday at a medical conference in Reston, sharpened the lines of disagreement in the increasingly emotional medical dispute over the use of mammography in relatively young women. On this one issue, at least, it places the American Cancer Society -- the country's largest private advocate for cancer research, testing and treatment -- in opposition to the National Cancer Institute, the government's main agency for cancer research and education.

The conflicting recommendations also represent a rare public display of how medical experts often find different "meaning" in the underlying scientific data that they all agree upon.

At issue is whether mammography at that age effectively detects life-threatening breast cancer, thereby justifying the expense and medical risk of both the test itself and the procedures that women with "abnormal" findings may undergo.

The cancer society previously recommended that mammography be done yearly or every other year beginning at age 40. It now advises the test be done yearly -- a substantially more aggressive approach than recommended by several other organizations.

"We make this recommendation forcefully, unambiguously and with no reservations," said Myles Cunningham, the president of the cancer society, and a cancer surgeon.

When the National Cancer Institute took up the issue at a "consensus conference" in January, a panel of experts concluded the evidence of mammography's benefit for women aged 40 to 49 was not strong enough to make a public-policy recommendation that women get screened at that age. Instead, a woman should decide whether to get a mammogram at that age based on her own calculations of risk and benefit, the panel concluded.

The Washington Post, March 24, 1997

That finding was immediately controversial, with even the head of the National Cancer Institute, which organized the conference, saying he disagreed with the conclusion. Since then, the panel's advice has been criticized by other cancer experts, as well as some members of Congress, although many experts and advocacy groups call it reasonable and defensible.

The cancer society reviewed exactly the same scientific information the consensus conference panel did. In the society's case, however, the reviewers included numerous scientists who had conducted research on mammography and its uses. While the federal panel included experts in cancer and epidemiology, it specifically excluded people who had worked in the area of research under review.

The problem, according to some in the field, is that the data, on either side of the debate, are not that convincing. "We are sort of amazed this is getting as much attention as it is," said Jane Reese Coulbourne, executive vice president of the National Breast Cancer Coalition, an advocacy group that agrees with the recommendations released in January. "It's such a small thing. If the data were compelling, there wouldn't be disagreement."

Mammography produces a visually complicated X-ray of the breast. Many tumors too small to be felt by the hand can be seen in the image by radiologists. Those areas then are tested further, usually with a surgical biopsy. The test and its readers, however, are imperfect. Mammography fails to detect some tumors, and also sometimes labels normal breast tissue as "suspicious" and requiring further exploration.

The risk of breast cancer increases as women get older. There is general agreement that the test saves enough lives of women 50 years and older to warrant the recommendation that all women in that group be tested.

There have been eight studies in which women between 40 and 49 were assigned randomly to either get a mammogram or not. Most of those studies showed no clear-cut benefit, although many of them did not include enough women to detect a benefit unless it was quite large. When all eight studies were pooled, however, they showed an 18 percent reduction in mortality in women who underwent mammograms in their forties compared with those who did not.

Breast cancer is rare in younger women, however. There is a 1-in-66 chance of a woman developing the disease in her forties. Between 60 and 69, the chance is 1 in 29.

If 10,000 women in their forties underwent mammography, four would live longer because tumors would be found that would have killed them had the diagnosis not been made until they were 50, according to a recent estimate. Sometime during the decade, however, 3,000 of the women would have a mammogram interpreted as abnormal even though their breasts were, in fact, normal. Most of those women would have to undergo further testing -- usually a tissue biopsy -- before that conclusion was reached.

While the consensus conference panel that met in January is the most public body to look at and reject the idea that all women in their forties should get annual mammography, it is not the only one.

The Washington Post, March 24, 1997

The U.S. Preventive Services Task Force, a group of more than a hundred medical experts assembled by the Department of Health and Human Services, currently recommends only clinical breast examinations for women in their forties. Mammography should not begin until age 50, it advises.

LANGUAGE: ENGLISH

LOAD-DATE: March 24, 1997

11TH STORY of Level 1 printed in FULL format.

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USA TODAY

March 24, 1997, Monday, FIRST CHASE EDITION

SECTION: NEWS; Pg. 1A

LENGTH: 320 words

HEADLINE: Mammograms during 40s now recommended

BYLINE: Tim Friend

DATELINE: RESTON, Va.

BODY:

RESTON, Va. -- Women in their 40s should be screened for breast cancer every year, the American Cancer Society said Sunday in tightening its mammography guidelines.

A similar recommendation is expected later this week by the government's National Cancer Institute, whose lack of clear guidance on the use of mammograms for women in their 40s angered many.

The move by the two influential groups will help settle a major debate and assist younger women and their doctors.

There has been widespread agreement that women 50 and older should be screened annually for cancer but almost none on whether screening younger women saves lives or makes financial sense.

The institute (NCI) failed to arrive at a consensus earlier this year and was hotly criticized by many doctors and women's groups. It now is expected to recommend screening every one or two years for women in their 40s.

The groups' guidelines now will be compatible, says Harmon Eyre, a board member of the cancer society (ACS).

