



ArchWell Health: 2026 Pink Letter Project Media FAQ

July 15, 2026

Q. What is ArchWell Health?

ArchWell Health is a national healthcare company that improves the lives of older adults through an advanced model of exceptional primary care. ArchWell Health operates neighborhood primary care centers nationwide, delivering proactive, value-based care specifically designed for Medicare Advantage members aged 60 and older.

Q. How is ArchWell Health different from traditional care providers?

Traditional fee-for-service providers focus on volume, pressuring doctors to maximize their patient rosters. This often results in rushed appointments, impersonal relationships, and outsourced tests.

ArchWell Health focuses on personal engagement and sincere relationships with its members. Benefits include:

- **Longer appointments** to fully listen to and understand each patient.
- **Unlimited visits** based on member needs.
- **Comprehensive on-site services**, including same-day scheduling, in-house lab testing, mental health support, transportation assistance, and weekly social activities.
- **Convenient Locations**, each primary care center is situated in neighborhoods with ease of access that provide opportunities for seniors to connect with a vibrant, caring community.
- **A focus on outcomes** that proactively keep members healthy and out of the hospital.

Q. What is the Pink Letter Project?

The “**Pink Letter Project**” is an annual, three-month proactive breast cancer awareness campaign led by ArchWell Health. Now in its fourth year, the campaign opens dialogue and normalizes conversations around breast health, urging women aged 60 and older to get their routine mammograms in advance of the October fall rush of National Breast Cancer Awareness Month.

- ArchWell Health first designated **July 15th** as **National Pink Letter Project Day in 2025** to shift the preventative care timeline while addressing a critical healthcare gap: nearly 25%

of women aged 50–74 are not up to date with their mammogram screens.

- Moving the conversation to mid-summer ensures members and their friends and families have ample time to schedule and receive their screenings and follow-up care before the “October Backlog”.

Q. When does the “Pink Letter Project” take place?

- This annual campaign officially kicks off on **July 15th**, which is designated as “**Pink Letter Project Day**.”
- The campaign runs for three months from July through September.

Q. Why is the “Pink Letter Project” launched in July instead of October?

- October is National Breast Cancer Awareness Month, which typically causes a massive surge in mammogram requests.
- This creates a nationwide “October Backlog,” overwhelming imaging center schedules and delaying critical screenings.
- By launching in July, ArchWell Health helps women bypass the rush and secure timely appointments.

Q. How does ArchWell Health execute and communicate the “Pink Letter Project”?

ArchWell Health mobilizes the campaign in coordination with its care teams across more than 99 primary care centers in 13 states through several avenues:

- **Pink Letters:** Personalized letters with a touch of pink are sent to members who are due or overdue for a screening. These include screening education, local center locations, and a personalized “order form” to bring to the imaging appointment.
- **Transportation Support:** Care teams directly coordinate rides for members who need transportation to their screenings.
- **Community Postcards:** Members receive custom postcards to write personalized notes encouraging friends and loved ones to get screened.

- **Community Events:** Centers host social, educational, and informational breast cancer awareness events throughout the summer.

Q: You mentioned that up to 30 million women over 60 may be missing screens. What does that gap look like locally in our city or state?

- **The Gap is Real:** Locally, we see the same troubling trends that we see nationally—roughly one in three older women is missing their critical, routine mammogram.
- **Age Increases Risk:** Nearly 40% of all breast cancer diagnoses happen in women over the age of 65. We cannot afford to let our local grandmothers, mothers, and neighbors fall through the cracks.
- **The Goal:** ArchWell Health has more than 99 neighborhood centers across 13 states. We are using our local footprint and expansive primary care teams to actively educate, motivate, and ensure senior women in our communities schedule and receive their annual mammogram in advance of October, National Breast Cancer Awareness Month.

Q: Why are mammograms critical for older adults?

Breast cancer risk increases with age. Early detection saves lives, expands treatment options, and ensures better health outcomes.

Q: How severe is the screening gap for older women?

Nationally, 25% to 35% of women aged 50–74 are not up to date on their mammograms (meaning they have not been screened in two years). For the 60+ demographic—which accounts for roughly 60 million women in the U.S.—this percentage implies that up to 30 million women may be missing regular, life-saving screenings.

