



color



# Cancer Prevention & Screening Program

Cancer is the #1 driver of healthcare costs  
for your clients<sup>1</sup> and the #1 cause of  
death for working adults.<sup>2</sup>

1. "Cancer Now Top Driver of Employer Health Care Costs, Says Business Group's 2023 Health Care Strategy and Plan Design Survey", Business Group on Health, August 2022

2. "2022 Cancer Facts & Figures Cancer", American Cancer Society, January 2022 – Cancer is the #1 cause of death for those under the age of 85

2 Proprietary and Confidential. Not for distribution.



**Evidence-based  
screening  
guidelines work.**

**The only issue is  
access barriers.**

**65%**

of U.S. adults behind on cancer screening<sup>1</sup>

**73%**

of those due for colorectal cancer screening did not receive recommendation from PCP at wellness visit<sup>2</sup>

**41%**

of those with a positive FIT did not receive follow-up testing<sup>3</sup>

**2x**

more likely to die of colorectal cancer when follow-up testing is missed after abnormal screens<sup>4</sup>



# Our program enables early detection and better management to address cancer costs

Avoiding late-stage diagnosis

**\$156,000**

average savings per cancer case detected at stage I vs. stage IV in the workforce<sup>1</sup>

A more cost-efficient model

**50%+**

savings on clinical and diagnostic services through more efficient healthcare delivery outside of high-cost health systems<sup>2</sup>

Better outcomes from faster follow-through

**20%**

decrease in mortality rate when breast cancer is diagnosed in fewer than 15 days vs. more than 44 days<sup>3</sup>

<sup>1</sup> Difference in average first year costs when cancer is treated at Stage I vs. Stage IV for breast, cervical, colorectal, lung, and prostate cancer. Adapted from McGarvey BMC Health Serv. Res. 2022

<sup>2</sup> Serif - Fees based on average reimbursement across commercial payers in California. Sourced from Serif Health, which compiles published price transparency data. Accessed on June 26, 2023.

<sup>3</sup> National Library of Medicine, [Evidence of increasing mortality with longer diagnostic intervals for five common cancers: a cohort study in primary care](#)



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



## Screening

(in-person and distributed)



## Abnormal results

management to diagnosis



## High-risk patient

management



## Cancer care support

for oncology patients

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

We drive down total cost of care by making cancer screenings **accessible** to detect cancer earlier, and providing high-touch support throughout the full cancer continuum.



# Color and the American Cancer Society partner in program design and delivery



## Experienced cancer healthcare delivery

- 50-state provider group with deep cancer expertise
- Distributed cancer screenings
- Networked imaging centers nationally
- Care advocates who ensure the right care happens
- National genetic counselor group for high-risk care
- Population health data reporting
- Experienced enterprise program management



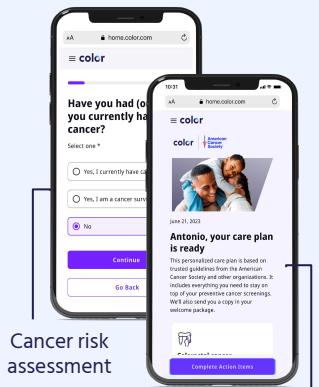
## Trusted source of guidelines, support, education

- Evidence-based screening guidelines
- Scientific leadership for high-risk care
- Educational resources from the American Cancer Society
- Cancer Information Specialist support, available 24/7/365
- Support & assistance to overcome barriers to care



# Patient experience: colorectal cancer screening

## Risk Assessment and Screening



Cancer risk assessment

Dynamic care plan conveys screening recommendations on to participant



Convenient at-home tests including FIT, HPV, & PSA

### Support Team:



#### Care Advocate, Lily

- Identifies in-network facilities
- Schedules appointments
- Manages prior authorizations
- Helps to estimate costs of care



#### Clinician, Dr. Hsiung

- Orders appropriate testing
- Provides clinical referrals
- Answers questions about care

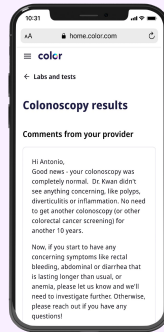
## Follow-up Testing and Care



Clinician discusses abnormal FIT results

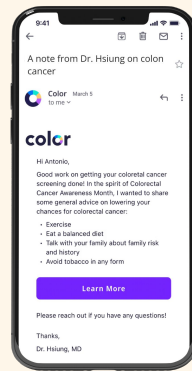


Colonoscopy scheduled



Colonoscopy results

## Ongoing Care



Clinician emails participant to take steps to reduce cancer risk, attend expert webinars, and reminds them when due for screening