ACS had recommended women in their 40s have mammograms every year or two. Sunday's change was based on a review of recent studies that show annual screening of these women reduces death rates by as much as 44%.

Annual mammography in the 40s also is prudent because tumors grow faster in younger women, Eyre says.

The change "will not only detect cancer earlier and save lives, but also simplify some of the confusion surrounding mammography guidelines," ACS president Myles Cunningham said at the ACS science writers seminar here.

NCI also will suggest women age 40-49 first discuss the pros and cons of mammograms with their doctors, Eyre says. They can fail to detect cancers or suggest the presence of tumors that don't

exist.

About 18% of all breast cancers occur in women in their 40s; 13% of the 44,000 women who will die of breast cancer this year are 40 to 49.

LANGUAGE: ENGLISH

LOAD-DATE: March 24, 1997

6TH STORY of Level 1 printed in FULL format.

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The New York Times

March 24, 1997, Monday, Late Edition - Final

SECTION: Section A; Page 10; Column 6; National Desk

LENGTH: 319 words

HEADLINE: Mammograms Urged Yearly At 40 and Older

BYLINE: AP

DATELINE: RESTON, Va., March 24

BODY:

The American Cancer Society recommended today that women begin annual mammograms at age 40, and the National Cancer Institute may soon reverse itself and adopt similar guidelines.

Until now, the cancer society has urged mammograms every year or two to look for breast cancer for women in their 40's. The changed recommendation is intended to save lives and simplify the confusion surrounding mammography guidelines, Dr. Myles P. Cunningham, the society's president, said today.

"We are confident that these guidelines will save lives," Dr. Cunningham said. "We think women need specific guidance, and if there is a benefit we should say so."

Mammograms for younger women have become one of the most contentious issues in medicine, especially since the Federal cancer institute said two months ago that it could not make sweeping recommendations for women under age 50.

Since then, the institute has been under pressure from Congress to do just that, and it now appears to be on the verge of recommending mammograms for all women in their 40's.

The society's board of directors adopted the new guideline on Saturday and announced the change today at a science writers conference sponsored by the cancer society.

The debate over screening recommendations centers on whether mammograms truly save younger women's lives and whether the high number of false alarms they trigger is justified.

Experts say that only about 15 percent of ominous results from mammograms of women in their 40's actually prove to be cancer.

A report that pulled together the results of eight separate experiments concluded that breast cancer deaths among women in their 40's who had yearly mammograms decreased by 18 percent. But some call this evidence weak, since the survival advantage does not become clear until these women are in their 50's, when their cancers might have been picked up by later testing.

LANGUAGE: ENGLISH

LOAD-DATE: March 26, 1997

MEMORANDUM

TO: Terry Edmonds, Office of Speechwriting

FROM: Ellen Lovell *ELV*

Re: President's Mammogram Announcement

I would like to incorporate something like the following in the President's remarks:

I know that the First Lady is pleased with this decision because for many years she has encouraged women to get regular mammograms. She always stresses that this disease affects whole families, along with individual women. Two years ago, on Mother's Day, the First Lady kicked off the "Momma-gramm" - or "Medicare Mammography Awareness Campaign" - to educate all women - but especially older women, who can use the Medicare benefit that provides for mammograms.

Encl.

cc: Ann Lewis

HRC INVOLVEMENT IN BREAST CANCER/MAMMOGRAPHY ISSUES

- During her work on health care reform Mrs. Clinton heard repeatedly from women around the country about their health concerns and in particular their concerns about breast cancer. One of the things that Mrs. Clinton found was that although Medicare provides for regular mammograms, many older women do not utilize this benefit.
- These findings led Mrs. Clinton to conduct listening sessions around the country with older women in early 1995 to discuss breast cancer and to raise awareness among older women about the Medicare benefit. Cities included: Sarasota, FL; San Diego, CA; Cedar Rapids, IA and Washington, DC.
- To further raise awareness, Mrs. Clinton kicked-off the "Momma-gramm", or "Medicare Mammography Awareness Campaign" in honor of Mother's Day on May 1, 1995 at a White House ceremony. This campaign sought to educate older women of the Medicare benefit that provides for mammograms and to stress the importance for all of us to encourage the women in our lives to have regular mammograms. The campaign included greeting card inserts and floral arrangement cards which were called "Momma-grams".
- Mrs. Clinton did a follow-up listening session in the OEOB with older women and Dr. Susan Blumenthal in 1996 celebrate the 1 year anniversary of the campaign and discuss progress on breast cancer issues.
- Earlier this year, Mrs. Clinton hosted a private meeting with representatives from 15 corporations to ask their support and to challenge them to help in getting out the word about the importance of regular mammograms.
- In February, 1997 Mrs. Clinton participated in an event at the White House encouraging passage of the "Breast Cancer Patient Protection Act", which would allow a woman and her doctor to determine if an extra night in the hospital is required after having a mastectomy.
- Mrs. Clinton has addressed a number of organizations including the National Breast Cancer Coalition and the Fannie Mae Women's Health Summit to increase awareness about the progress being made on this disease and the roll of the Clinton Administration in bringing women's health issues and in particular breast cancer to the forefront. She has continuously highlighted the fact that this is not just a woman's disease, rather it is a disease that affects families. And that in the fight against breast cancer we muse continue to support efforts to strengthen research and early detection.

