Agenda:

• Employer Strategies for Success – Shelley MacAllister
• Ameren story – Lisa Roseland
• AT&T story – Levin Gunter
• Progressive Insurance story – Kimberly Smoley and Linda Rowsey
• 80% Pledge news – Mary Doroshenk
• Question & Answer session with presenters
This webinar will help you:

• Understand the latest statistics on why it is important for your company to take the 80% Pledge.
• Know the steps you can take to increase colorectal cancer screening rates at your company.
• Implement effective and innovative strategies with your own employees after hearing compelling stories from Ameren, AT&T, and Progressive Insurance.
Case to increase employee screening

• Colorectal cancer is the third most common cancer in both men and women.
• Cancer is responsible for $130 billion a year in lost productivity due to premature death.
• Costs for one year of treatment for late-stage colorectal cancer are as high as $571,000.
• For people 65 and younger – the US spends over $7.4 billion on treatment for colorectal cancer annually.
• Screening tests look for cancer before signs and symptoms develop.
Prevalence of CRC Screening by Occupation Type, Employed Adults ≥50 yrs


- Construction, 44%
- Food Service, 45%
- Production/Transport, 48%
- Healthcare/Personal Support, 50%
- Sales, 55%
- Arts/Design, 59%
- Office Support, 60%
- Management/Business, 65%
- Community/Social Services, 65%
- Healthcare Practitioners, 65%
- Scientist, 66%
- Education, 66%

<50%

≥65%
## Steps to Success

<table>
<thead>
<tr>
<th>1. Commit</th>
<th>Sign the 80% Pledge and/or commit to the goal.</th>
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<tbody>
<tr>
<td>2. Get started</td>
<td>Know your baseline screening rate and background information on screening coverage under your company’s insurance plan(s).</td>
</tr>
<tr>
<td>3. Take action</td>
<td>Use the 80% by 2018 Employer Challenge Guide and your creativity to educate and promote screening to employees at least twice each year.</td>
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<tr>
<td>4. Track</td>
<td>Track your screening rate at least annually (quarterly is better) and share with your American Cancer Society staff partner.</td>
</tr>
<tr>
<td>5. Share</td>
<td>Talk about the great work you are doing, and share your ideas and successes with your employees, the community, and your ACS staff partner.</td>
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1. Make the commitment.

- Our company will work to reach 80% of eligible employees screened for colorectal cancer.
- Sign the pledge and make it official!
2. Get started.

Determine your screening rate.
• There is no “perfect” method for calculating rates.
• Use the same method every time you assess screening rates.

Understand your coverage.
• Work with your health plan(s) to understand if there are out-of-pocket costs for your employees from screening through any needed follow-up tests.
3. Take action.

• Educate and promote screening to employees at least twice each year.
  – Educate staff on the importance of colorectal cancer screening, who should be screened, the different screening tests available, and screening coverage.
  – Promote screening for eligible staff through evidence-based methods.
Activating Messages that Motivate

Several screening options are available, including simple take-home options. Talk to your doctor about getting screened.

Colorectal cancer is the second leading cause of cancer deaths in the US, when men and women are combined, yet it can be prevented or detected at an early stage.

Preventing colorectal cancer, or finding it early, doesn’t have to be expensive. There are simple, affordable tests available. Get screened! Call your doctor today.
4. Track; and 5. Share.

• Track your screening rate at least annually (quarterly is better.)

• Talk about the great work you are doing, and share your ideas and successes with your employees, the community, and your American Cancer Society staff partner.
Ameren

Lisa Roseland
Senior Manager,
Healthcare & Benefits Operations
Company Background - Ameren

- Midwest energy company providing gas and electric service in Missouri & Illinois
- Based in St. Louis, Missouri
- 8,600 co-workers
  - 75% male
  - Average age: 47
  - Large field operations

- Mission: We Power the Quality of Life
Steps to Success

• Ameren’s commitment to 80% by 2018
  • CEO’s Against Cancer member
  • Signed the pledge in 2016
  • Created and executed a communications plan

• Getting started – setting the baseline

Working to Stamp out Colon Cancer!
Taking Action

Table Tents in Café

If you’re 50 or older, get tested for colon cancer.
It could save your life.

Digital Media

News-letter

Café Promo

Health Fairs

Posters

Letters from Health Plan

Ameren

FOCUSED ENERGY. For life.
Whole grains contain a variety of healthy compounds that make them a potential cancer-fighting food. Maintaining a healthy diet is just one way co-workers can improve their overall health and well-being and focus on cancer prevention.
Talk to Your Doctor.
The second leading cause of cancer can be prevented or detected with early screening.

