



FOR IMMEDIATE RELEASE

ArchWell Health™ Announces the “PINK LETTER PROJECT” and Annual “PINK LETTER PROJECT DAY” - July 15, 2025

National healthcare company champions early and regular breast cancer screening for seniors

July 15, 2025 (Nashville, TN) - ArchWell Health™, a national healthcare company providing an advanced model of primary care for adults 60+, today announced the launch of its **“Pink Letter Project”** and annual **“Pink Letter Project Day” - July 15, 2025.**

Dedicated to ArchWell Health members, and specifically to the more than 60 million 60+ aged women in the U.S., this critical and live-saving initiative encourages women to prioritize their breast health by scheduling their annual mammogram screening before National Breast Cancer Month in October.

Breast cancer is a significant health concern for women of all ages, and risks increase with age. When detected early, treatment outcomes are significantly improved. **As of 2022, approximately 25% of women aged 50 to 74 in the U.S. are not up to date with mammograms, meaning they haven't had a screening within the past two years.** Given this age group comprises approximately 60 million women (about twice the population of Texas), this suggests that approximately 15 million women in this demographic may not be receiving regular breast cancer screenings.

Barriers to screening include lack of health insurance, inadequate access to healthcare providers, and social determinants such as job loss, transportation issues, and social isolation. Further, many women wait to schedule their mammogram until October, National Breast Cancer Awareness Month, and often learn their screening center may be booked through year-end. This leads to many women delaying their screening or simply not scheduling a screen at all. ArchWell Health's **“Pink Letter Project”** promotes timely screenings with the goal of increasing early detection of breast cancer by empowering members to schedule their mammogram early to beat the October month frenzy.

ArchWell Health is at the forefront, addressing crucial scheduling and screening challenges. Improving screening rates and reducing breast cancer mortality is at the heart of the company's focus on improving the lives of older adults through excellent primary care.





ArchWell Health Chief Medical Officer, Dr. Judith Ford stated, “Mammograms are essential and to be honest, the most easily available protocol for detecting breast cancer in its earliest, most treatable stages. I want to emphasize that scheduling this screening in the summer can keep screens on track while avoiding year-end influxes that can prevent many women from getting their mammogram on time. Today marks the inaugural **“Pink Letter Project Day”** and kick-off of ArchWell Health’s annual **“Pink Letter Project.”** Through this important initiative, we are making it easier than ever for members, their friends, and family to schedule their annual mammograms in advance of October.”

Through the **“Pink Letter Project”**, ArchWell Health is sending personalized letters, distinguished by a touch of pink symbolizing breast cancer awareness, to members who are due or who may be overdue for their regular mammogram screenings. These letters provide clear and compassionate information on the importance of breast cancer screening; details on how to easily schedule a mammogram and where their closest screening centers are located; and answers to frequently asked questions. The letter also provides a ready to use, personalized “order form” for members to bring to each mammogram screening center.

Nationwide ArchWell Health Centers will also provide members with custom “Pink Letter Project” postmarked postcards that present an opportunity for them to create personalized notes that encourage their loved ones and friends to complete their regular mammogram screening prior to Breast Cancer Awareness Month. Nationwide centers will also host social and educational events starting July 15th through October 31st as part of the **“Pink Letter Project”**.

To learn more about ArchWell Health visit <https://archwellhealth.com>. To become a member at ArchWell Health, visit <https://archwellhealth.com/get-started/>.

About ArchWell Health

ArchWell Health™ is a national company devoted to improving the lives of older adults through excellent primary care. With longer appointment times, in-house lab testing, same-day scheduling and weekly social activities, ArchWell Health members experience how little things change everything. Each primary care center is conveniently located in neighborhoods with ease of access and provides an opportunity for adults 60+ to connect with a vibrant, caring community. ArchWell Health serves Medicare Advantage members 60+ in centers across Alabama, Arizona, Arkansas, Colorado, Florida, Kansas, Missouri, North Carolina, Nevada, Nebraska, and Oklahoma. For more information, please visit: archwellhealth.com.

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