



Cancer Prevention and Screening Program for Employers

The impact of preventable cancer is dramatic—and worsening

Two in five people will get cancer in their lifetime. Cancer diagnoses abruptly change the lives of patients and families, often irreversibly. Declines in preventive care compliance over the past several years have driven increases in cancer prevalence and higher rates of late-stage cancer diagnoses.¹

For most employers, cancer costs in 2022 overtook all other conditions as the top driver of employer healthcare spend. Given these worrisome trends, employers are beginning to take more proactive, systematic approaches to providing holistic prevention support across their workforces.

Our program takes action on cancer risk & diagnosis

Color has designed a comprehensive cancer prevention and screening program, combining four key elements: highly accessible screening, comprehensive clinical services and connection to services, support throughout with Care Advocates, and ongoing care support.

Accessible Screening

- Personalized risk assessment and recommendations, based on consensus guidelines
- Gaps in care identification, adjusted to individual risk
- At-home cancer screening: Innovative, easy-to-use at-home kits for HPV (cervical), PSA (prostate), and FIT (colorectal) cancer screening
- At-home clinical genetic testing for individuals at high risk of cancer (e.g., for BRCA1/2 testing)

Clinical Services

- On-demand consultations with licensed providers which include answering clinical questions, prescribing medications, and discussing preventive behaviors such as tobacco cessation
- Education sessions with board-certified Genetic Counselors and Care Advocates

Care Advocacy

- Dedicated Care Advocate to help find closest and most timely availabilities for in-person appointments (e.g., mammogram) with in-network providers, navigate referrals and follow-ups, and support with screenings

Ongoing Care Management and Support

- Group based mental health programs to support those with a new diagnosis, survivors of cancer and caregivers of people undergoing treatment
- Enrollment in relevant employer-sponsored programs
- Coordination with participant's primary care provider, specialist, or second opinion referral

¹ [Cancer Statistics](#), National Institutes of Health - National Cancer Institute.

² ["Cancer care poses challenges for employers,"](#) MedCityNews.

³ ["Cancer Now Top Driver of Employer Health Care Costs, Says Business Group's 2023 Health Care Strategy and Plan Design,"](#) Business Group on Health.

Our program is designed to address common, preventable cancers: breast, lung, prostate, colorectal, and cervical cancer. Prostate, lung, and colorectal cancers account for an estimated 43% of all cancers diagnosed in men, according to the National Cancer Institute. For women, breast, lung, and colorectal account for an estimated 50% of all new cancer diagnoses.⁴ While cervical cancer affects fewer people, early detection is important; 92% of those with early stage cervical cancer will survive 5+ years.⁵

The program includes Color's **Enterprise Services** that serve the unique needs of large purchasers responsible for the cost and experience of their members and employees.

- **Population health reporting**, with geographic or demographic views of risk, guideline compliance, and other critical population health metrics.
- **Cancer Centers of Excellence (CoE) referrals** with established, vetted CoEs across the U.S., as well as support for integrations of preferred or narrow networks of the employer or plan.
- **Support in identification and targeted outreach**, through identification of members that are not up-to-date on recommended cancer screenings. We drive awareness to support members in taking appropriate action, without feeling too specific, targeted or invasive.

Targeted outcome: increase early detections and screening adherence

Our programs drive impact on costs and clinical outcomes by making cancer prevention care and support convenient – available, accessible, appropriate, and affordable.

- **Improved member engagement in preventive care:** >20% utilization in a large union population, representing 4x higher utilization than other benefits.
- **Improved employee engagement in preventive care:** 49% utilization among eligible employees at a Fortune 1000 clothing company.
- **Positive participant experience:** Average patient satisfaction score of 4.7 out of 5.
- **Higher rates of adherence with guideline:** Increased rates of adherence with guidelines, with 82% of participants scheduling a follow-up appointment with a clinician within one month of receiving their Color results.
- **Identification of high-risk individuals for hands-on care, early cancer detection and support:** Risk stratification to support early detection and tailored follow-up care.
- **Increased utilization of relevant programs and services beyond Color:** High-touch Care Advocate model drives direct enrollment, scheduling, and use of appropriate programs.

⁴ ["Cancer Statistics,"](#) National Cancer Institute.

⁵ ["Assessment of US Preventive Services Task Force Guideline-Concordant Cervical Cancer Screening Rates and Reasons for Underscreening by Age, Race and Ethnicity, Sexual Orientation, Rurality, and Insurance, 2005 to 2019,"](#) Ryan Suk, PhD, MS; Young-Rock Hong, PhD, MPH; Suja S. Rajan, PhD, MHA, MS; et al.

A diverse care team to assist employees

- **Clinicians (MD, DO, and NPs)** consult with patients to order appropriate tests, review test results, generate a care plan, initiate treatments for bridge care, and answer medical questions.
- **Care Advocates** support members by helping find appropriate care in their network, assisting with scheduling appointments, and sharing results with providers. Care Advocates check in with members about their ongoing participation, barriers to completing screenings, and can meet through video, phone, and chat. They also help patients make lifestyle and behavioral changes related to cancer risk, such as healthier eating habits and reducing alcohol intake.
- **Genetic Counselors** are Board-certified and available same-day or next-day to discuss and help participants navigate high-risk screening, clinical genetic testing results, familial risk, and more. Color's genetic counselors provide counseling to participants of the National Institutes of Health's million-person All of Us program.
- **Color Support Staff** are also available to patients 7 days/week to answer general questions about the program, assist with at-home sample collection, and provide technical support.

Success testimonials

"We want to empower our employees to treat disease before they get it...if you can put a program like Color's in place and get people to participate, you'll see ROI."

Jason Russell, Head of SAP's North America Total Rewards Team

"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

"If I know, then I can be proactive about it. That knowledge is powerful to me."

LaKrisia Aryn, Global 500 Manufacturing Company



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Color is a leader in distributed healthcare and clinical testing. Color makes population-scale healthcare programs accessible, convenient, and cost-effective for everyone. Color partners with schools, employers, and governments including Harvard and the Morehouse School of Medicine on proactive testing, the Teamsters Union, Takeda and Salesforce on distributed workforce testing, Thermo Fisher Scientific on K-12 testing nationally, the Commonwealth of Massachusetts on vaccination software, and the National Institutes of Health on the million-person All of Us Research Program.