Don’t Delay, Call and Schedule Your Screening Today!

Anthem 844 -555-5555
Dear Ameren Member,

Our records indicate that it may be time for your colorectal cancer screening. According to the American Cancer Society, colon cancer is the second-leading cause of cancer death in the U.S. When adults get screened for colorectal cancer, it can be detected at an early stage when treatment is most likely to be successful. In some cases, cancer can be prevented through the detection and removal of precancerous polyps.

As Ameren’s health plan provider, Anthem Blue Cross and Blue Shield covers colorectal screenings.

**If you’re over age 50, the U.S. Preventative Services Task Force recommends getting screened for colon cancer.** Screenings are an important part of managing your health. Talk to your doctor about appropriate screenings for you, especially if you have a family history of the disease, even if you are under age 50.

It’s time to make an important call to your doctor this fall. Don’t put your colon cancer screening off for yet another season. Learn more about colon cancer and recommended screening tests at Cancer.org. If you or your family members have additional questions about colon cancer screening, please contact Anthem at the number on the back of your ID card.

Sincerely,
Anthem Blue Cross and Blue Shield
Tracking Our Progress

Percent of Population Screened

<table>
<thead>
<tr>
<th>Year</th>
<th>Category 1</th>
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<tbody>
<tr>
<td>2015</td>
<td>58.00%</td>
</tr>
<tr>
<td>2016</td>
<td>66%</td>
</tr>
<tr>
<td>2017</td>
<td>70%</td>
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Goal = 80%

Sharing Our Results

- Recognition from *St. Louis Business Journal*
  - Healthiest Employer
- CEOs Against Cancer chapter meetings

Ameren Focused Energy For Life
Summary

• Challenges
  • Not a comfortable topic to discuss at work
  • Invasiveness of colonoscopy procedure
  • Communicating to field workers not at a desk

• Lessons Learned
  • 100% coverage of costs removed a barrier
  • Co-workers tend to recognize and open Anthem letters
  • Targeted messaging is more impactful than general communications
  • Personal impact; learned my family history
Company background

- Global TMT company
  - “Connect people with their world everywhere they live, work and play”
- Over 250,000 employees worldwide
  - 55% unionized workforce
Steps to Success

Commit
• AT&T Total Rewards offering
• >$5.5B annually on health care
• Preventive screenings covered
• 80% x 18 (January 2017)

Get started
• How will we measure?
  • Members aged 50 – 75
  • Screened within specified lookback period
Take action

• November 2016 – Launch event
Take action

• March 2017
  – Dr. Wender PSA
  – Charles Bassett
  – Social media campaign
Take action

• November 2017 - NCCRT Blog Post

Interview With AT&T — Pledging A Commitment To Employee Health

November 2, 2017 – Author: Ben Jackson: Assistant Vice-President Benefits, AT&T

In January 2017, AT&T signed the 80% by 2018 pledge, becoming one of the largest organizations to make a commitment to advancing our shared goal to regularly screen 80% of adults 50 or over by 2018. Read on to learn more about what AT&T is doing to support the health of its employees.

Ben Jackson delivers leading edge healthcare experiences and operations for almost one million active and retired employees and their family members.

Previously, Ben was Director of Savings Plan Operations overseeing the day-to-day operations of the company’s 401(k) plans and the $14B of plan assets. Ben introduced Your Money Matters, a communication program focused on improving the financial skills of AT&T employees.

He holds a bachelor’s degree in Management Information Systems from the University of Georgia. In 2015, Ben was recognized as a Workforce Game Changer by Human Capital Media.

We Highlight Successes, Leaders, Best Practices, And Tools That Are Making An Impact In The Nationwide Movement To Reach 80% Screened For Colorectal Cancer By 2018

Do you have a suggestion for a future blog topic? We welcome you to share your suggestions by emailing nccrt@cancer.org.

BLOG POLICY
Opinions expressed in these blog posts are that of the author and do not represent policies of the National Colorectal Cancer Roundtable or the author’s institution.