PRESIDENT WILLIAM J. CLINTON
MAMMOGRAPHY ANNOUNCEMENT
THE WHITE HOUSE
MARCH 27, 1997

Good afternoon. Secretary Shalala has just briefed me on the National Cancer Institute's new recommendations on mammography. These recommendations, based on the latest and best medical evidence, give clear, consistent guidance to women in our national fight against breast cancer. Breast cancer is the most commonly diagnosed cancer among women. It affects one in eight women in their lifetimes. My own mother fell victim to this terrible disease. We may not yet have a cure -- but we do know that early detection and early treatment are our most potent weapons in this battle. And we know that mammography can save lives.

force
against this dread disease.

That is why it is so important to send a clear, consistent message to women and their families about when to start getting mammograms and how often to repeat them. Today, we are offering women and their families that clear guidance, based on solid science.

After careful study of the science, the National Cancer Institute has now concluded that women between the ages of 40 and 49 should get a mammogram examination for breast cancer every one or two years in consultation with their doctors. *These new recommendations should end the debate. The medical community is now in agreement -- regular mammograms starting at age 40 are the best way women can protect themselves against breast cancer.*

In addition to Secretary Shalala, I want to thank National Cancer Advisory Board chairperson, Dr. Barbara Rimer [RHYMER] and all the members of the Board, along with NCI Director, Dr. Richard Klausner for the fine and speedy job you did in producing these recommendations. I also want to thank the First Lady, who could not be here today because of her historic visit to Africa. Hillary has devoted countless hours to educating women about the importance of mammography. She has particularly tried to educate older women to take advantage of Medicare coverage of mammograms because we know that too few of them do. She is a part of this achievement and I want to thank her for all she has done in the fight against breast cancer.

Now that medical experts agree on the need for regular mammograms for women beginning at age 40, we have to take steps to see that they get them and that they and their doctors understand the benefits of the procedure. So today, I am taking action to bring Medicare, Medicaid and federal health employee health plans in line with the National Cancer Institute's recommendations. First, in the Medicare budget I am sending to Congress today, I am making annual mammography exams, beginning at age 40, a covered expense, without co-payments and deductibles. Second, Secretary Shalala is sending a letter to state Medicaid Directors urging them to also cover an annual mammogram and assuring them that the federal government will pay its matching share. And today, I am directing the Office of Personnel Management to require all

In the fight

federal health benefits plans to comply with the National Cancer Advisory Board's recommendations on mammogram screenings beginning next year.

Finally, we all know that there has been much discussion on this issue and a lot of confusion. ~~But we should all remember that there is not one prescription for all women. That is why women should make this decision in consultation with their doctors. We want to make sure that every woman who decides to have a mammogram has both coverage and access to this potentially life-saving test.~~ That is why we are launching a major public education campaign to make sure every woman and every health professional in America is aware of these new recommendations. We ~~all should~~ know that regular mammograms are a critical weapon in our fight against breast cancer.

Now, I'd like to turn it over to Secretary Shalala.

PRESIDENT WILLIAM J. CLINTON
MAMMOGRAPHY ANNOUNCEMENT
THE WHITE HOUSE
MARCH 27, 1997

Good afternoon. Secretary Shalala has just briefed me on the National Cancer Institute's new recommendations on mammography. These recommendations, based on the latest and best medical evidence, give clear, consistent guidance to women in our national fight against breast cancer. Breast cancer is the most commonly diagnosed cancer among women. It affects one in eight women in their lifetimes. My own mother fell victim to this terrible disease. We may not yet have a cure for breast cancer -- but we do know that early detection and early treatment are our most potent weapons against this dread disease. And we know that mammography can save lives.

That is why it is so important to send a clear, consistent message to women and their families about when to start getting mammograms and how often to repeat them.

After careful study of the science, the National Cancer Advisory Board has now concluded that women between the ages of 40 and 49 should get a mammogram examination for breast cancer every one or two years in consultation with their doctors. The National Cancer Institute has accepted these recommendations. Now women in their 40s will have clear guidance based on the best science and action to match it.

Today, I am taking action to bring Medicare, Medicaid and federal employee health plans in line with the National Cancer Institute's recommendations.

First, in the Medicare budget I am sending to Congress today, I am making annual screening mammography exams, beginning at age 40, a covered expense, without co-insurance or deductibles. Second, Secretary Shalala is sending a letter to state Medicaid Directors urging them to also cover an annual mammogram beginning at age 40, and assuring them that the federal government will pay its matching share.

And today, I am directing the Office of Personnel Management to require all federal health benefits plans to comply with the National Cancer Advisory Board's recommendations on mammogram screenings beginning next year.

The federal government is doing its part to make sure women have both coverage and access to this potentially life-saving test. I want to challenge private health plans to join us. They too should cover regular screening mammograms for women 40 and over.

Finally, we all know that there has been much discussion on this issue and a lot of confusion. That is why we are launching a major public education campaign to make sure every woman and every health professional in America is aware of these new recommendations.

