



Developing an Effective Cancer Strategy

Darren Rowe
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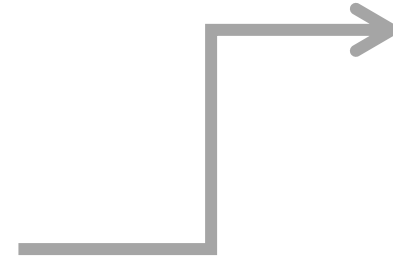
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Let's Meet Today's Speaker

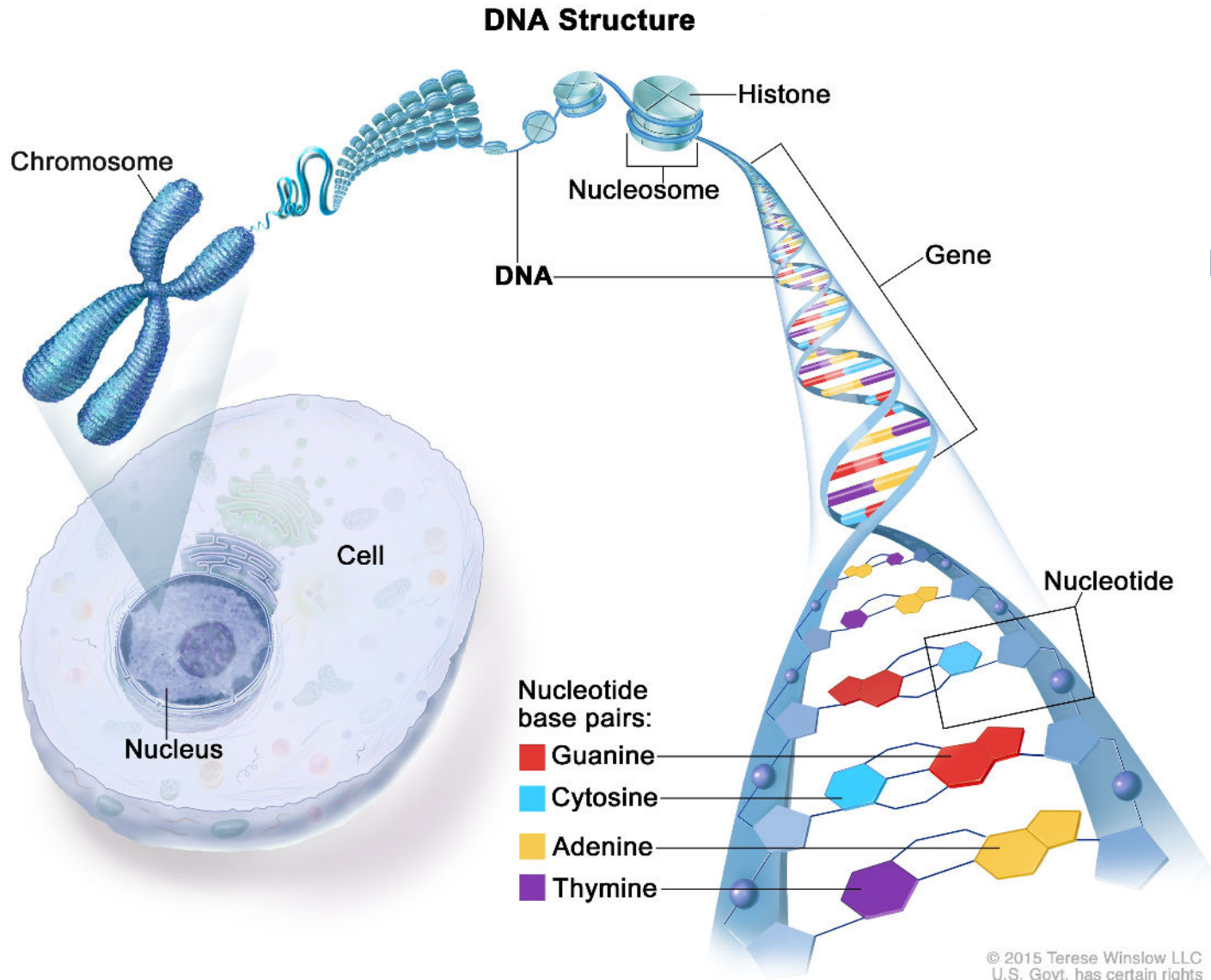


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- **What is cancer?**
- **Why is it so difficult to manage?**
- **The paradox of cancer**
- **The current landscape**
- **Opportunities to develop better cancer management strategies**
- **Phenotypical characteristics of a good outcome**