Our staff moderate all comments on the 80% by 2018 Blog. While we do not censor based on point of view, we will delete or edit comments that are...
**Progress/Victories**
- Screening rates improved 600 basis points from 44% in 2016 to 50% in 2017
- ~2,000 employees screened
- Internal champions
- Broad scale communications
- Decreased stigma

**Opportunities/Next Steps**
- More targeted campaigns
- Continued push
- Leverage partnerships
- 80%? Not quite, but we’re moving the right direction!
Progressive Company background

• Est. 1937, the nation’s the 3\textsuperscript{rd} largest auto insurer
• 34,000 employees; 57,000 covered lives
• ‘progressive’ by nature, began onsite Wellness and Medical programs in 1987
• Our accredited Primary Care clinics provide high quality, convenient, cost-effective care to employees and covered dependents
• Clinics located in Ohio, Florida, Colorado, and Texas
• 10,000 employees/dependents utilize Health Services
Steps to Success

Commit

• Partner with ACS to improve awareness of all cancer screenings
• Utilize our company-wide newsletter, The Pen, to educate employees
• Communicate via digital media such as Twitter and digital signs
• Feature the various screenings in Health Services; i.e., offer onsite Mammography screening in multiple locations
• Improve the CRC screening rates of HS attributed patients
• Educate our patients 1:1 during annual exams and incidental care

Get started – March 2015

• Engaged our Benefits team to identify our at-risk patients.
• Sent 625 co-branded “Call to Action” letters listing a single Health Services point of contact to our eligible patients
• Response rate was approximately 3% 😞
Steps to Success

Take action - 2016

- We **identified** barriers to screening: denial, fear, time, prep, and discomfort.
- We **changed** our focus to promote simpler, noninvasive screening FIT kits.
- We **educated** our patients during each clinical encounter.
- We **recognized** people respond to tchotchkes. **FIT Kits for Fitbits** was born.
- We **involved** all staff to ensure the message was being communicated.
Are You Over 50 or at Risk for Colon Cancer?

You can be screened by:
- Colonoscopy
- FIT Stool Cards

Health Services provides referrals for colonoscopy. We also provide the stool cards that you complete at home.

Ask your provider what’s right for you.

Submit a FitKit to win a Fitbit

If you complete a Colonoscopy or the Stool Cards, you will be entered in our quarterly drawing to win a Fitbit!
Steps to Success

Summary and Results

• We relied on eye-catching signs and our staff to promote the program.
• We held quarterly drawings by location to improve the odds of winning.
• We provided lunch for the staff to celebrate program success.
• 155 patients were screened, approximately 25% of eligible patients.

<table>
<thead>
<tr>
<th></th>
<th>Q2, 2016</th>
<th>Q3, 2016</th>
<th>Q4, 2016</th>
<th>Q1, 2017</th>
<th>Q2, 2017</th>
<th>Q3, 2017</th>
<th>END Fitbit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total entries</td>
<td>28</td>
<td>43</td>
<td>33</td>
<td>24</td>
<td>14</td>
<td>13</td>
<td>155</td>
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Steps to Success

Program Review
• After one year, we’ve seen participation begin to decline.
• We recognized it was time to refresh and reengage patients.
• We determined patients might not realize FIT testing is annual.
• In September 2017, we launched **Watch Your Health** promotion using similar advertising: signs, word of mouth, staff promotion, and 1:1 education.
Steps to Success

• We developed a targeted reminder letter in EHR for patients who previously completed FIT cards.
• The letter educates patients that FIT testing is annual.
• The letter also promotes the watch drawing for cards returned or colonoscopy completed.
• Track participation of new patients as well as repeat FIT testing
Steps to Success

Lessons Learned – This is a marathon, not a sprint!
• Biggest challenge: Engaging patients, especially when the subject is unpleasant
• Advice: Consider offering an incentive with your campaign & find a way to make it easy and appealing.
• Other lessons learned: A multidimensional communication plan works best, but you don’t have to spend a lot of money to attract interest.
• Applying learnings to other initiatives: We began offering Home Sleep Testing using a similar eye-catching marketing plan but no incentive.
• Plan to launch a pre-Diabetes program next year and will use similar communication techniques and tchotchke to entice attendance at our kick-off event.
80% Pledge News

Mary Doroshenk, MA
Strategic Director, Colorectal Cancer Intervention
Director, National Colorectal Cancer Roundtable
What about the bridge to 2019?

80 x 2018 Initiative  80% Pledge

• Continue to act with urgency.
• Celebrate success.
• Tell us what you want to come next.
• Be ready for something new!

nccrt.org/Beyond2018FAQ
Call for nominations!

Go to nccrt.org/awards to learn more!
80% Pledge RESOURCES

Need to connect with an ACS Staff Partner? Email us at acsworkplacesolutions@cancer.org.

nccrt.org  cancer.org/colon

80% by 2018

Working toward the shared goal of 80% screened for colorectal cancer by 2018