### Support Team:



#### Care Advocate, Lily

One year later, care advocate reaches out to update risk assessment and facilitate any needed screenings

### IF NORMAL RESULTS



Reaches out to confirm negative result



Reaches out to convey next steps

### IF ABNORMAL RESULT



Reaches out to walk through abnormal result



Helps to schedule confirmatory testing

### IF DIAGNOSIS CONFIRMED



Reaches out to discuss diagnosis and next steps



Helps to find post-diagnosis treatment

# Multi-channel approach to ensure engagement happens

## Always-on education and resources

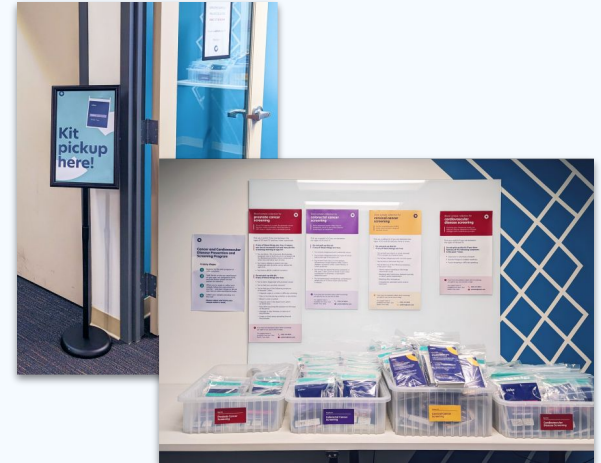


## Expert programming with monthly webinars



Informational webinars with ACS experts. Above, Bill Dahut, MD, Chief Scientific Officer at ACS.

## Workplace screening events





## SCREENING ADHERENCE

# Show up for employees to make sure screenings happen



### Get started on your personal cancer screening plan.

Based on the information you provided, you have **high risk for colorectal cancer** and average risk for other cancers.



Yes please. Any time before noon.



Maria Coffield (Care Advocate)

2/3/23 • 3:15 PM

Ok! Your appointment is scheduled for 8/12/23 at 9:30am. I'm sharing some information below on how to prepare.

## Risk adjusted care plans

- ✓ Risk assessment determines personal risk and plan for cancer screening

## At-home screening

- ✓ Ship kits directly to members' homes
- ✓ Members complete kits & connect with care at home

## Worksite engagement

- ✓ "Staff-less" stations set-up with cancer screening kits
- ✓ Visits from cancer specialists, genetic counselors

## Appointment scheduling & management

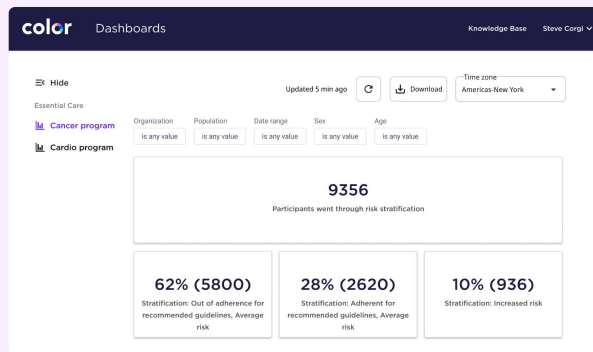
- ✓ Medical Group clinicians order screening, complete referrals
- ✓ Care advocates find providers, book appointments, manage insurance
- ✓ In-person appointments in <2 weeks through our networks



# Manage total cost of cancer through robust population health data

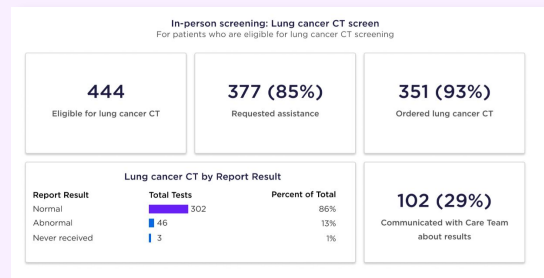
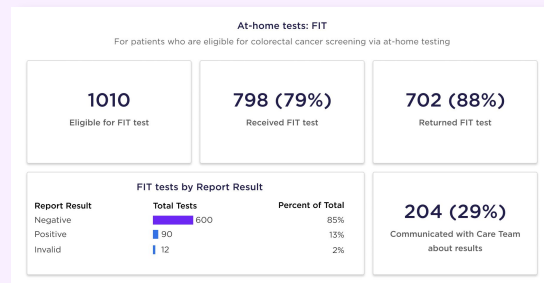
Access hard-to-get data on cancer in your member population and use that information to:

