

color



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

For Brokers and Consultants

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 for employers.

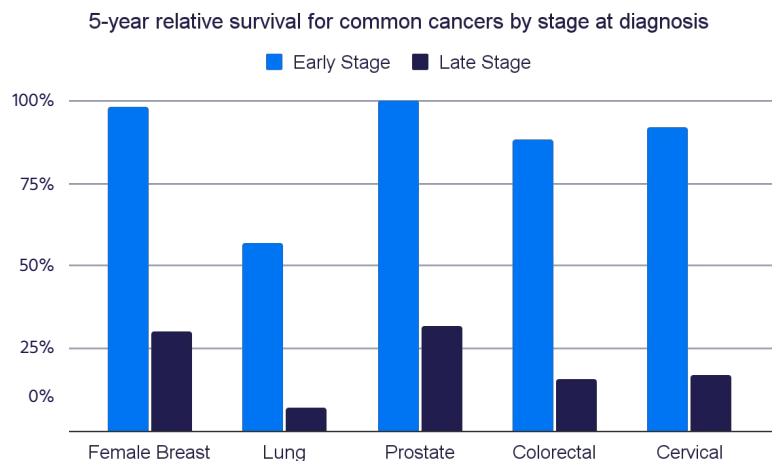
We have the tools to reduce mortality & cost, the only issue is access barriers:

- + >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

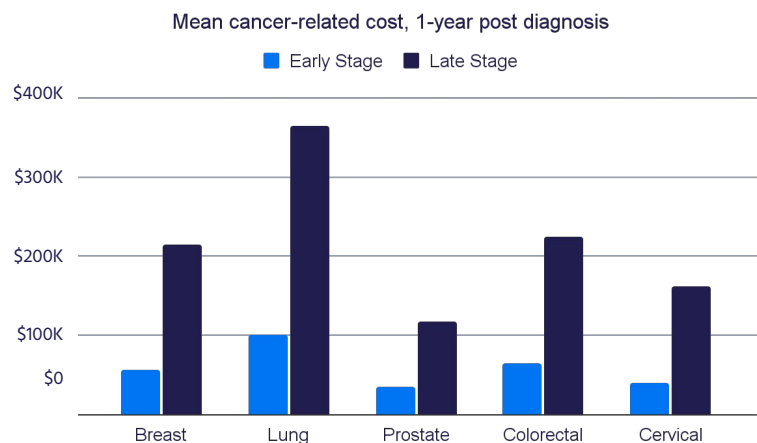
Health outcomes and survival rates dramatically improve when cancer is detected early

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

Employers 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



Language & Culture

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



Technological

- Via phone or web
- User-friendly platform



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)¹

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

or go to color.com/cancer →

