



How Digital Cancer Care Solutions Can Improve Employee Health And Reduce Costs

In this white paper, we discuss the research around:

- The positive impact of behavioral health coaching for cancer patients
- The challenges of existing support solutions for employees with cancer
- Managing cancer as a chronic illness to support employees and reduce medical costs
- The effectiveness of a digital cancer care platform



Digital Cancer Care Solutions That Empower Behavior Change

In the last five years, a number of digital care solutions have emerged, using behavior change to improve health outcomes for employees with a variety of chronic illnesses. New research indicates using this approach for employees impacted by cancer has a meaningful impact on health outcomes and medical costs.

COVID-19 has had a disproportionate impact on people with cancer, including additional health risks and pandemic-related anxiety. Consequently, today's patients need more support than ever.

Let's dive in and unpack the jargon.

"The cost of having cancer is enormous and an extreme burden on people and families"

Dr Karen Hacker,
Director at US Centers for
Disease Control and
Prevention, (October 2021.¹)

¹ <https://www.cdc.gov/media/releases/2021/p1026-cancer-annual-report.html>



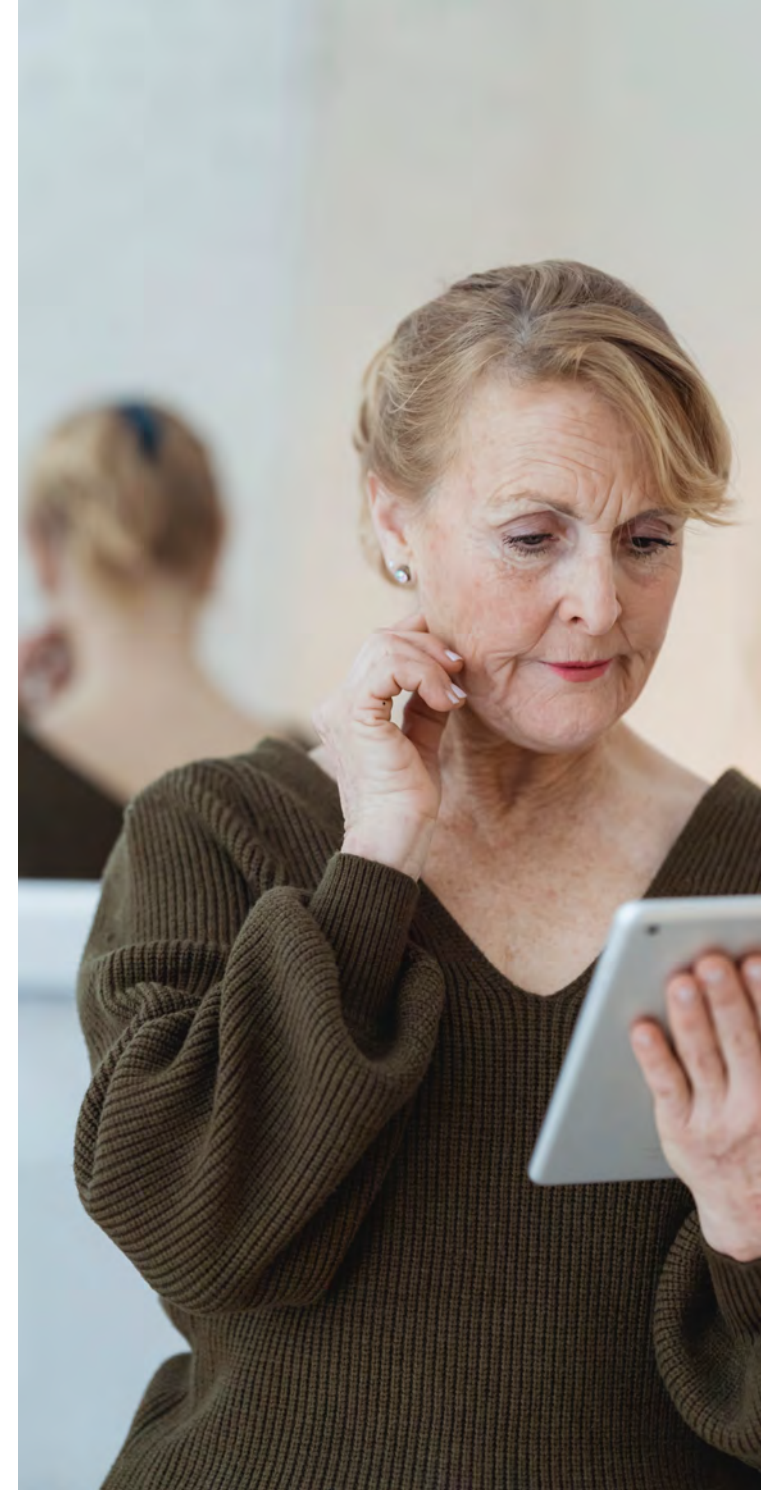
Digital Care And Shifting Employee Preferences

