WELLNESS ON WHEELS (WOW) BUS
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Industry Sector(s): Healthcare
Product Category: Specialized Health Services

Opportunity Overview

Our 40 ft. WOW bus can be utilized with partners, faculty, researchers for the benefit of research, access to care and general health. Our Wellness on Wheels (WOW) Bus provides general health assessments and biometric screenings by health care providers to Hoosiers. Post screening follow up is provided to those that have abnormal findings with connection to health care resources within their communities. By including medical and nursing students, WOW is an awesome way to provide training; conduct research; and impact the health of Hoosiers.

Markets & Applications

The IU National Center of Excellence (COE) in Women’s Health is a program of the Department of OB/GYN at the IU School of Medicine. The COE is not a health care provider but connects Indiana women across the lifespan to connect with health care providers within their community. Therefore, we partner with all health care providers and providing entities across the state.

Competitive Advantage/Value Propositions

The WOW Bus is a mobile unit with a registration area, 2 confidential assessment rooms, restroom, and education area with TV/DVD. The WOW Bus is staffed with a nurse practitioner and student health professionals/nurses or medical students to provide confidential results, healthy lifestyle and family planning counseling. The IU COE Wellness Program brings basic screenings to all Hoosiers, including rural and underserved communities by connecting them to local health care providers. This program also provides training opportunities for health care students, as they accompany WOW staff and learn about challenges in the community and become active participants in finding local care/resources for women. In this way we hope to increase the number of health care providers considering practice in rural and underserved communities.

Based on data from the CDC’s Behavioral Risk Factor Surveillance data, Clay County had fewer women receiving health screenings; particularly, cervical cancer screens, compared with women across the state. Therefore, the IU National COE initiated a targeted intervention pilot project utilizing the WOW Bus, to ascertain barriers to cervical cancer and other preventive screenings by women in the county. WOW screened 100+ women and 150 high school
students. In the summer 2011, follow up was done on women who had abnormal screens and attended WOW educational sessions (to assess behavioral change, continued screening and/or preventive care) as a result of the educational intervention. The Clay County Pilot Project was a success and has been duplicated statewide to include underserved women. Since this duplicated effort was implemented in April 2012, WOW has screened over 700 women. Our surveys indicated that 80% of women seen have increased in knowledge regarding nutrition, contraceptives and sexually transmitted infections. We have successfully connected those with abnormal screenings to local health care providers and healthy lifestyles resources within their communities.

Researcher Biographies

**Theresa Rohr-Kirchgraber, M.D**

Dr. Rohr-Kirchgraber is Associate Professor of Clinical Medicine and Pediatrics and a faculty member in the Division of Adolescent Medicine. Prior to arriving at IU in 2007 she practiced in Syracuse, New York / SUNY Upstate Medical Center and Atlanta, GA at Morehouse School of Medicine and Emory School of Medicine. She attended medical school at Cornell and completed a residency program in internal medicine at University Hospital of Cleveland / Case Western Reserve University.

Dr. Rohr-Kirchgraber provides primary care for adolescents and adult women with a focus on chronic diseases, primary care for cancer survivors, eating disorders, and obesity. She is the medical director of the Center of Excellence ambulatory practice, is on the national board for the American Medical Women’s Association and is on the governing council of the Women’s Physicians Congress of the American Medical Association.

As Executive Director, Dr. Rohr-Kirchgraber leads the Center’s efforts to achieve its central mission, “To Improve the Health of Indiana Women.” Progress toward this goal is supported by a wide range of Center activities and roles. In addition to providing patient-centered, evidence-based, high quality care the Center develops and disseminates best practices in women’s health, convenes organizational collaborations, and works to inform policymakers about the implications of policy decision on women’s health. The Center organizes and administers programs to raise statewide performance in areas of specific concern, such as cervical cancer screening where we rank #46 out of 50 states and screening rates declined from 2007-2010.

Dr. Rohr-Kirchgraber is part of a dedicated team of professionals committed to improving the health of women across the lifespan.

**Tisha Reid**

Tisha Reid is the Associate Director for the IU National Center of Excellence in Women’s Health (IU COE). In this role, she manages the outreach program initiatives, builds statewide partnerships and program capacity through diverse revenue streams. A native of Indianapolis, Tisha was formerly the Outreach Manager for the Indiana Clinical Translational Sciences Institute’s (CTSI) Community Health Engagement Program (CHEP), where she managed the development and growth of collaborative partnerships between the academic and community partners to improve research, health and health care throughout Indiana. She was instrumental in developing communication/outreach strategies for the CTSI initiatives, INResearch.org, and the Indiana Biobank.

Her prior experience includes work as the Partnership Program Coordinator for the National Cancer Institute’s Cancer Information Service (NCI/CIS) Midwest Region. In that role, she collaborated state-wide with partner organizations to deliver cancer control and education programs to help improve the health of the underserved populations. Tisha has experience in strategic planning, state-wide community health planning, implementation and evaluation; and has received recognition and awards from the American Heart Association, the Indiana Cancer Consortium, Martin University, National Black Leadership Initiative on Cancer, and the National Cancer Institute Cancer Information Service.
Tisha is excited about the opportunities the IU COE has through it’s Women’s Wellness on Wheels (WOW) Bus, Women of Influence coalitions and partnerships with key stakeholders to improve the health of Indiana women.

For more information on the IU CoE, you can contact Tisha Reid at tireid@iupui.edu or 317-948-3315.

Development Plans/Needs

1. Since, there is currently not an outreach program that provides this education, screening and intense follow up post screening; we would like assistance in the evaluation of this program to benefit medical research.

2. We would like to devise an app that can be used with mobile devices for our follow up program and increase compliance.

3. We would also like to eventually write a paper that successfully outlines the outcomes of improved health from mobile access.

4. It is our hope to ultimately engage other potential organizations, researchers, and businesses to partner with us for mutually beneficial value and sustainability of this unique program.