

color®



Your cancer problem won't solve itself.

Help your clients and members
take control *of* cancer.

There are three ways to change the impact of cancer.

1.

Ensuring cancer treatment is well managed

through navigation, guidelines-based treatment, and care management supported by cancer-specialized physicians

\$8.4K

savings when member's treatment is within NCCN guidelines¹

\$20K

savings for each avoided hospitalization²

2.

Catching cancer earlier

through evidence-based and covered interventions that can make a difference

\$63K

average savings from one earlier stage detection^{3*}

2-3x

improved survival rate⁴

3.

Care coordination for cancer survivors

through a cancer-specialized clinical team and integrated support programs

27%

reduction in anxiety among cancer patients, survivors, and caregivers⁵

\$1,500

in savings per participant per year after receiving care coordination vs. usual care⁶



Color improves all three.

Color's cancer care solution, built in partnership with the American Cancer Society (ACS), is a comprehensive, integrated care model that supports members from detection to diagnosis, treatment, and survivorship through a first-of-its-kind Virtual Cancer Clinic.

The Color Virtual Cancer Clinic

Low-Lift Screening Options and Support

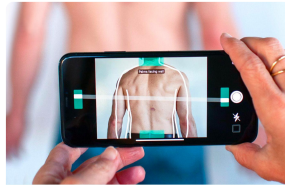
Color removes friction from the screening and care process for high-risk members through:



1. Evidence-based, risk-adjusted screening recommendations



2. At-home testing kits for prostate, cervical, colorectal cancer as well as genetic risk



3. Solutions for skin cancer screening and breast cancer early detection through integrated partnerships



4. Scheduling support for necessary in-person screenings



5. Clinical counseling and development of a personalized care plan and logistical support

In-House Cancer-Specialized Medical Group



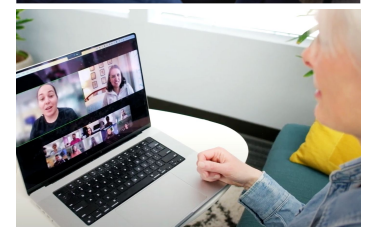
At the core of Color's approach is an in-house, 50-state medical group that provides expert, guidelines-based cancer care directly to members, helping fill in care gaps from their PCPs or oncologist.

Color works through your existing plan and Centers of Excellence, and our team works hand-in-hand with your members' treating physicians to ensure care is coordinated, all-encompassing, and always available.

Robust Member and Caregiver Support

Color understands the need for comprehensive, holistic support for both members and caregivers. Our integrated mental health resources include peer-based programs led by fellow cancer survivors through [Cancer Connect](#), and every Care Advocate is standing ready to connect members to resources like ACS's patient resources like [Road to Recovery](#) and [ACS CARES](#). Additionally, our Care Advocates offer financial hardship support, and can help members understand their cancer-related expenses, find and enroll in assistance programs, and manage or contest bills.

And, when survivors are ready to come back to work, our Care Advocates work with members and People teams to support transitions back to the workplace – and continue to support ongoing concerns and needs once they've returned.



Integrated Diagnostics and a Nationwide Imaging Network



Color manages screenings across the cancer spectrum for all members, aligned with the latest evidence-based guidelines.

With Color, your members have access to guideline-based screenings, including standard tests conducted at-home or in-person, as well as custom solutions like liquid biopsy testing, onsite mammograms, skin checks, and more.

Color identifies cancer risk across your population and tailors services specifically for their risk level.

Individualized risk in combination with covered interventions

Active Diagnosis Segment

- Cancer-expert medical group for faster care access, symptom triage, & treatment plan review
- Network-optimized care navigation
- Peer-to-peer provider support
- Navigation & enrollment resources from the ACS

Average-Risk Segment

- Simplified, lower cost screening options ensures HEDIS gap closure
- Peer-to-peer provider support for PCPs
- Cancer awareness & education resources

High-Risk Segment

This population is likely the source of near-term, high-cost cancer-related claims for plans & self-insured employers

- Identification of high-risk members
- Risk-based interventions through cancer-expert medical team
- Peer-to-peer provider support for PCPs and specialists
- Early detection of cancers through low cost screenings that reduce overall cost of care
- High-touch cancer education & risk-awareness

We take control of cancer for you.



