

# 80% by 2018 Pennsylvania

## What it means to Employers and Employees



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# Fact

Nearly everyone in your company has been touched by cancer in some way – *either personally, or through the experience of a family member, friend, or coworker . . .*



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# The Campaign

## 80% by 2018

80% by 2018 is a movement in which organizations have committed to eliminating colorectal cancer as a major public health problem, and are working toward the shared goal of reaching 80% of the appropriate population screened for colorectal cancer by 2018.



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# The Logic

- Colorectal cancer is the 3<sup>rd</sup> leading cause of cancer death in both men and women
  - It is also the second leading cause of cancer death when men and women are combined
- Employers can save thousands of dollars through preventative screenings because:
  - the removal of pre-cancerous polyps will halt the progression of the disease
  - Earlier detection should mean less severity and reduce time away from work
- Health plan costs are also reduced by finding and treating early colon cancer, before symptoms develop



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# ☆ The Costs

- Cancer is responsible for \$130 billion in lost productivity each year
- Costs for 1 year of treatment for late-stage colorectal cancer can be high as \$310,000
- \$14 billion is spent annually in the United States for treatment of late-stage colorectal cancer each year



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# Statistics/Concern

- Regular screening for colorectal cancer can reduce the number of people who die from this disease by at least 30%
- Currently, only 67% of Pennsylvanians age 50-75 have gotten their colorectal cancer screening done



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# Statistics/Concern

- Having Coverage for screening is not enough
  - Employers need to make sure that employees are educated and know the facts about colorectal cancer screening
    - Screenings can help prevent cancer
    - There are different types of tests available
- The “*unworried well*” or “*procrastinators/ rationalizers,*” will also typically need some additional motivation to follow through on screening recommendations
- Other employees may be avoiding screening due to:
  - Concerns about the costs of screening tests
  - Fear of the procedures like colonoscopy
  - Fear of being diagnosed with cancer



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# The Message

- The power of prevention and early detection is clear:
  - Thousands of lives will be saved if colorectal cancer is detected earlier, and
  - Employers will benefit financially if screening rates are increased
    - Decreases in lost time
    - Decreases in health plan costs



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# The Steps to Success

✓ <b>Commit</b>	Sign the pledge
✓ <b>Get started</b>	Know your baseline screening rate and screening coverage rate under your company's health plan(s)
✓ <b>Take action</b>	Use the provided resources and your creativity to promote screening with employees at least twice each year
✓ <b>Track</b>	Track your screening rate at least annually and report changes to your project contact
✓ <b>Share</b>	Talk about the great work you are doing, and share your ideas and successes with your employees, the community, and your project contact



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# 1. Make the commitment

Sign the pledge and make it official!



**Shared Goal: Reaching 80% Screened for Colorectal Cancer by 2018**

**Background**

Colorectal cancer is a major public health problem. It is the second leading cause of cancer death, and a cause of considerable suffering among more than 140,000 adults diagnosed with colorectal cancer each year. However, colorectal cancer can be detected early at a curable stage, and it can be prevented through the detection and removal of precancerous polyps.

**Commitment**

Our organizations stand united in the belief that we can eliminate colorectal cancer as a major public health problem. We have screening technologies that work, the national capacity to apply these technologies, and effective local models for delivering the continuum of care in a more organized fashion. Equal access to care is everyone's responsibility. We share a commitment to eliminating disparities in access to care. As such, our organizations will work to empower communities, patients, providers, community health centers and health systems to embrace these models and develop the partnerships needed to deliver coordinated, quality colorectal cancer screening and follow up care that engages the patient and empowers them to complete needed care from screening through treatment and long-term follow-up.

**Pledge**

[ Insert Organization ] is embracing the shared goal of reaching 80% screened for colorectal cancer by 2018.

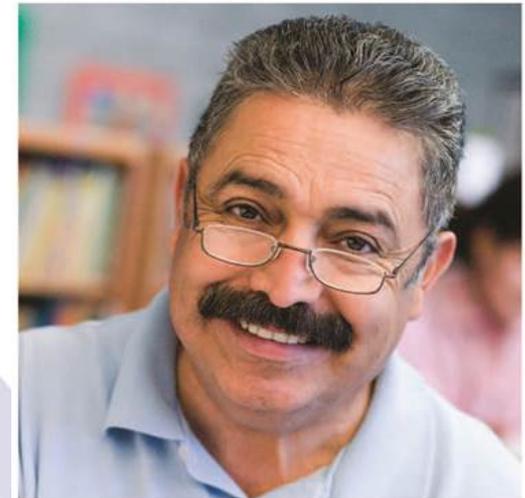
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## ☆ 2. Get started

### Determine your screening rate

- There is no “perfect” method for calculating rates
  - For consistency use the same method every time you assess screening rates
    - Data can be retrieved from either:
      - Data analytics from your Health Plan
      - Analysis of your completed Health Risk Assessments
      - Through your consultant/broker
      - Data Integrator
- The most important thing is to establish a measurement method and track progress