Q: How often should older women get screened?

While schedules should always be customized with a primary care provider based on family and personal history, ArchWell Health generally recommends a mammogram **every two years** for most women aged

55 and older. Screenings should continue until the patient and provider mutually agree they are no longer necessary.

Q: Now in its 4th year, what measurable success or spike in appointment numbers has the Pink Letter Project achieved in previous years?"

- **Proven Results:** Over the last three years, this initiative has sent out thousands of personalized letters, resulting in a significant upward spike in early screenings before the fall rush.
- **Removing Friction:** We continue to innovate. For instance, our clinical leadership created the Super Mammogram Order—allowing women with abnormal results to skip administrative wait times and book diagnostic follow-ups immediately.
- **Changing Habits:** We aren't just booking appointments; we are fundamentally changing how senior women approach preventative self-care with their breast health.
- **Early-stage detection yields a nearly 100% 5-year survival rate**, proving that peer engagement through campaigns like the "Pink Letter Project" is actively saving lives.

Q: The CDC notes millions of women are overdue for screenings. Why do you think the 60+ demographic specifically falls behind on routine mammograms?"

- **Hidden Obstacles:** Older adults face unique, non-medical barriers like lack of transportation, complicated phone systems, and confusing insurance rules. ArchWell Health's professional healthcare team is focused on helping members overcome these types of obstacles.
- **A Comfort Zone Trap:** Many older women assume that if they have no family history or feel fine, they do not need to be screened. But early-stage breast cancer often has zero symptoms, so our care team is armed with information and action to educate senior women on the importance of regular and early screening.
- **Rushed Healthcare:** Traditional, high-volume doctor clinics simply do not have the time to sit down, listen, and walk a senior through the

scheduling process. Our focus is on ensuring this is done for every member wanting to take action.

Q: October is universally recognized as Breast Cancer Awareness Month. Why is it so critical to move this conversation forward to July 15th?"

- **Beating the Rush:** October is a national month for awareness, but it creates a massive nationwide "October Backlog" that crowds out actual clinic availability.
- **Time is Exposure:** If an older woman waits until October to call, she may not get an appointment until December or January. If she needs a secondary screen, this can delay results even further.
- **Proactive:** July 15th is **"Pink Letter Project Day"** and the kick-off to the **"Pink Letter Project"** because summer is an ideal time to get screened early, calmly, and comfortably.

Q: If someone is not an ArchWell Health member, can they still participate in the "Pink Letter Project" campaign and summer community events or get help scheduling an early mammogram?"

- Absolutely. Our primary care centers are open to the entire senior community in every market we operate in. Anyone can walk into our centers to participate in events, ask questions, or grab reminder postcards for loved ones. They can also learn more about ArchWell Health in general.
- We advocate for the health of all older adults and are happy to help them as a member of ArchWell Health and/or point non-members toward local resources to ensure they get screened early, too.

Q: "Medicare covers the screenings, but what happens if a mammogram flags a concern? How does ArchWell support patients through the next steps?"

- As mentioned, our clinical team implements a Super Mammogram Order, so diagnostic tests are authorized right away without insurance delays.
- Our patients are never alone. Our integrated primary care teams walk hand-in-hand with members to coordinate their screens, engage with specialists, and manage both their breast and emotional health.

Q. How can women manage anxiety surrounding mammograms?

It is completely normal to feel nervous. Providers suggest the following tips to ease anxiety:

- **Make it a self-care day:** Plan a relaxing activity, a nice lunch, or a favorite treat immediately after the appointment.
- **Ask questions:** Talk openly with your healthcare provider about what to expect.
- **Bring a friend:** Partner with a friend or loved one to get screened together so you do not feel alone.

Q. Does Medicare cover the cost of these screenings?

Yes. Medicare fully covers the cost of screening mammograms for women aged 40 and older.

Q. Where can the public find more information?

Community members can learn more by visiting any local neighborhood center, reviewing the official campaign press release, or visiting the website at www.archwellhealth.com.

If you need any visual assets to accompany this media kit or would like to draft social media captions to promote "Pink Letter Project Day" on July 15th, please let me know!

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