

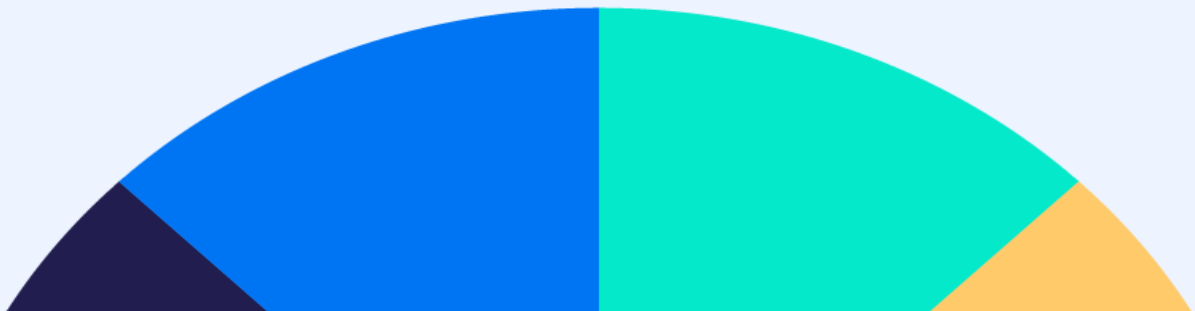


Extraordinary care in everyday places

Cancer and Cardiovascular Disease Prevention and Screening Program

Wellness Program

School Year 2023-2024



The Color Health Cancer and Cardiovascular Disease Prevention and Screening Program

Why this program matters

Color Health will help improve school district population health outcomes where traditional care cannot. With a mission to help people live the healthiest lives that science and medicine can offer, we drive access and equity to services in the most convenient and affordable way possible. For each school district that selects this benefit, Color will offer a program which combines screening and preventive interventions for cancer and cardiovascular disease, the two leading causes of death in New Jersey¹. In addition to the human cost, cancer and heart disease account for the two highest financial burdens for private and public employers. Over the past two decades, the cost of cancer care alone has gone up 300%, while screening adherence has increased by less than 1%^{2,3}. By the time a patient has a late stage diagnosis, both the patient and the organization are already at a loss – costs will be high and the likely outcomes will be poor, having a much larger negative impact on the individual and the school community.

Additionally for cardiovascular disease, preventable conditions such as hypertension can increase an employer's healthcare costs by nearly one-third⁴. This does not take into account additional costs to the school districts, such as substitutes, loss of learning, and inconsistency for students.

Color's program drives down costs for care, expands access to screening, increases utilization rates, improves outcomes, and enhances equity by making screening and prevention programs easy for your teachers and staff. We provide a single point of entry to our programs, by which participants can access services via a comprehensive care

¹ <https://www.cdc.gov/nchs/pressroom/states/newjersey/nj.htm#lcod>

² HEDIS Measures for Breast, Cervical, and Colorectal Cancers - Commercial HMO National Results

³ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6778988/>

⁴ <https://easternstates.heart.org/wp-content/uploads/sites/44/2020/03/05-Infographic-Impact-of-CVD-on-Employers.pdf>

continuum. Our programs are accessible in dozens of languages via phone. This program will be provided at no cost to your teachers and staff.

Program Details

Color's comprehensive Cancer and Cardiovascular Disease Prevention and Screening Program combines **four key elements:**

- We assess and educate each member about their risk to drive awareness and action
- We remove the complexities of screening to close the gap in screening adherence
- We empower the right preventive behaviors to enable action
- We provide dedicated support and resources in appropriate follow-on care

For Cancer Prevention and Screening Color addresses the highest-burden cancers (breast, cervical, colorectal, lung, and prostate) with proven screening guidelines and clear preventive interventions, knowing that screening is the single best tool we have to address the rising cost and burden of cancer. We focus on adherence to screening guidelines as adherence results in early detection – and early detection reduces cancer costs by ~75% and increases survival rates by 3-8X^{5,6}. Our program is designed to bring your district population as close as possible to the goal of 100% screening compliance.

For Cardiovascular Disease Prevention and Screening Color provides preventive interventions such as hyperlipidemia prescriptions or smoking cessation directly, enabling your members to take steps to prevent or improve preventable conditions. Compared to traditional plans, Color's benefits help reduce costs associated with high-cost conditions by enhancing screening and prevention programs, expanding screening utilization rates, improving outcomes, and promoting equity. The program addresses the challenge of access for cardiovascular disease screening, prevention, and engagement in large and diverse populations.

⁵ Centers for Disease Control and Prevention. Incidence and Relative Survival by Stage at Diagnosis for Common Cancers. USCS Data Brief, no. 25. Atlanta, GA: Centers for Disease Control and Prevention, US Department of Health and Human Services; 2021.

⁶ McGarvey N, Gitlin M, Fadli E, Chung KC. Increased healthcare costs by later stage cancer diagnosis. BMC Health Serv Res. 2022;22(1):1155.

With convenient at-home screenings, quick access to clinical evaluations, Care Advocacy, rapid treatment initiation, and more, Color ensures that members take the necessary action to prevent cancer and serious heart issues.

