

the Value of Choice



42.2% of people over 50 follow colorectal cancer screening guidelines.¹



Empowering People Through Options

Colon cancer is the number two cancer killer in the U.S.²

Colon cancer:²

- Affects 1 in 18 people in their lifetime
- Impacts both men and women
- Occurs 90 percent of the time in people 50 years and older

However, this disease produces no symptoms and often leads to a late diagnosis, when the cancer is difficult and more costly to treat.³

Leading physicians' groups, the Centers for Disease Control, the National Cancer Institute and the American Cancer Society all recommend that all people over 50 – regardless of their health – undergo screening for colon cancer.³

Colon

a healthy workforce is a productive workforce



Half of those who will die from colon cancer could be saved if people follow simple guidelines for screening for colorectal cancer.³ Likewise, treatment is most cost effective in the early stages of colon cancer.

Take Control of:

- Your company's medical costs
- Medical messages your employees receive
- Diagnostic and treatment options available to your employees

PMPM Health Costs⁴

People Without Cancer	\$360
People With Colorectal Cancer	\$4,000-5,000

People with cancer represent 1.6% of the commercial population but generate about 10% of an insurer's annual medical claim costs.⁴

Screening

Colonoscopy is considered the gold standard by many because it allows for screening, diagnosis and removal of precancerous polyps in one visit.⁵

Who should get screened?³

- Anyone over 50 years old, men and women
- People with a family member with colon cancer should begin screening 10 years before the age of that family member's diagnosis
- Individuals with chronic bowel and digestive diseases
- Anyone with a previous abnormal colonoscopy finding

Treatment

Minimally invasive colon cancer surgery is a cost effective treatment.

Patients undergoing this type of surgery:*

- Leave the hospital between 0.4 and 7.1 days sooner⁶
- Save between \$438 and \$8,286 in hospital costs⁶
- Return to work between 5 and 26 days earlier⁶
- Return to normal activities between 28.7 and 44.1 days earlier⁶
- Experienced fewer complications⁷

* when compared to open surgery



room for improvement

A recent study shows that personalized interventions, reminders with information about colon cancer screening, increase the rate of colon cancer screening for at-risk patients.⁸

The study found:

- 33 percent of those who didn't receive a personal intervention were screened

Compared to:

- 44 to 48 percent of those who received a personal intervention were screened

Several organizations have published guidelines for colorectal cancer screening. However, adherence to these guidelines is extremely low in comparison with other cancer screening tests – such as mammography for breast cancer and pap smear for cervical cancer.

There are several barriers to improving screening, including:⁹

- patient knowledge of their colorectal cancer risk
- insurance coverage for screening tests
- physician recommendations for screening
- perceived discomfort regarding the preparation and procedure

Insurance benefit design

Insurance providers can control cancer-related health care costs through effective screening of their covered individuals. Providers can also save healthcare dollars with the reduced hospital stays associated with minimally invasive colon surgery.

Benefit design, can include:

- Packages that cover all recommended cancer screening tests, including colonoscopy, FOBT, sigmoidoscopy and barium enema. Medicare plans currently cover all of these tests.
- Limiting or eliminating cost-sharing requirements, such as co-payments, for colorectal cancer screening tests.
- Incentives and/or reduced cost sharing for patients who select minimally invasive treatment options in the event of a positive diagnosis.

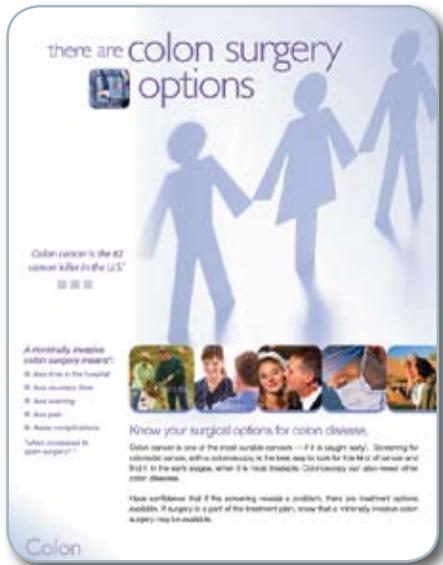
Colorectal screening costs for a typical employer with 100% compliance of all employees over 50 years old is \$2.65 per member per month, according to a Milliman report on cancer screening costs.⁴

educational tools



Resources are available from a number of sources. The Value of Choice package offers a simple turn-key solution with a comprehensive campaign that addresses both screening and treatment. These materials can be used in printed and electronic formats through a variety of delivery channels. Each material prompts the covered individuals to talk to a doctor for more information about screening and/or treatment.

Promoting awareness of colorectal cancer and dispelling myths about this curable disease can improve the health of covered individuals and lower costs. These materials provide important information about risks, symptoms, screening and treatment options.



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