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## 2. Get started

- Know your coverage
  - The Affordable Care Act (ACA) requires private health insurers to cover recommended preventive services without any patient cost-sharing, such as co-pays and deductibles
    - Colon cancer screening is one of these covered benefits



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# 3. Take action

- Create and implement an action plan for your company
  - Use your established screening rates as your baseline
    - If you cannot calculate your baseline make that an action item
  - Access the tools available through your Pennsylvania Stakeholder Leadership Team(SLT) and The American Cancer Society Resource Toolbox by clicking on the following link: <http://livehealthypa.com/crc-employers>



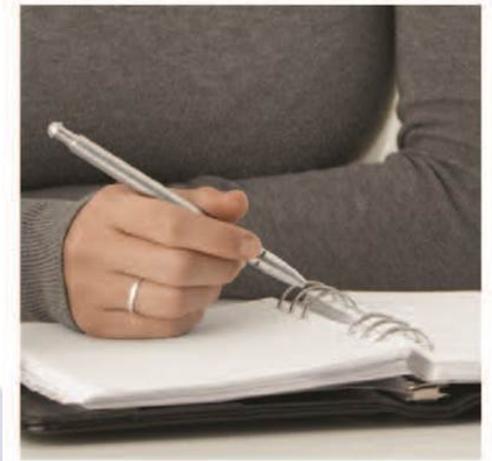
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# ☆ 3. Take action

- Recommended Goal:

- Implement two or more activities each year through 2018 that:

- Raise employee awareness of the need for colorectal screenings and the positive impact the test could have on their health and their survival, as well as
- Encourage employees to take action on colon cancer screening



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# Activity Ideas

- Screening Coverage / Health Plan Engagement
  - Confirm your plan covers the costs of screening
  - Reduce/eliminate out-of-pocket costs
  - Educate employees during open enrollment
  - Make sure plans have evidence-based outreach efforts
  - Track semi-annual and annual screening rates



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# Activity Ideas

- Policies

- Consider and implement if possible a flex time policy to allow time-off for screening
- Set up an incentive program for screening compliance



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# Activity Ideas

- Targeted Reminders and Education Campaigns
  - Work with your insurance provider to implement targeted screening reminders for age-eligible employees
  - Send birthday cards to employees that include screening reminders
    - Coordinate these efforts with your health plan
  - Use existing events such as an annual flu shot clinic to promote colon cancer screening



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# Activity Ideas

- Targeted Reminders and Education Campaigns
  - Send eblasts and/or newsletters that include education on the different types of cancer screening that target the “unworried well.” Use tested messaging that appeals to unscreened employees (see 80% by 2018 communications guidebook)
  - Have flyers, posters, and informational materials visible and available throughout your workplace



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# Activity Ideas

- Targeted Reminders and Education Campaigns
  - Mail a postcard about colon cancer screening
  - Develop a social media campaign
  - Don't forget to work with your health plans to emphasize the importance of annual wellness exams!



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# Activity Ideas

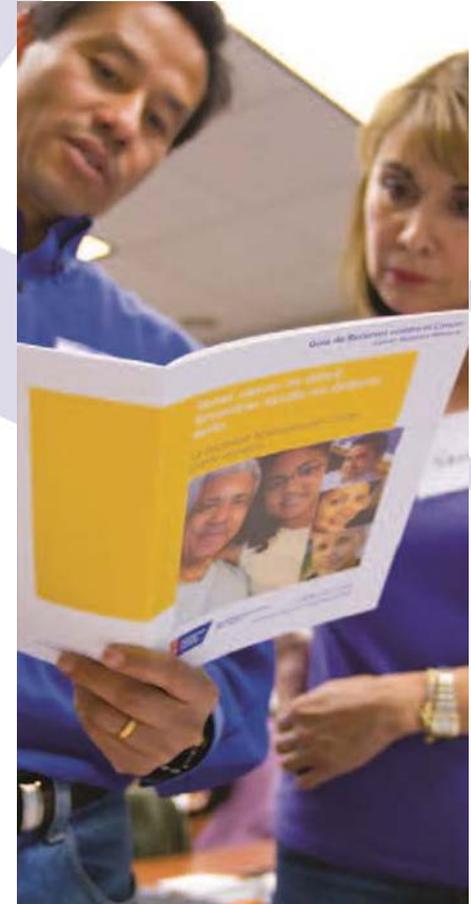
- Events/Programs
  - Celebrate Colon Cancer Awareness Month
    - Held annually in March
  - Host an educational event for employees
    - Make sure you have experts on colon cancer available to answer questions and provide one-on-one education for employees
  - Encourage your wellness committee or other employee affinity group to take on colon cancer screening as a focus and create targeted campaigns and programs to support the effort



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# ☆ Activity Ideas

- Events/Programs
  - Implement a pledge card event and have all employees pledge to talk to family and friends about screening
  - Create a “screening buddy” program that allows employees to support and encourage one another to get their screenings done
  - Host a lunch and learn to educate your staff and highlight the reasons they should be screened



