

# Early Detection Saves Lives Coalition: Applauds Assembly passage of Gail's Law

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*Bill now headed to governor's desk; he has signaled that he will sign it into law*

Today, the Early Detection Saves Lives Coalition applauds the Wisconsin State Assembly for voting to pass Gail's Law (AB 263) - a lifesaving, bipartisan measure that eliminates financial barriers to vital breast cancer screenings. The bill earlier cleared the Senate in a 32-1 vote; it now heads to Governor Evers for signature, and he signaled his intention to sign it into law.

Named in honor of the late Gail Zeamer, a fierce patient advocate who fought breast cancer and tirelessly championed this issue, Gail's Law will ensure that women with dense breast tissue or elevated risk factors can access critical follow-up imaging without out-of-pocket costs. These screenings, such as breast ultrasounds, MRIs, or diagnostic mammograms, can catch cancer early - when it is most treatable and survival rates are highest. While the bill takes effect "on the first day of the 4th month beginning after publication", insurance plans will have until January 1, 2027 to comply, which is the start of the new plan year.

"This is a major victory for every Wisconsin family who has been directly or indirectly impacted by breast cancer," said **Dawn Anderson, state policy coordinator for the Wisconsin Breast Cancer Coalition**. "Early detection saves lives, and Gail's Law provides increased access to lifesaving screenings."

"This legislation allows women and their healthcare providers to make evidence-based decisions about the most appropriate screening based on their risk," said **Dr. Jennifer Bergin, radiologist, Wisconsin Radiological Society, Committee for**

**Breast Imaging.** “As a radiologist, I see firsthand how critical supplemental and diagnostic imaging can be for women with dense breast tissue and those at elevated risk. Mammography alone is not always enough. By removing financial barriers, Gail’s Law ensures that medical decisions are guided by clinical need, not cost. More cancers will be detected earlier, when treatment is most effective and outcomes are the best.”

“We commend the Wisconsin Legislature for prioritizing the early detection of breast cancer by eliminating the barriers to medically necessary diagnostic and supplemental breast imaging services,” said **Deandrea Newsome, Regional Manager State Policy and Advocacy, Susan G. Komen.**

“Today we thank the Assembly for passing Gail’s Law and celebrate that more women in Wisconsin will no longer face barriers to access life-saving supplemental breast imaging because they cannot afford it,” said **Sara Sahli, Wisconsin Government Relations Director, American Cancer Society Cancer Action Network (ACS CAN).** “In 2026, an estimated 6,030 Wisconsin women will be diagnosed with breast cancer and 670 are expected to die. Gail’s Law will help change these numbers through earlier detection and expanded access. This bill now goes to the Governor’s desk, and we look forward to him signing this.”

We extend our heartfelt thanks to Representative Amanda Nedweski, Representative Cindi Duchow, Representative Lisa Subeck, and all other co-sponsoring Representatives – Republican and Democrat – who stood up for Wisconsin women.

To learn more about the impact Gail’s Law will have on the state, visit [EarlyDetectionWI.com](https://www.earlydetectionwi.com).