Together, we can put Verizon in control of cancer.

verizon

Of Verizon's 100K+ U.S. employees,

~620 will be diagnosed

with cancer within a given year.[1]

Cancer is the #1 cost for employers[1], and as Verizon discovered in their cancer prevalence analysis, costs continue to rise as more cases are being caught at later stages. We can bet that your traditional health plan falls short, focusing merely on treatment — and at that point, your employees are missing an opportunity to catch cancer earlier. Health plans struggle with driving engagement, leading to low screening rates,[2] follow up leakage,[3] and suboptimal care support,[4] which ultimately negatively impacting outcomes and costs.

We know that Verizon aims to **"make its mark on issues that matter,"** and we believe Verizon needs a comprehensive, in-depth cancer program that supports the employee at every step of the journey. **Color's Virtual Cancer Clinic** integrates all of these elements into one user-friendly program that enables employees to complete each step seamlessly and provides Verizon with the data needed to monitor the effectiveness of the program.

Verizon can change the impact of cancer in two ways:

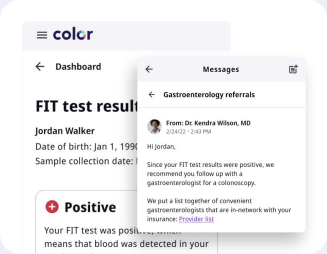
1. **Catch cancer earlier** — **$52K** average savings from one stage shift[2*]
2. **Ensure cancer treatment is well managed** — **$19K** estimated savings for each avoided hospitalization[3]

Proprietary and Confidential. Not for distribution.

Color's Virtual Cancer Clinic:

A team of experts for every cancer need.

At-home screening and fast, guaranteed imaging

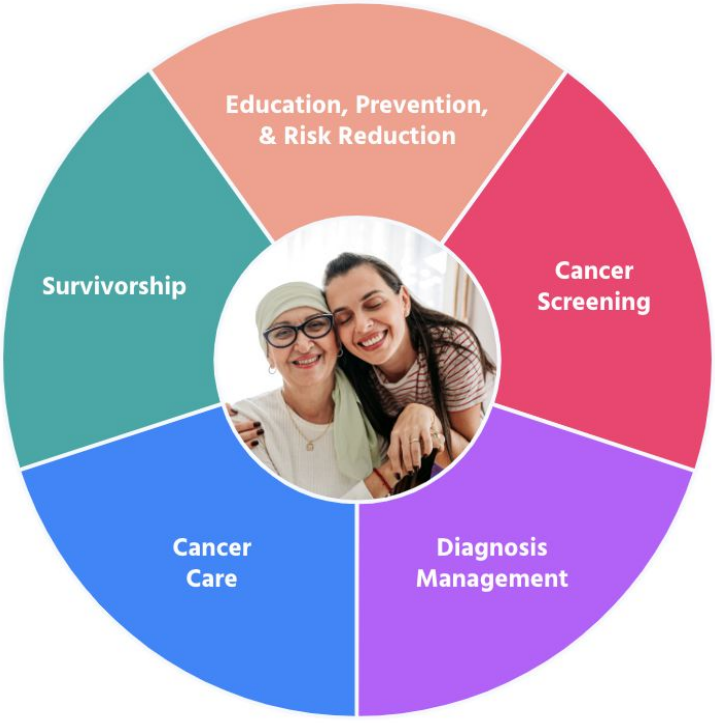


Expert clinical team, including high-risk experts

Robust patient support & mental wellness groups

American Cancer Society resources and support

Cancer requires a comprehensive approach. Here's how we do it.



Education
with trusted ACS resources that empower employees to make better health care decisions

Cancer Screening
with at-home options and a nationwide imaging network

Diagnosis Management
and in-network clinical appointments in <2 weeks

Cancer Care
with coordinated care navigation and fast access to diagnostics

Survivorship
with our evidence-based mental wellness support groups

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color | American Cancer Society

With Color, better experiences lead to better engagement.

30%
lower clinical care costs

100%
imaging appointments in <2 weeks

77%
increase in screening rates

23%
average enrollment in year 1

We designed this program to make it easier for Verizon employees to **stay ahead of cancer** while driving down claims for your organization.

- Deliver human-centric care and support during one of life's most trying experiences
- Compound savings from earlier detection and lower cost of care
- Receive outcomes-based pricing, only for employees who use our service — claims-based and direct billing also available

Connect with our team:

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[1]American Cancer Society. "Lifetime Probability of Developing or Dying From Cancer."
[2]BMC Health Serv Research, Increased healthcare costs by later stage cancer diagnosis
*Average cost increase per cancer stage for colorectal, breast, cervical, lung, and prostate cancer, weighted to account for incidence by cancer type
[3]Agency for Healthcare Research and Quality, Cancer-Related Hospitalizations for Adults, 2017; inflation calculated based on data reported here