Assess and Educate about Risk

- Personalized risk assessment and recommendations, based on consensus guidelines, such as American Cancer Society, American Heart Association and other professional organizations
- Gaps in care identification, adjusted to individual risk
- At-home clinical genetic testing for individuals at high risk of cancer (BRCA1, BRCA2, Lynch Syndrome) and/or familial hypercholesterolemia (FH)
- 1:1 education sessions with board-certified Genetic Counselors to discuss cancer and cardiovascular disease risk

Remove Complexities of Screening

- At-home cancer screening: innovative kits for HPV (cervical), PSA (prostate), and FIT (colorectal) cancer screening
- At-home heart health screening: easy to use screening kits for hyperlipidemia, hypertension, blood glucose, and liver function
- On-demand consultations with licensed clinicians to order tests, review test results, generate care plans, and answer clinical questions
- Dedicated Care Advocates to provide patient education, directly schedule in-person appointments with in-network providers, arrange transportation, navigate referral needs, share results with participant's PCP or help them find a PCP in-network, support with screenings, and more

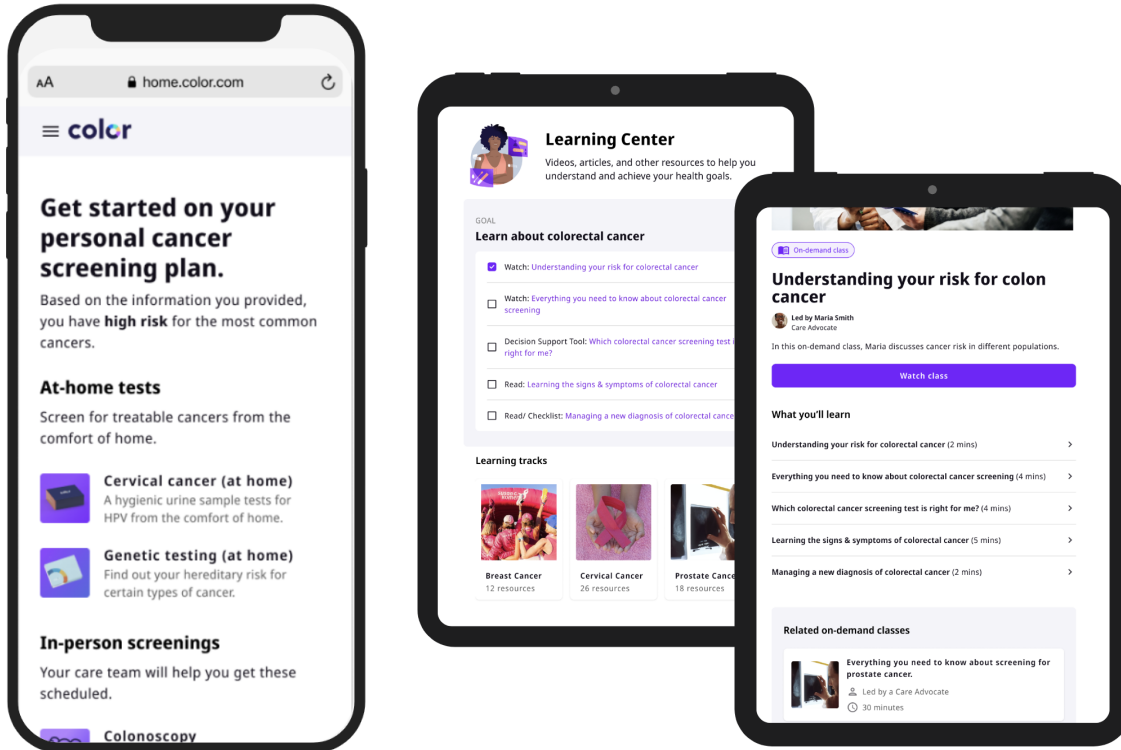
Empower the Right Preventive Behaviors for Intervention and Treatment

- Educational programming on ways to reduce cancer and cardiovascular risk, such as stress management, nutrition, and physical activity
- Smoking cessation support and medications, prescribed as appropriate in consultations with licensed providers or through referrals into other covered benefits
- Bridge treatment initiation (e.g., statin prescriptions) through trained providers in cases of long wait times for an individual's PCP

Support in Appropriate Follow-on Care

- Peer-led, group-based mental health programs to support those with a cancer diagnosis, survivors of cancer, and caregivers of people undergoing treatment
- High-touch, proactive care advocacy for all participants facing a diagnosis
- Patient education on available benefits, resources, and diagnosis and treatment options
- Provider-to-provider consultations and support with participant's primary care provider

Overall, we make it easier for your members to access preventive screenings, provider consults, screening results, and care navigation services all in one place. Our platform provides a single point of entry system designed to provide all services within one program.



Above images (left to right): Risk assessment results, Learning Center homepage, colon cancer risk educational module

Color will collaborate with each district to understand the most effective way to raise program awareness and screening compliance for each of the above programs, as it relates to your specific school or district population. Our successful engagement tactics include: worksite-based distribution of screening kits, at-home screening options, financial incentives from the fund, school, or sponsor, targeted communications to spouses and families, education on cancer screening and cardiovascular health, and a variety of additional curated tactics.



Above image: Individual creating an account with Color before using the cardiovascular disease prevention and screening kit

Who is Color Health?

Color is a leader in distributed, scaled, population health delivery for large and diverse populations and is directly aligned with the needs of public school district staff like yours. Color's Cancer and Cardiovascular Disease Prevention and Screening Program supports collaboration between clinical and program partners, risk assessment results, screening results, and a simple user-facing software platform for participant access communication, and handoff to care team support services. We have serviced over 6 million patients all over the world, helping each individual understand and integrate risk and prevention factors and results into their ongoing health and wellness. Color is well versed in population health reporting, with geographic or demographic views of risk, guideline compliance, and other critical population health metrics. We look forward to working with your district.