

Early cancer detection starts in everyday places

1 in 2 men

1 in 3 women

will be diagnosed with cancer at some point in their lives.¹

Cancer is the #1 cost for employers, and is the leading cause of death for working adults.² Early detection is highly effective at reducing the cancer-related costs and improving health outcomes but too many individuals are either behind on annual screenings or don't get timely follow-ups upon receiving an abnormal screening result.



Color's Cancer Prevention and Screening Program, built in partnership with the American Cancer Society, is designed to address the most common, screenable cancers by offering more convenient services and support throughout the entire screening journey. By focusing on 1) providing continuous support, 2) removing complexities of screening, and 3) educating employees on risk, our program aims to help your employees get to a diagnosis earlier, when treatment is less costly and outcomes are much better.

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

Beyond screening: high-touch support and follow-through

Color's program offers fully-integrated and high-touch support throughout the entire cancer identification and prevention journey.

- ✓ Screening (in-person and distributed)
- ✓ Abnormal results management
- ✓ Dedicated care advocate support

Built around evidence-based guidelines

In partnership with the American Cancer Society, Color's program has been designed based on established consensus guidelines for cancer screening, and management.



A portion of the proceeds from Color's Cancer Prevention & Screening Program, in partnership with the American Cancer Society, goes to support the ACS mission.

Sources:

1 American Cancer Society 2 Business Group on Health

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American
Cancer
Society



Driving higher impact in cancer screening and prevention

Get employees engaged

Color employs a variety of tactics to drive higher engagement, including onsite kit pickup, multi-channel marketing, expert programming, and more.

5x

Higher engagement vs. other wellness programs

+77%

Average-risk participants increase in adherence

A more cost-efficient model

We address cancer costs through more efficient, cost effective, and supported service delivery.

50%+

savings on clinical and diagnostic services through more efficient healthcare delivery outside of clinics¹

\$156,000

average savings per cancer case detected at stage I vs. stage IV in the workforce²

Personalized care plans based on individual risk profiles

Based on employees' family history, personal experience, and health information, our team creates personalized care plans to help determine what screenings your employees may need to stay up to date with the latest clinical guidelines – and then we help them get it done.



Ready to get started?

Get in touch with our team
at learnmore@color.com or go to

color.com/cancer



Sources:

¹ 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.

² 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

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