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# Activity Ideas

- Events/Programs
  - Celebrate Dress in Blue Day, which occurs in early March
  - Share Employer Challenge successes
  - Create department and division challenges



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# ☆ 4. Track

## The Road to 80% by 2018

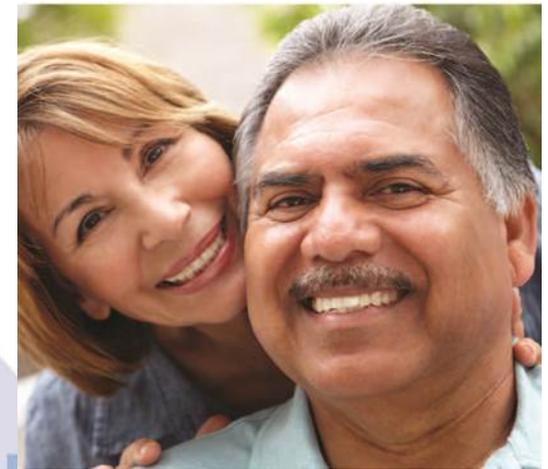
- Reaching 80% is meant to be a challenge goal for most organizations
- By Participating in 80% by 2018 you are committing your organization to creating a healthier workforce



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# The Results

- Healthy employees live longer, feel better, are more productive, take fewer sick days, and help keep health care costs down
- By encouraging your employees to get recommended cancer screenings and to take care of themselves with everyday lifestyle choices, your organization is taking an important step toward creating a healthier workplace



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# ☆ 5. Share

## Celebrate success!

- Work like this deserves to be celebrated and shared with the public
  - We welcome the opportunity to work with you and to celebrate your company’s successes by acknowledging your company as an “80% by 2018 Partner”
  - We suggest creating a press release to announce the occasion, and sharing your new role through social media
    - Visit [nccrt.org](http://nccrt.org) for a sample press release, talking points, etc., on the 80% by 2018 initiative



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# The Resource

## National Colorectal Cancer Roundtable (NCCRT)

NCCRT is a national coalition of public, private, and volunteer organizations whose mission is to advance colorectal cancer control efforts by improving communication, coordination, and collaboration among health agencies, medical-professional organizations, and the public



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# 80% by 2018 Pennsylvania

- The Pennsylvania Stakeholder Leadership Team (SLT) is the Comprehensive Cancer Coalition in our state
  - Consists of Stakeholders dedicated to the fight against cancer
  - Embraced 80% by 2018 by creating a number of teams who are focused on reaching our goal
    - Employer subcommittee is one of those teams



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# Resource Toolbox

The following tools are available to support your work and commitment to 80% by 2018:

- The Pennsylvania Employer Subcommittee has compiled a variety of resources available on [livehealthypa.com](http://livehealthypa.com)
  - Materials can be found at <http://livehealthypa.com/crc-employers>

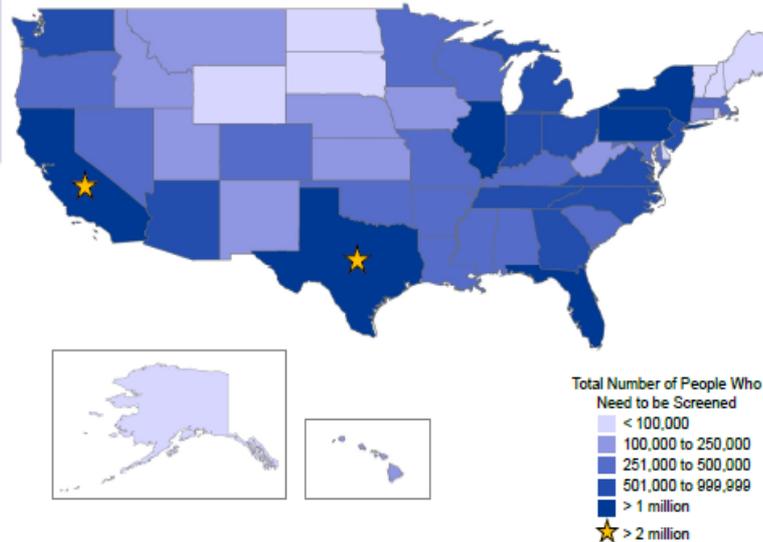


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# Working Together to Save Lives

If we can achieve 80% by 2018, 11,600 cases and 8,500 colorectal cancer deaths could be prevented in Pennsylvania

**FIGURE 1: Total Number Needed to be Screened for CRC to Reach 80% by 2018 by State**



NOTE: Funding for this presentation was made possible (in part) by the Centers for Disease Control and Prevention. The views expressed in this presentation do not necessarily reflect the official policies of the Department of Health and Human Services, nor does the mention of trade names, commercial practices, or organizations imply endorsements by the U.S. Government