This is a major step forward in our fight against breast cancer. In addition to Secretary Shalala, I want to thank National Cancer Advisory Board chairperson, Dr. Barbara Rimer [RHYMER] and all the members of the Board, along with NCI Director, Dr. Richard Klausner for the fine job you did in producing these recommendations.

I also want to thank the First Lady, who could not be here today because of her historic visit to Africa. Hillary has devoted countless hours to educating women about the importance of mammography. She has particularly tried to educate older women to take advantage of Medicare coverage of mammograms because we know that too few of them do.

Now, I'd like to turn it over to Secretary Shalala.

DRAFT LANGUAGE FOR WHITE HOUSE ANNOUNCEMENT**VERSION #1**

I am pleased to announce that the health insurance system that covers 10 million federal employees, retirees, and their families ~~will adopt~~ the National Cancer Advisory Board's recommendations on providing mammograms to women ~~between the ages of 40 - 49 every one to two years.~~

The U.S. Office of Personnel Management (OPM) administers the Federal Employees Health Benefits (FEHB) program, which is the largest employer-sponsored health insurance program in the world. Just over four and one-half million people are enrolled and, with the addition of family members, the FEHB protects nearly ten million people. About 375 health benefits plans are offered; these include nationwide plans as well as health maintenance organization plans available in certain localities.

I am directing OPM Director James B. King to ^{require} ~~issue a letter that~~ requires that proposals for benefits from all participating FEHB health plans provide mammography screening consistent with the recommendation of the National Cancer Advisory Board beginning in January 1998, the start of the next contract year.

DRAFT

**PRESIDENT WILLIAM J. CLINTON
MAMMOGRAPHY ANNOUNCEMENT
THE WHITE HOUSE
MARCH 27, 1997**

Good afternoon. Secretary Shalala has just briefed me on the National Cancer Institute's new recommendations on mammography. These recommendations, based on the latest and best medical evidence, give clear, consistent guidance to women in our national fight against breast cancer. Breast cancer is the most commonly diagnosed cancer among women. It affects one in eight women in their lifetimes. My own mother fell victim to this terrible disease. We may not yet have a cure -- but we do know that early detection and early treatment are our most potent weapons in this battle. And we know that mammography can save lives.

That is why it is so important to send a clear, consistent message to women and their families about when to start getting mammograms and how often to repeat them. Today, we are offering women and their families that clear guidance, based on solid science.

After careful study of the science, the National Cancer Institute has now concluded that women between the ages of 40 and 49 should get a mammogram examination for breast cancer every one or two years in consultation with their doctors. These new government recommendations should end the debate. The medical community is now in agreement -- regular mammograms starting at age 40 are the best way women can protect themselves against breast cancer.

In addition to Secretary Shalala, I want to thank National Cancer Advisory Board chairperson, Dr. Barbara Rimer [RHYMER] and all the members of the Board, along with NCI Director, Dr. Richard Klausner for the fine and speedy job you did in producing these recommendations. I also want to thank the First Lady, who could not be here today because of her historic visit to Africa. Hillary has devoted countless hours to educating women about the importance of mammography. She has particularly tried to educate older women to take advantage of Medicare coverage of mammograms because we know that too few of them do. She is a part of this achievement and I want to thank her for all she has done in the fight against breast cancer.

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Finally, we all know that there has been much discussion on this issue and a lot of confusion. But we should all remember that there is not one prescription for all women. That is why women should make this decision in consultation with their doctors. We want to make sure that every woman who decides to have a mammogram has both coverage and access to this potentially life saving test. That is why we are launching a major public education campaign to make sure every woman and every health professional in America is aware of these new recommendations. We all should know that regular mammograms are a critical weapon in our fight against breast cancer.

Now, I'd like to turn it over to Secretary Shalala.

DRAFT

**PRESIDENT WILLIAM J. CLINTON
MAMMOGRAPHY ANNOUNCEMENT
THE WHITE HOUSE
MARCH 27, 1997**

Good afternoon. Secretary Shalala has just briefed me on new mammography recommendations from the National Cancer Institute's National Cancer Advisory Board that give clear, consistent guidance to women in our national fight against breast cancer. We have been debating this issue for too long. It is estimated that 1.5 million American women will be diagnosed with breast cancer in this decade -- and a half-million of them will lose their lives. My own mother fell victim to this terrible disease. We may not yet have a cure -- but we do know that early detection and early treatment are our most potent weapons in this battle. And we know that mammography can save lives.

That is why it is so important to send a clear, consistent message to women and their families about when to start getting mammograms and how often to repeat them. Today, we are offering women and their families that clear guidance.

After careful study of the science, we have reached a clear consensus in the medical community. The National Cancer Advisory Board has now concluded that women between the ages of 40 and 49 should get a mammogram examination for breast cancer every one or two years in consultation with their doctors. These new government recommendations end the debate. We all now agree -- a mammogram starting at age 40 and every year or two thereafter is the best way to protect yourself against breast cancer.