Increased user preferences towards receiving care flexibly and digitally have redefined employee benefits solutions. From a user perspective, there has been a 38x increase in adoption of digital care solutions compared to pre-pandemic levels.² For employers, digital care solutions provide a cost-effective, scalable and consistent experience. The convergence of these trends have driven the growth in employee-focused digital benefits packages.

38x

increase in telehealth
volume compared to
pre-pandemic levels²

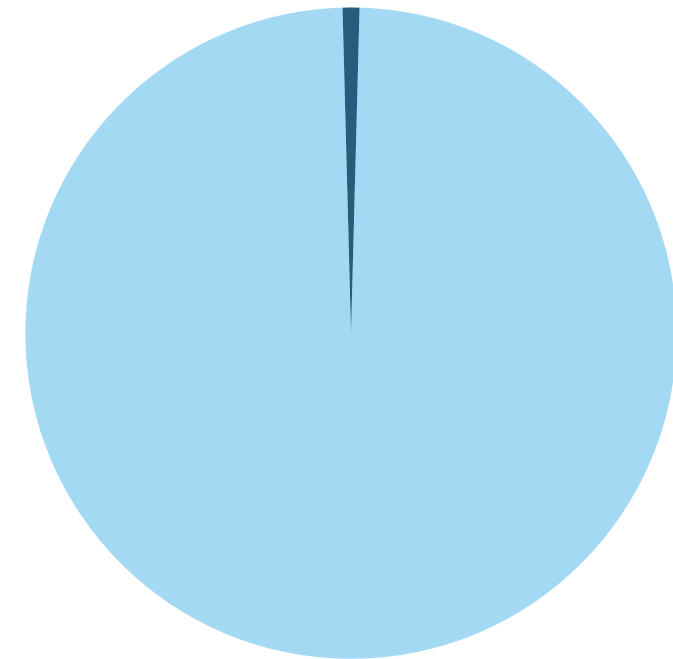
² McKinsey, 2021, Telehealth: A quarter-trillion-dollar post COVID-19 reality?



What Is Digital Cancer Care?

Digital care outside the clinical workflow enables cancer patients to be supported beyond their regular consultations. Digital care might involve any combination of remote patient monitoring, telehealth consultations, guided support and coaching programs, or self-management technology.

If a patient spends 1% of their time with their clinician, and 99% of their time self-managing symptoms and side effects, digital care enables patients to be supported at home, 24/7.



