



New American Cancer Society Cancer Statistics: What Consultants & Brokers Need to Know

The American Cancer Society (ACS) released its annual study on cancer data and trends, [Cancer Statistics, 2024](#) and its accompanying summary report, [Cancer Facts & Figures](#).



Here are the top takeaways you need to know in order to best support your clients as they work to alleviate the impact that cancer has on their populations – and their business:

American Cancer Society Findings

Cancer incidence is higher than ever.

For the first time ever, over 2 million new cancer cases are expected to be diagnosed in the U.S. this year. This translates to an average of 5,480 new diagnoses each day.

What This Means for Your Clients

Cancer will take a bigger toll on your clients.

Cancer is already their biggest healthcare expense and a significant burden to their employees. Without a dedicated effort to help their employees catch disease as early as possible – when treatment is more effective and less costly – cancer’s drain on their businesses will only get worse.

More young people are dying of colorectal cancer.

In general, cancer mortality has decreased. But among adults under 50, colorectal cancer has risen from the fourth-highest cause of cancer death to the leading cause for men and the second-leading cause for women.

Your clients’ employees need help staying on top of their screenings to prevent late-stage diagnoses.

Early detection of cancer reduces the risk of death. Helping clients’ employees assess their risk, increasing their awareness of when they should be screened, and providing easy options, like at-home testing, can close screening gaps. For example, FIT tests for colorectal cancer, which can be sent to employees’ homes and done in private, can reduce the stigma and inconvenience associated with screening, and can help reverse this troubling mortality trend.

Diagnoses are on the rise for 6 of the top 10 most common cancers.

More people are expected to be diagnosed with breast, prostate, melanoma, kidney, endometrial, and pancreatic cancer, and more people under 55 will be diagnosed with colorectal cancer.

More of your clients’ employees will need help navigating a cancer diagnosis, and what follows.

Cancer is complicated, and it can be difficult to tackle screenings, insurance coverage, and follow-up appointments without specialized expertise. Once a diagnosis is confirmed, their employees will need even more support. With more diagnoses coming, your clients can offer complete screening-to-care management support that removes the stress from seeking care.

Until there’s a cure, early detection of cancer has the single biggest impact on survival rates and healthcare costs – but it shouldn’t stop at a screen. Your clients need support that goes beyond a diagnosis to ensure they get coordinated care, end-to-end. [At Color Health](#), we partner with the American Cancer Society to help employers deliver essential, convenient, and accessible prevention and care services throughout the cancer continuum.

Get in touch today to learn how we can help your clients take a stronger stand against cancer.

[Contact Us](#)