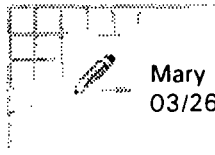
In addition to Secretary Shalala, I want to thank Advisory Board chairperson, Dr. Barbara Rimer and all the members of the Board, along with NCI Director, Dr. Richard Clausner for the fine and speedy job you did in producing these recommendations. I also want to thank the First Lady, who could not be here today because of her historic visit to Africa. Hillary has devoted countless hours to educating women about the importance of mammography. Her concern has been not only for women, but for entire families that are affected when a wife or mother or daughter is diagnosed with breast cancer. She is a part of this achievement and I want to thank her for all she has done in the fight against breast cancer.

Now that we all agree on the need for mammograms in women over 40, we have to take steps to see that they get them and that they and their doctors understand the benefits of the procedure. That is why in the Medicare budget I am sending to Congress today, I am making annual mammography exams a covered expense. Secretary Shalala is also sending a letter to state Medicaid Directors urging them to also cover an annual mammogram and assuring them that the government will pay its matching share. And today, I am directing the Office of Personnel Management to require all federal health benefits plans, covering 10 million federal employees, retirees and their families, to comply with the National Cancer Advisory Board's recommendations on mammogram screenings beginning in January 1998, the start of the next contract year.

Finally, let me say that this information is only useful if women and families know about it and know how to act on it. That is why we are launching a massive public education campaign to make sure every woman in America knows that a mammogram every one to two years is a critical weapon in our fight against breast cancer.

There has been much discussion on this issue and a lot of confusion. But we should all remember that there is not one prescription for all women. That is why women should make this decision in consultation with their doctors. We simply want to ensure that every woman who wants a mammogram has both coverage and access to this potentially life saving test.

Now, I'd like to turn it over to Secretary Shalala.



Mary A. Dixon
03/26/97 04:17:00 PM

Record Type: Record

To: James T. Edmonds/WHO/EOP, Pauline M. Abernathy/OPD/EOP

cc:

Subject: Mammography Event

Here is a little unsolicited language on the clarification issue. I hope this helps.

" There has been much discussion on this issue and a lot of confusion. But we should all remember that there is not one prescription for all women. That is why women should make this decision in consultation with their doctors. Our intention today is to ensure that when it is decided for women to have a mammogram -- they have access and coverage. We need to ensure that all women have access to this potentially life-saving test."

PRESIDENT WILLIAM J. CLINTON
MAMMOGRAPHY ANNOUNCEMENT
THE WHITE HOUSE
MARCH 27, 1997

this issue
Good afternoon. Secretary Shalala has just briefed me on new mammography recommendations from the National Cancer Institute's National Cancer Advisory Board that gives clear, consistent guidance to women in our national fight against breast cancer. We have been debating for too long. ~~The seriousness of this issue demands clarity.~~ It is estimated that 1.5 million American women will be diagnosed with breast cancer in this decade -- and a half-million of them will lose their lives. My own mother fell victim to this terrible disease. We may not yet have a cure -- but we do know that early detection and early treatment are our most potent weapons. *in this battle* And we know that mammography can save lives. That is why it is so important to send a clear, consistent message to women and their families about when to start getting mammograms and how often to repeat them. Today, we are offering women and their families that clear guidance. After careful study of the science, we have reached a clear consensus in the medical community. The National Cancer Advisory Board has now concluded that women between the ages of 40 and 49 should get a mammogram examination for breast cancer every one or two years in consultation with their doctors. These new government recommendations ~~are consistent with~~ *end the debate.* ~~other scientific advice.~~ Finally, women ~~now~~ *and their families* have clear guidance about mammography. *We now all agree -- and most importantly,*

In addition to Secretary Shalala, I want to thank Advisory Board chairperson, Dr. Barbara Rimer and all the members of the Board, along with NCI Director, Dr. Richard Clausner for the fine and speedy job you did in producing these recommendations. I also want to thank the First Lady, who could not be here today because of her historic visit to Africa. Hillary has devoted countless hours to educating women about the importance of mammography. Her concern has been not only for women, but for entire families that are affected when a wife or mother or child is diagnosed with breast cancer. She is a part of this achievement and I want to thank her for all she has done in the fight against breast cancer.

Now that we all agree on the need for mammograms in women over 40, we have to take steps to see that they get them and that they and their doctors understand the benefits of the procedure. That is why in the Medicare budget I am sending to Congress today, I am making annual mammography exams a covered expense. Secretary Shalala is also sending a letter to state Medicaid Directors urging them to also cover an annual mammogram and assuring them that the government will pay its matching share. And today, I am directing the Office of Personnel Management to require all federal health benefits plans, covering 10 million federal employees, retirees and their families, to comply with the National Cancer Advisory Board's recommendations on mammogram screenings beginning in January 1998, the start of the next contract year.

Finally, let me say that this information is only useful if women and families know about it and know how to act on it. That is why we are launching a massive public education campaign to make sure every woman in America knows that a mammogram every one to two years is a critical weapon in our fight against breast cancer.

At this time, Secretary Shalala will say a few words...