Cancer management for those with active cancer diagnoses

For members with an active diagnosis, Color Care Advocates and the Color Medical team will:

Review treatment plans

Provide symptom management

Facilitate in-network care at the right time, avoiding unnecessary visits

Connect with member's care team to ensure timely coordination of services and care

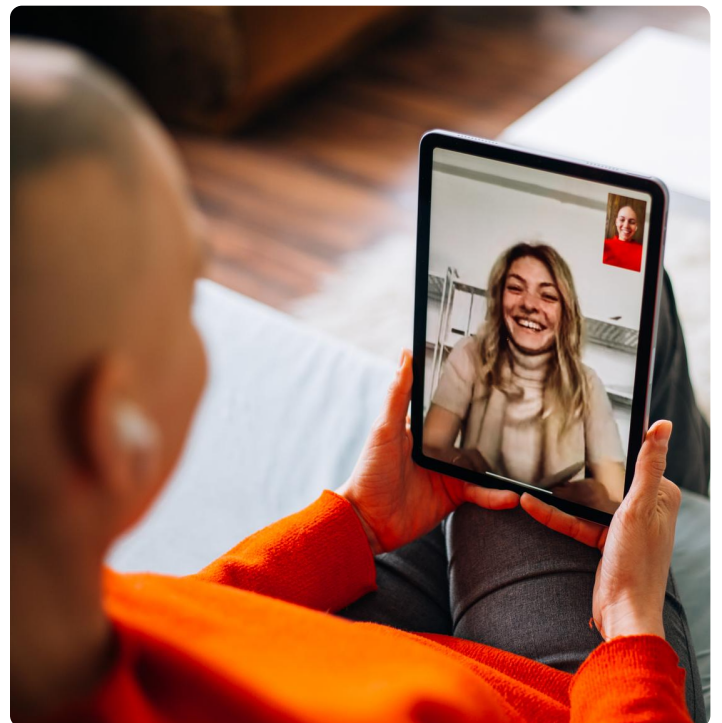
Ongoing care coordination and services built for cancer survivors

Color guides survivors into high-risk management support programs that:

Provide virtual primary care & maintenance treatment plans

Offer peer-led support programs through Color Connect

Maintain guidelines for ongoing scans & routine screenings



Outcomes that make a difference

Lower Healthcare Costs

\$63K

average savings from one earlier stage detection^{7*}

\$30K+

lower cost of cancer care per case⁸

\$20K

saved from each cancer-related hospitalization avoided⁹

30%

lower screening costs on average¹⁰

Increased Screening Adherence

77%

more members adherent to evidence-based cancer screening guidelines¹¹

Earlier Cancer Detection

41%

reduction in late-stage diagnoses through evidence-based screenings¹²

Faster Time to Diagnosis

81%

Reduction in time to diagnosis¹³

2 weeks

Color's partners ensure screening and in-network clinical appointments in under 2 weeks¹⁴

The members and customers we help matter most

“Color got me to get my mammogram... We’ve caught this early. I can’t imagine being diagnosed with an invasive breast cancer. Now I’m not afraid of breast cancer. Feel empowered. Feel aware.

I don’t feel scared. But it all stemmed from my experience with Color.”

Kristin,
Member, mother of three daughters



Get in touch at:

learnmore@color.com

Or visit:

color.com/health-plans

Resources

1. CVS Health, Cost savings opportunities in cancer care. *[Adjusted to 2025 costs]*
2. Agency for Healthcare Research and Quality, Cancer-Related Hospitalizations for Adults, 2017; inflation calculated based on data reported here. *[Adjusted to 2025 costs]*
3. BMC Health Serv Research, Increased healthcare costs by later stage cancer diagnosis. *[Adjusted to 2025 costs]*
*Average cost increase per cancer stage for colorectal, breast, cervical, lung, and prostate cancer, weighted to account for incidence by cancer type
4. Adapted from Centers for Disease Control and Prevention, Incidence and Relative Survival by Stage at Diagnosis for Common Cancers
5. Dews, A. A., Pokowitz, E. L., Votta, C. M., Yan, H., Pituch, K., & Deldin, P. J. (2023). From “surviving to thriving”: Mood Lifters—a wellness program for parents of medically complex children. *Palliative & Supportive Care*, 1-6
6. NIH, Effect of Patient Care Coordination on Hospital Encounters and Related Costs.
7. BMC Health Serv Research, Increased healthcare costs by later stage cancer diagnosis. *[Adjusted to 2025 costs]*
*Average cost increase per cancer stage for colorectal, breast, cervical, lung, and prostate cancer, weighted to account for incidence by cancer type
8. BMC Health Serv Research, Increased healthcare costs by later stage cancer diagnosis. *[Numbers from Figure were adapted to estimated 2025 costs]*
9. Agency for Healthcare Research and Quality, Cancer-Related Hospitalizations for Adults, 2017. *[Adjusted to 2025 costs]*
10. Color modeled savings, 2023-2024
11. Color internal study, 2023-2024
12. NEJM, Reduced Lung-Cancer Mortality with Volume CT Screening in a Randomized Trial
13. Comparing Time to Diagnosis and Treatment Between Younger and Older Adults With Colorectal Cancer
14. Color internal study, 2023-2024



© 2024 Color Health, Inc.
CLIA #05D2081492 - CAP #8975161

ACS is a nonprofit organization that routinely publishes guidelines, and as part of this program, ACS contributes its expertise and educational materials on cancer screening and prevention and connects participants who contact ACS with ACS cancer-related information. A portion of fees generated from this program will be used to support the ACS mission. ACS does not provide medical or clinical care.