



# Color's Cancer Prevention & Screening Program, in Partnership with the American Cancer Society

**For Unions and Funds**

# The impact of cancer is dramatic — and worsening

**#1** Cancer is a leading cause of death in the United States and a top driver of healthcare costs.

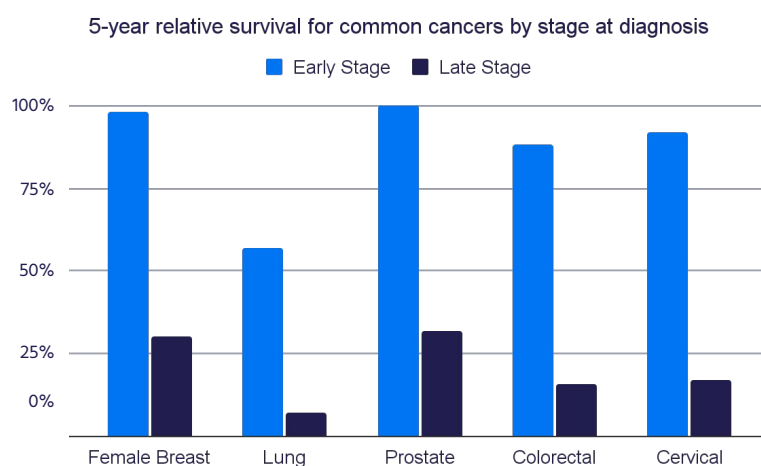
**We have the tools** to reduce mortality & cost, the only issue is access barriers:

- + **>50% of cancer cases** have established guidelines, fully covered, to diagnose early
- + Diagnosing cancer early results in **3x lower cost of treatment and improved survival rate**
- + However, **65% of U.S adults are not up to date** on cancer screening

## The case for programs that make early detection and proactive management possible

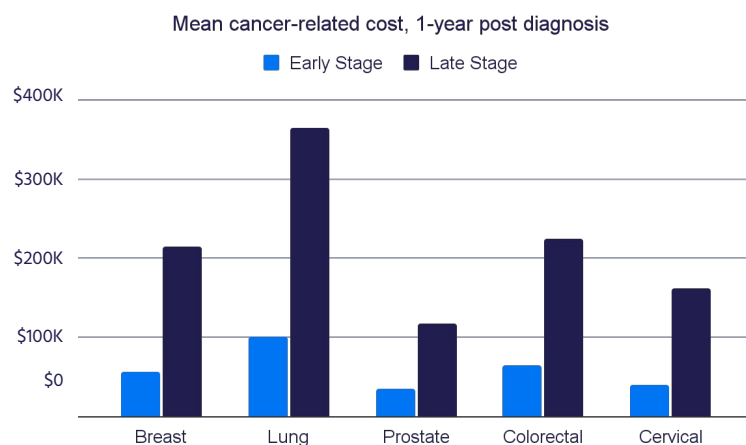
Health outcomes and survival rates dramatically improve when cancer is detected early

**Figure 1:**  
**5-Year relative survival for common cancers by stage at diagnosis.** Adapted from Centers for Disease Control and Prevention, Incidence and Relative Survival by Stage at Diagnosis for Common Cancers.



Costs of treatment decrease when cancer is detected early

**Figure 2:**  
**Mean cancer-related cost, 1-year post diagnosis.** Adapted from McGarvey BMC Health Serv Res. 2022



1. National Cancer Institute, [Cancer Stat Facts: Common Cancer Sites](#).

2. Adapted from McGarvey BMC Health Serv. Res. 2022

3. Prevent Cancer Foundation, [65% of Americans 21 years of age and older report not being up to date](#).

4. [Cancer Statistics](#), National Institutes of Health - National Cancer Institute.

5. ["Cancer care poses challenges for employers."](#) MedCityNews.

6. ["Cancer Now Top Driver of Employer Health Care Costs, Says Business Group's 2023 Health Care Strategy and Plan Design."](#) Business Group on Health.



# The only comprehensive approach to cancer prevention and early identification using evidence-based screening guidelines.

Color and the American Cancer Society have partnered to address the cancer cost crisis by moving stage of detection earlier and making cancer screenings **accessible**. Together, we designed a unique program built on **evidence-based guidelines** with **fully-integrated and high-touch support** throughout the full cancer continuum.

## Partners in program delivery



### Healthcare Delivery Provider

- 7 day/week provider access through Color Medical
- Distributed cancer screenings
- Imaging center networks
- Care advocates who ensure the right care happens
- Licensed genetic counselors for high-risk care
- Population health data reporting
- Experienced enterprise program management



### Scientific Leader, Patient Support, Education

- Evidence-based screening guidelines
- Scientific leadership for high-risk care
- ACS-led patient education and content
- Cancer Information Specialist resource support, available 24/7/365
- Direct assistance to overcome barriers to care, such as housing during treatment

## Providing participants access to



### Care team with deep cancer expertise

7-day per week access to a care team that provides the clinical guidance, answers, and support needed throughout screening to diagnosis



### Convenient screenings that get done

Screens for prostate, cervical, and colorectal cancers shipped to participants' homes save them time and money

Appointment management & scheduling for lung, breast, and skin cancer screens and follow-on



### Complete care management through the cancer continuum

High-touch, proactive support from care team that ensures follow-ups happen when an abnormal result or diagnosis occurs



# Cancer is an equity problem **requiring a different model**

Unions are responsible for the health and wellbeing of diverse, distributed populations who access healthcare in different ways.

## The people most at-risk are the ones getting the least help

### Black Men

are **twice as likely as white men to die** of prostate cancer.

### Individuals in Rural Areas

are **~14% more likely to die** from cancer than their urban counterparts.

### Workers Exposed to Asbestos

are **five times more likely** to develop lung cancer than those who are not exposed.

## We address the biggest barriers



### Logistical

- 7 days/week access outside standard clinic hours
- At-home or at-worksite access
- Care advocates help you get logistics done



### Technological

- Via phone or web
- User-friendly platform



### Language & Culture

- Full Spanish translation and 200+ languages supported via interpretation service
- Cultural competency trained care advocates



### Financial

- No co-pays
- Free to members
- Care advocates

## Delivering equitable healthcare

**200+**

languages supported for phone-based support

**28%**

of individuals served are racial minorities

**6%**

served via staff hotline

**3 of 4**

Color clinicians are people of color

**75%**

of Color clinicians speak a language other than English



# Outcomes that make a difference

## Identified and closed cancer screening gaps

**1 in 2**

Participants behind on their recommended cancer screenings

**+77%**

increase in screening adherence for average risk participants

## Engaged participants in appropriate care

**<3%**

of participants missed their Color appointments (vs. 15% industry average)<sup>1</sup>

**82%**

Participants who followed up with the appropriate providers after participating in the program

## Caught cancer early when it was treatable

**2X**

Net estimated savings from catching cancer cases earlier through screening

# The members and customers we help matter most

“It’s a win-win situation because from a fund perspective, you’re looking at catching something early. So, you’re looking at savings there. And from a member’s perspective, you’re looking at catching something early and increasing your survival rate.”

### **Maria Scheeler**

Executive Director, Teamsters Health & Welfare Fund of Philadelphia and Vicinity

“It has been our pleasure to provide an opportunity for our employees and their partners to learn if they have risk factors for cancer.”

### **Kerstin Aiello**

Director of North America Benefits, Synopsys

“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.”

### **Patient testimonial**



color



## Ready to get started?

Get in touch with our team

Reach out at [learnmore@color.com](mailto:learnmore@color.com)

or go to [color.com/cancer](https://color.com/cancer) →