PRESIDENT WILLIAM J. CLINTON
MAMMOGRAPHY ANNOUNCEMENT
THE WHITE HOUSE
MARCH 27, 1997

Good afternoon. Secretary Shalala has just ^{briefed} presented the new mammography examination recommendations from the National Cancer Institute's National Cancer Advisory Board. After careful study of the science, our experts have now concluded that women between the ages of 40 and 49 should get a mammogram examination for breast cancer every one or two years in consultation with their doctor. This reverses our earlier decision not to recommend a strict schedule of examinations, leaving the decision solely up to each woman. We hope these new guidelines will give women a stronger weapon in the fight against breast cancer while removing much of the ambiguity surrounding this issue.

This is an issue that is close to my heart. My own mother fell victim to cancer and the First Lady has been encouraging women for years to get regular mammograms. Her concern has been not only for women, but for entire families that are affected when a wife or mother or child is diagnosed with breast cancer.

In order to make today's recommendations meaningful, I have made annual mammograms a covered procedure for Medicare eligible women ages 40 to 49 in the Medicare budget I am sending up to Congress today. And the Department of Health and Human Services is sending a letter to state Medicaid Directors letting them know that mammograms for women 40 to 49 will be a qualified expense and urging them to follow suit and assuring them that the Federal government will match, a provision to make mammogram exams for women ages 40 to 49 a covered procedure for all women on Medicare. Two years ago, on Mother's Day, Hillary launched the first "Momma-Gram" or Medicare Mammography Awareness Campaign to educate all women -- but especially older women -- who can use the Medicare benefit to get a potentially life-saving mammogram.

and and give women better help in the fight against breast cancer. Our National Cancer Institute Earlier this week, help give women a clear and consistent message about advising women aged 40 to 49 to get a mammogram examination for breast cancer every year or two, depending on the advice of their doctor. We hope that these new guidelines from the National Cancer Institute will remove all ambiguity surrounding this most important decision. Up until now, the National Cancer Institute and the National Cancer Society's mammography exam recommendations were different, leaving women confused about just what to do. Today, we are all singing from the same choir book. which

All Fed employee health plans provide coverage consistent with this - Directly jumping OPM to require all FEHP to comply with these new recommendations.

Call on private health plans to finally - info not useful unless women know how to act on it. 1-800-4-CANCER - Shalala

FAX {DHHS}TO: *Terry Edmonds*

Phone

Fax Phone

WRITER:

Howard Laurie

REMARKS:

☒ Urgent☐ For your
review

Date

Number of pages including
cover sheet

FROM:

HHS-ASPA

SPEECHWRITING

Phone

690-7470

Fax Phone

690-7318

☐ Reply ASAP☐ Please Comment

Thank you, Mr. President, for your leadership.

One of the biggest fears women have about breast cancer is the fear of not knowing what to do, or when to do it.

But today years of confusion have been replaced by a clear and consistent scientific recommendation for women between 40 and 49.

According to a joint statement released today, "The National Cancer Institute and the American Cancer Society agree that mammography screening of women in their 40s is beneficial and supportable with the current scientific evidence."

We can now tell all women over 40: Talk to your doctor -- because regular mammograms can save your life.

In fact, current evidence based on clinical trials finds that regular mammograms can reduce the death rate from breast cancer by about 17 percent for women between 40 and 49.

Now, to get the word out, we are developing written materials, and using our 1-800-4-CANCER number to reach out to insurance companies, medical associations, advocacy groups and women themselves.

The guidance we offer today to women in their forties is a step forward.

But it is only one piece of the Clinton Administration's overall strategy to fight breast cancer.

Under the President's leadership, we have almost doubled funding for breast cancer research, treatment and prevention to more than \$500 million dollars since 1993.

The President signed the landmark Kennedy-Kassebaum bill to ensure that all Americans -- including those with pre-existing conditions like breast cancer -- can keep their insurance even if they lose or change their jobs.

And we're working hard to improve access to quality mammograms.

That's why we're reaching out to women in all 50 states -- especially low income women and women of color -- to make sure they know about and have access to mammograms.

That's why the First Lady has led a mammography awareness campaign aimed at women over 65 -- those women most at risk.

And that's why under the Mammography Quality Standards Act, American women can now have greater confidence in the safety and accuracy of their mammograms.

We have also created the first ever National Action Plan on Breast cancer -- a true public-private partnership that supports research and outreach and has as its goal the eradication of breast cancer.

Let me say that I think all of us owe a huge debt of gratitude to the activists and survivors -- leaders who have used their voices and their pain to stop breast cancer and heal those it strikes.

All of us should be proud of the fact that mortality rates for breast cancer are falling -- not nearly enough -- but they are finally going down.

And all of us should be proud that with this announcement today, we have replaced confusion with clarity --

-- and moved another step closer to the day when our grandchildren will have to turn to the history books to learn about a disease called breast cancer.

Working together, we can -- and will -- make it happen.

Thank you.