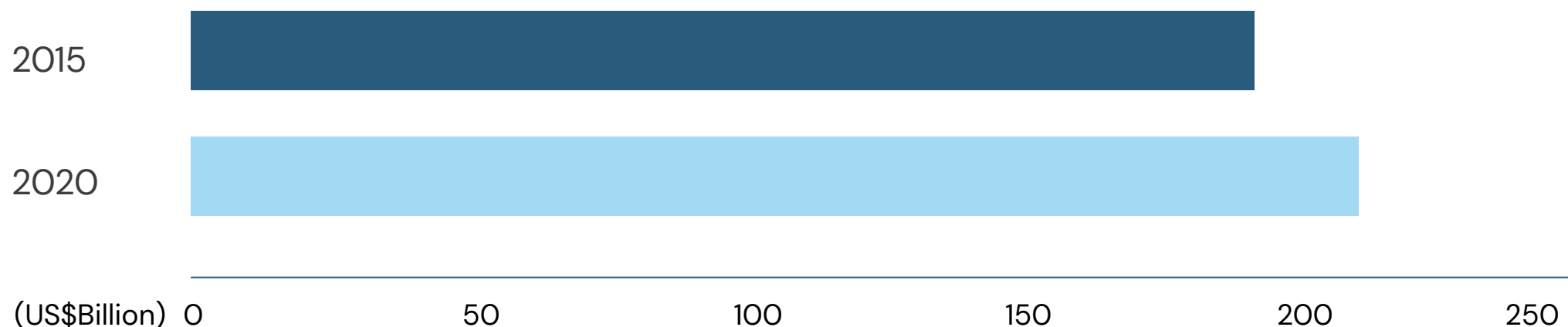
- 1% (Time spent with clinicians)
- 99% (Time spent at home)



The Rising Cost Of Cancer

Cancer medical costs in the United States alone amounted to \$209 billion in 2020,³ with the burden rising by 10% every 5 years. Over the past decade, behavioral health coaching solutions have been widely adopted by employers as an effective way to minimize the rising costs of many major chronic illnesses – bar cancer. As cancer survival rates increase, cancer is being increasingly treated as a chronic illness – which means an oncology-focused behavior change solution that improves outcomes and experiences is needed to reduce the rising cost of cancer.

National US cancer medical costs³



³ National Cancer Institute United States, Financial Burden of Cancer Care, – https://progressreport.cancer.gov/after/economic_burden



Digital Care Platforms Can Empower Behavior Change

By combining the concepts of 'digital care' and 'behavioral coaching', a platform can:

- Use technology to provide consistent and scalable 24/7 support and guidance; and
- Use behavioral coaching and human empathy to encourage positive behaviors and improve patient outcomes.

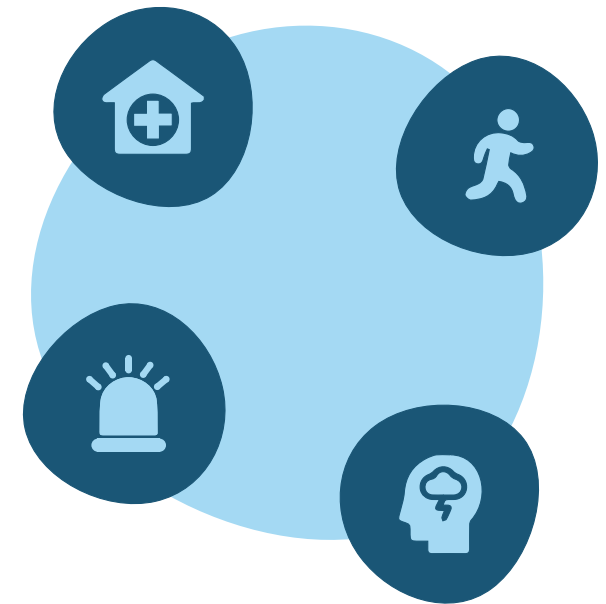
Optimal outcomes are achieved when digital care platforms successfully marry human health coaching with an engaging digital platform.



Poor Cancer Outcomes #1: Costly Unplanned Hospital Visits

Research has shown many emergency department presentations and hospital visits for those with cancer are avoidable or unnecessary and can cost oncology patients up to US\$23,000. Preventable medical problems and costs typically arise from:

- Lack of self-support and toxicity management,⁴ resulting in costly hospitalizations;
- Unaddressed depression and anxiety,⁵ hindering treatment and recovery;
- Inadequate at home pain management⁶ (~40%), accounting for the majority of emergency presentations; and
- Inadequate physical activity, which worsens fatigue and delays recovery.⁷