- ✓ Understand which groups are at highest risk
- ✓ Inform strategies for interventions in cancer prevention and care
- ✓ Predict cancer spend areas
- ✓ Address health inequities



Screening adherence by ethnicity

Ethnicity	Breast	Cervical	Colorectal	Lung	Prostate
Asian	72%	45%	21%	5%	38%
Black or African American	70%	43%	24%	9%	30%
Hispanic or Latino of any race	72%	40%	18%	10%	33%
Multiracial	69%	39%	22%	5%	35%
Native American or Alaskan	72%	43%	18%	9%	38%
Unknown	67%	42%	21%	4%	44%
White	72%	45%	21%	5%	38%



<https://color.invisionapp.com/console/share/7NH4V3FRJCM/986085767>



# Designed for people. Built for populations.



**>5M**

patients served

**>35M**

healthcare  
interventions  
delivered

**>10K**

healthcare access  
sites across the U.S.

**1500+**

organizations  
supported



# We've helped Teamsters members identify cancer risk and earlier diagnoses

5X

**Higher engagement with Color** versus typical Teamsters wellness programs

- 20% participation rate in Color program in year 1
- 4% average participation in other prevention and wellness programs

12%

Percentage of participants identified as **high risk of cancer**

86%

Percentage of participants who **scheduled follow-up care with healthcare provider** following screening results

Read a [letter of recommendation](#) from Maria Scheeler, Executive Director



# The members and customers we help matter most

## Member impact

A 52-year-old woman who was behind on cancer screenings enrolled in Color and became compliant with recommended screenings.

In her mammogram, she was diagnosed with Stage I breast cancer.

BREAST CANCER	Stage I	Stage IV
SURVIVAL RATE	98%	30%
COST OF CARE (FIRST YEAR)	~\$160k lower	

## Customer impact

“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



# Addressing the barriers behind cancer health inequities head on

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 with all logistics

### Technological

- Via phone or web
- User-friendly platform

### Language & Cultural

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

### Financial

- No co-pays
- Free to member
- Care advocates navigate costs

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

**100%**  
of Color physicians  
speak a language  
other than English



# We integrate with other ecosystem partners to ensure a coordinated approach

## New screening technologies

Incorporate new technologies into screening workflow to augment guidelines-based protocols

Examples

GRAIL

EXACT  
SCIENCES

GUARDANT

## Centers of Excellence

Deepen connections with local Centers of Excellence to easily refer patients to timely, world class care

Examples

UCSF

MAYO CLINIC

Dana-Farber  
Cancer Institute

## Cancer care management

Enhanced cancer care management partnerships focused on hands-on guided support and navigation

Examples

Employer  
Direct  
Healthcare

Thyme  
Care

Cancer  
Study  
Group

benefitSMART  
BUY HEALTHCARE BETTER

## Integration with other benefits

We make it simple to couple Color's programming with available benefits and health plans

Examples

98point6

one medical

lyra

United  
Healthcare

sword

GUARDIAN  
NURSES  
Healthcare Administrators



# Efficient pricing options aligned to incentives

Our pricing structure is designed for small budget investment relative to impact to align with your cost savings on cancer care.

## Two pricing approaches

### *Platform Approach*

Pricing per eligible member per month to allow for unrestricted access to the program and maximum employee support.

### *Utilization Approach*

Pricing based on program utilization to minimize risk and align cost and health outcomes.

- ✓ De-risk organizations on utilization
- ✓ Able to bill through claims if desired

For 12,000 eligible members, total estimated spend is \$345,000





# Program outcomes

## Identified and closed cancer screening gaps

**1 in 2**

Participants behind on their recommended cancer screenings

**+77%**

Average-risk participants increase in adherence

## 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



# Our product demos

In-person screening experience

At-home screening experience

Population health reporting

Color care team experience





[color.com/cancer](https://color.com/cancer)

© 2023 Color Health, Inc.  
CLIA #05D2081492 - CAP #8975161