**PRESIDENT WILLIAM J. CLINTON
MAMMOGRAPHY ANNOUNCEMENT
THE WHITE HOUSE
MARCH 27, 1997**

Good afternoon. Secretary Shalala has just briefed me on the National Cancer Institute's new recommendations on mammography. These recommendations, based on the latest and best medical evidence, give clear, consistent guidance to women in our national fight against breast cancer. Breast cancer is the most commonly diagnosed cancer among women. It affects one in eight women in their lifetimes. My own mother fell victim to this terrible disease. We may not yet have a cure for breast cancer -- but we do know that early detection and early treatment are our most potent weapons against this dread disease. And we know that mammography can save lives.

That is why it is so important to send a clear, consistent message to women and their families about when to start getting mammograms and how often to repeat them.

After careful study of the science, the National Cancer Advisory Board has now concluded that women between the ages of 40 and 49 should get a mammogram examination for breast cancer every one or two years in consultation with their doctors. The National Cancer Institute has accepted these recommendations. Now women in their 40s will have clear guidance based on the best science and action to match it. Today, I am taking action to bring Medicare, Medicaid and federal employee health plans in line with the National Cancer Institute's recommendations.

First, in the Medicare budget I am sending to Congress today, I am making annual screening mammography exams, beginning at age 40, a covered expense, without co-insurance or deductibles. Second, Secretary Shalala is sending a letter to state Medicaid Directors urging them to also cover an annual mammogram beginning at age 40, and assuring them that the federal government will pay its matching share. And today, I am directing the Office of Personnel Management to require all federal health benefits plans to comply with the National Cancer Advisory Board's recommendations on mammogram screenings beginning next year.

The federal government is doing its part to make sure women have both coverage and access to this potentially life-saving test. I want to challenge private health plans to join us. They too should cover regular screening mammograms for women 40 and over.

Finally, we all know that there has been much discussion on this issue and a lot of confusion. That is why we are launching a major public education campaign to make sure every woman and every health professional in America is aware of these new recommendations.

This is a major step forward in our fight against breast cancer. In addition to Secretary Shalala, I want to thank National Cancer Advisory Board chairperson, Dr. Barbara Rimer

[RHYMER] and all the members of the Board, along with NCI Director, Dr. Richard Klausner for the fine job you did in producing these recommendations. I also want to thank the First Lady, who could not be here today because of her historic visit to Africa. Hillary has devoted countless hours to educating women about the importance of mammography. She has particularly tried to educate older women to take advantage of Medicare coverage of mammograms because we know that too few of them do.

Now, I'd like to turn it over to Secretary Shalala.

PRESIDENT CLINTON ANNOUNCES MAMMOGRAPHY ACTIONS

March 27, 1997

Today President Clinton announced actions to encourage women to begin receiving regular mammograms in their forties in response to the National Cancer Institute's (NCI) recommendation that women should begin undergoing regular mammography screening at forty. The President is taking action to bring Medicare, Medicaid, and federal employee health plans in line with the NCI's new recommendations, and is calling on private health plans to do the same.

With the NCI's recommendation, women now have clear and consistent science-based advice that they should begin regular mammography screening in their forties. The Clinton Administration has strived to make high quality mammograms more readily available to women of all ages and to improve efforts to prevent, detect, and treat breast cancer, which currently affects 1 in 8 American women in their lifetime.

The President announced the following actions today in response to the NCI's recommendation:

- **Medicare.** President Clinton is proposing that Medicare cover annual screening mammograms for women beginning at age forty without coinsurance and deductibles. Currently, Medicare does not cover annual screening mammograms for women in their forties, and covered mammograms can be subject to coinsurance and deductibles. The proposed changes are included in the President's overall Medicare and Medicaid budget proposals, which the Administration is sending to Congress today.
- **Medicaid.** The President announced that the Health Care Financing Administration at HHS is sending a letter today to every State Medicaid director to encourage them to cover annual mammography screening beginning at age 40 and to make clear that the federal government will provide federal matching payments for these services. States currently have the option of covering mammography screening, but not all States cover annual mammography screening beginning at age 40.
- **Federal Employee Health Plans.** President Clinton is directing the Office of Personnel Management to require all federal employee health plans to cover annual mammograms beginning at age 40. Current Federal Employee Health Benefits program policy only covers one mammogram screening every two years for women in their forties. The new policy will take effect in January 1998, the start of the FEHB's next contract year.
- **Challenge to Private-Sector Health Plans.** President Clinton called on private-sector health plans to follow his lead in making the federal health plans consistent with the NCI's recommendations by covering annual screening mammograms beginning at age 40.

- **Public Education Campaign.** The Administration announced that it will lead a national public education campaign to provide women with clear information about when they should begin regular mammography screening. The NCI will also work with health organizations and associations to communicate the latest and most accurate information. Information will be available through the NCI's toll-free Cancer Information Service at I-800-4-CANCER and on the web at <http://rex.nci.nih.gov>.