⁴ Basch E et al. Symptom Monitoring With Patient-Reported Outcomes During Routine Cancer Treatment: A Randomized Controlled Trial. J Clin Oncol. 2016

⁵ Niedzwiedz et al. Depression and anxiety among people living with and beyond cancer: a growing clinical and research priority. BMC Cancer 19, 943 2019

⁶ Caterino JM et al. Analysis of Diagnoses, Symptoms, Medications, and Admissions Among Patients With Cancer Presenting to Emergency Departments. JAMA Netw Open. 2019

⁷ Hojman P et al. Molecular Mechanisms Linking Exercise to Cancer Prevention and Treatment, Cell Metabolism, 2018



Poor Cancer Outcomes #2: Return To Work

Key Return To Work Barriers Include:¹⁰



Approximately 45% of people diagnosed with cancer in the United States are of a working age.⁸

Unfortunately, around 40% of cancer survivors never return to work.⁹

Poor return-to-work outcomes result in significant presenteeism, absenteeism, and staff turnover costs.

⁸ SEER Cancer Statistics Review, 1975–2016, National Cancer Institute.

⁹ Insight Plus, 2019, Return to work after cancer: a key health outcome

¹⁰ Feuerstein M, Todd BL, Moskowitz MC, Bruns GL, Stoler MR, Nassif T, Yu X. Work in cancer survivors: a model for practice and research. J Cancer Surviv. 2010



Digital Care Platforms Improve Outcomes And Reduce Costs For Employees With Cancer

Many of the root causes of the poor cancer outcomes described can be mitigated by digital care platforms.

Employees that are educated and empowered around their health will take positive steps to:

1. Manage their side effects and pain;
2. Manage their mental health;
3. Exercise, thereby reducing fatigue; and
4. Stay connected with their employer and plan their return to work when they are ready.



New Research: The Impact Of Digital Care Platforms On Return-To-Work Outcomes

¹¹ Lo J et al. A Digital Coaching Intervention for Cancer Survivors With Job Loss: Retrospective Study. JMIR Cancer 2021

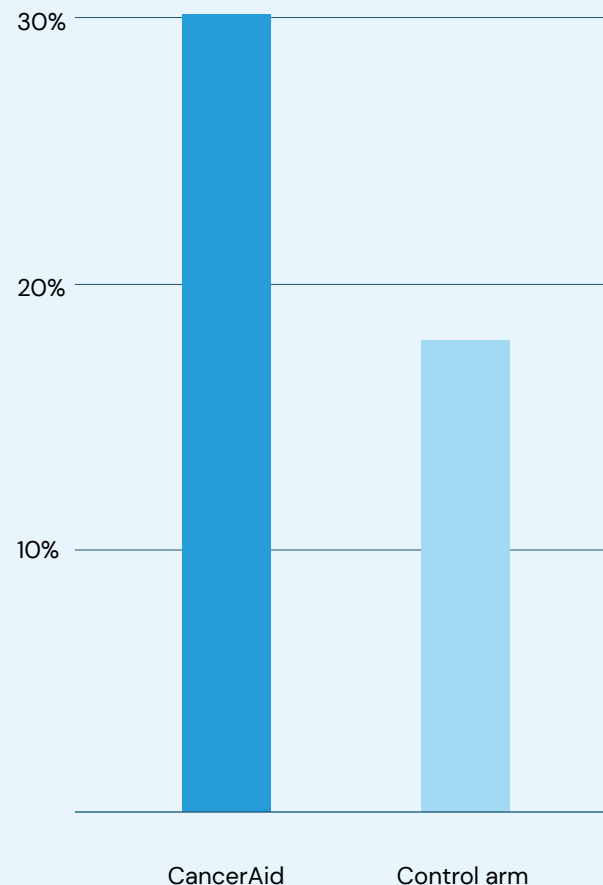
A new study¹¹ by CancerAid assessed the efficacy of a digital care platform which used behavioral health coaching to improve return-to-work outcomes for employees with cancer. With CancerAid, individuals were supported to proactively manage their health, such as symptom tracking, mental health, nutrition and exercise.