A Strong Record on Breast Cancer

The Clinton Administration has worked hard to combat breast cancer, the second leading cause of death from cancer for women. This year over 180,000 women will be newly diagnosed with breast cancer and more than 40,000 will die of this disease. The Clinton Administration has responded to the significant threat posed by breast cancer with increased efforts in research, prevention and treatment. The following are examples of new initiatives undertaken since 1993:

- **Nearly Doubling Breast Cancer Research, Prevention, and Treatment.** Since the Clinton Administration has taken office, funding for breast cancer research, prevention and treatment at HHS has nearly doubled, from about \$276 million in FY 1993 to an estimated \$513 million in FY 1997.
- **Signed the Kassebaum-Kennedy Legislation into Law, Ending Pre-existing Condition Exclusions.** As a result of this legislation, no American will live in fear of being denied coverage just because they have a pre-existing condition such as breast cancer. This legislation is particularly helpful for the millions of cancer victims who will no longer face the dilemma of hesitating to go to a new and better job for fear of losing their health insurance.
- **Medicare Mammography Campaign.** The Clinton Administration has made it a priority to educate older women about the importance of detecting breast cancer early and to inform them about Medicare coverage of mammography services. Both the President and the First Lady have appeared in TV public service announcements encouraging older women to get mammography screenings. Breast cancer is more prevalent in older age groups and the risk of breast cancer increases with age. About 80 percent of breast cancers occur in women age 50 or older. Yet, only 65 percent of women age 50-64 have had a mammogram in the past two years, and only 54 percent of women age 65 and older have a mammogram every two years.
- **Mammography Quality Standards.** In 1992, the FDA proposed regulations to implement the Mammography Quality Standards Act (MQSA). The rules ensure that the roughly 10,000 mammography facilities nationwide accredited by the FDA meet high quality standards for equipment and personnel.
- **National Breast and Cervical Cancer Early Detection Program.** The Centers for Disease Control and Prevention's (CDC) National Breast and Cervical Cancer Early Detection Program offers free or low-cost mammography screening to uninsured, low-income, elderly, and minority women. Since the program's inception, it has provided screening tests to almost one million medically underserved women. In October 1996, the program went nationwide, with funding for all 50 states.
- **Research on Using Imaging Technologies from the Defense, Space, and Intelligence**

Communities to Detect Cancer Earlier and with Greater Accuracy. The Department of Health and Human Services has been working with the Department of Defense, the CIA, NASA, and other public and private entities to explore ways in which imaging technologies from other fields may be applied to the early detection of breast cancer.

THE WHITE HOUSE

Kitty Higgins
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Draft language from
OPM on FEHB changes.
Q & A's to follow.

OPM is working
w/ OMB to clear.

Anne McGuire
62572

DRAFT LANGUAGE FOR WHITE HOUSE ANNOUNCEMENT

President Clinton is pleased to announce that the health insurance system that covers federal employees, retirees, and their families has adopted the National Cancer Advisory Board's recommendations on providing mammograms to women between the ages of 40 - 49 every one to two years.

The U.S. Office of Personnel Management (OPM) administers the Federal Employees Health Benefits (FEHB) program which is the largest employer-sponsored health insurance program in the world. Just over four and one-half million people are enrolled and, with the addition of family members, the FEHB protects nearly ten million people. About 375 health benefits plans are offered; these include nationwide plans as well as health maintenance organization plans available in certain localities.

OPM Director James B. King is requiring all FEHB health benefit plans to comply with the National Cancer Advisory Board's recommendations on mammogram screenings beginning in January 1998, the start of the next contract year.

Many Nixon - women's office
Station breast Cancer

Studies estimate breast cancer will be
diagnosed in 1.5 million Am women
in this decade & claim 1/2 million
lives - this year 180,000 new cases will be
diagnosed in '97 - 144,000 are expected
to die - We have a chance to stop this
we know that
About 80% - occurring 50 or older
50-69 - reduce ~~the~~ death rate by 1/3
[we know it can save lives]
Catch it early

THE WHITE HOUSE

Kathy Higgins
Ann Lewis
Chris Jennings
Pauline Abernathy
Terry Edmonds
Eli Attie

Draft Q+A's from OPA
on FEHB changes for
discussion.

Anne McGuire

62572

U.S. OFFICE OF PERSONNEL MANAGEMENT

Q & A'S

1. Q How are the new NCAB guidelines with respect to mammograms different from current policy under the Federal Employees Health Benefits (FEHB) program?

A. Current FEHB policy provides coverage for one mammogram screening every 2 calendar years for women age 40 through 49. Under the new guidelines annual screenings can be covered.

2. Q Will the new guidelines mean that the screenings are provided at no cost to the patient?

A. No, current deductible, and co-payment provisions will apply. However, in most cases the cost to the patient will be small and in some cases such as HMO's, there will be no charge. In many cases the screening will be covered as part of a \$10.00 co-payment for an office visit.

3. Q How many women will be affected by this change?

A. We estimate there are approximately 400,000 women in the 40-49 age group in the FEHB program.

4. Q ~~What will the additional annual cost be?~~

~~A. We estimate the change will cost the FEHB Program an additional \$12 million.~~

5. Q Will this cause premiums to go up?

A. No, by itself, the change is not large enough to affect overall premiums.

6. Q What is the parallel coverage for men, is any change indicated?

A. The parallel coverage would be the PSA (Prostate Specific Antigen) test for prostate cancer in men. The annual admission of this test is covered at age 40 and no change is indicated.