The study found that the intervention:

- increased the proportion of employees that returned to work post-diagnosis by **73%**; and
- increased the speed at which employees returned to work by **16.5 weeks**.

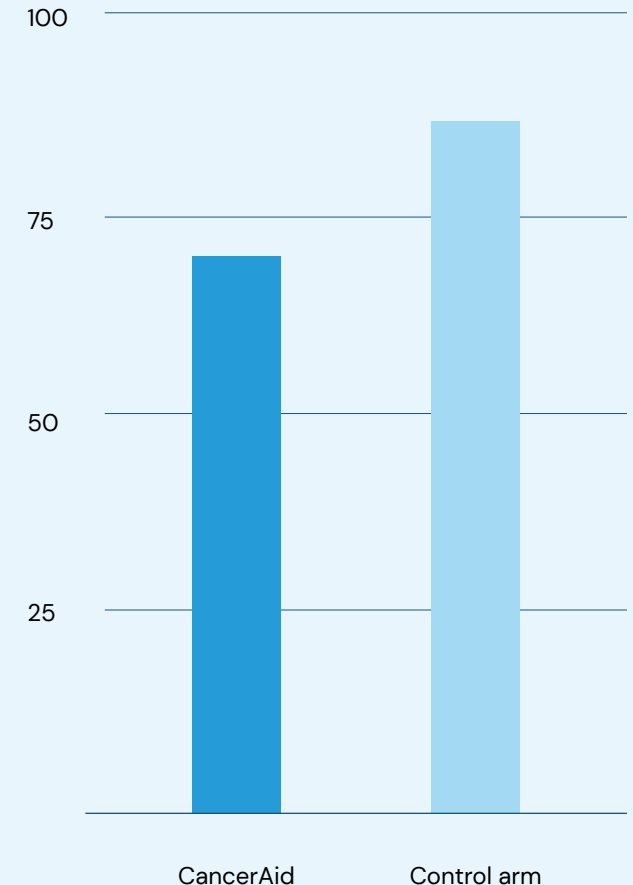
Patients who use CancerAid are 73% more likely to return to work

Return to work rates after 18 months



Patients who use CancerAid return 16.5 weeks earlier

Time taken to return to work (weeks)



New Research Into Digital Care Platforms For Cancer Patients

A retrospective analysis¹² of CancerAid's employee-facing intervention identified significant improvements in a number of core areas:

↑ 50%

50% of patients reported an improvement in emotional problems

↑ 50%

50% of patients reported an improvement in fatigue

↑ 48%

48% of patients reported an improvement in overall quality of life

↑ 47%

47% of patients reported an improvement in physical health

↑ 33%

33% of patients reported an improvement in pain

¹² CancerAid internal data, Manuscript under review – December 2021



“You have made me feel more motivated and engaged around food and exercise. I am seeing a physiotherapist now because of the program.”

Geoff
CancerAid participant





"You told me to do symptom tracking and write everything down before chemo and I'm so glad I knew about that. I felt the program helped make it easier to communicate with my doctor."

Julie
CancerAid participant



Employers Have Previously Been Reluctant To Intervene In The Cancer Patient Journey

CancerAid's customer research has identified that employers are unsure how and when to intervene in an employee's cancer timeline. Specific challenges include:

- Employers are concerned about overstepping the clinician-patient relationship
- Employers are unsure when and how to intervene in the patient journey
- Complexity: there are 120 disease sub-types, and a number of economic, financial, and work-related factors influencing recovery
- Employers are uncertain with their ability to communicate with the employee effectively around diagnosis, progress, and recovery



Achieve Lower Costs and Better Employee Outcomes with CancerAid

CancerAid is the only clinically validated digital care platform for employees with cancer that has been proven to reduce costs. We have worked with our customers to design a solution that empowers participants to thrive and enables employers to have a meaningful impact on employee health outcomes.

Reach out today for a demo at
contact@canceraid.com

To learn more,
visit us at:
canceraid.com