Carcino

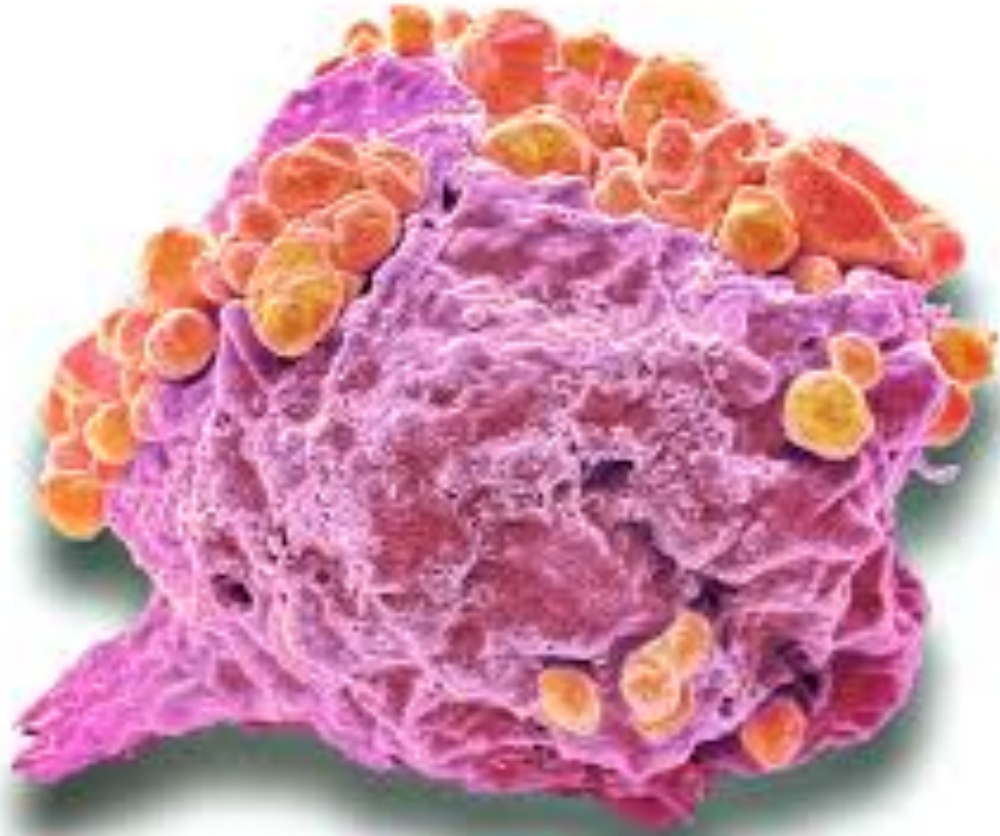


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LMNA Gene

Healthy Human: G-G-G-G-A-T-A-A-G-G-A-C
 Progeria Human: G-G-G-G-A-C-A-A-G-G-A-C

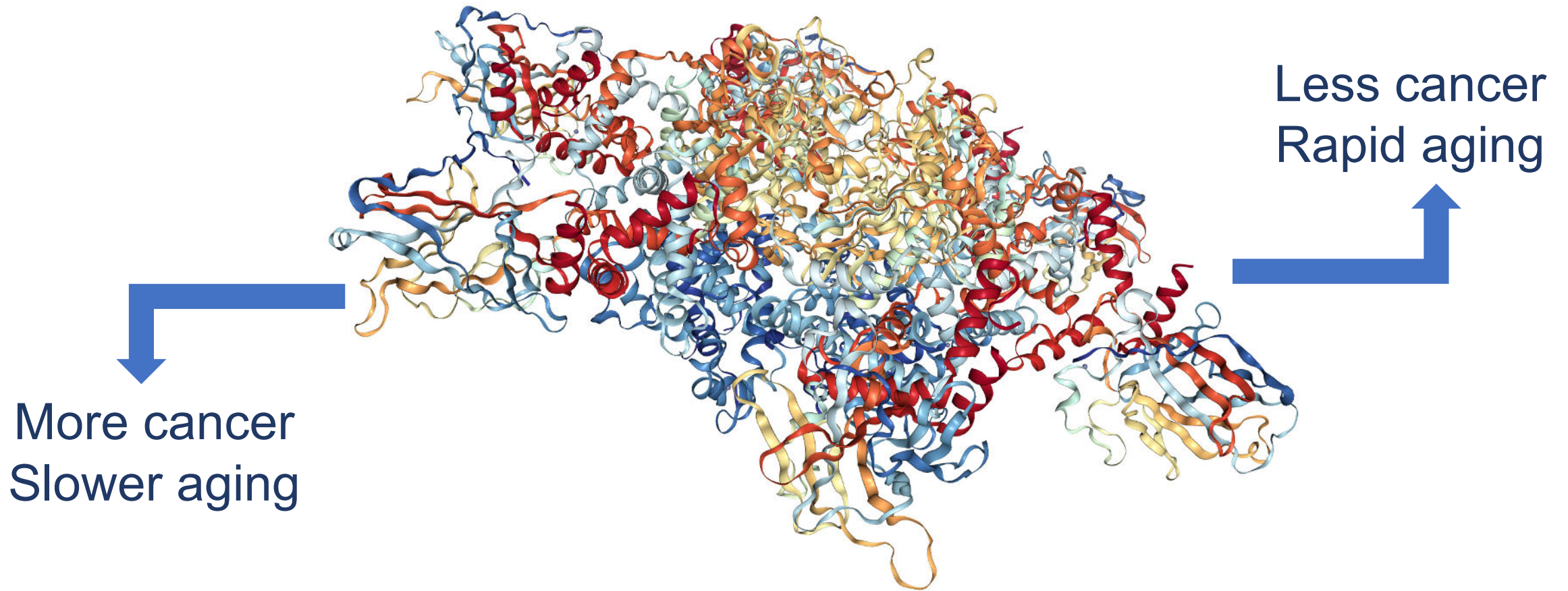




“The dumbest cancer cell is infinitely smarter than the cleverest oncologist.”

– **Siddhartha Mukherjee**

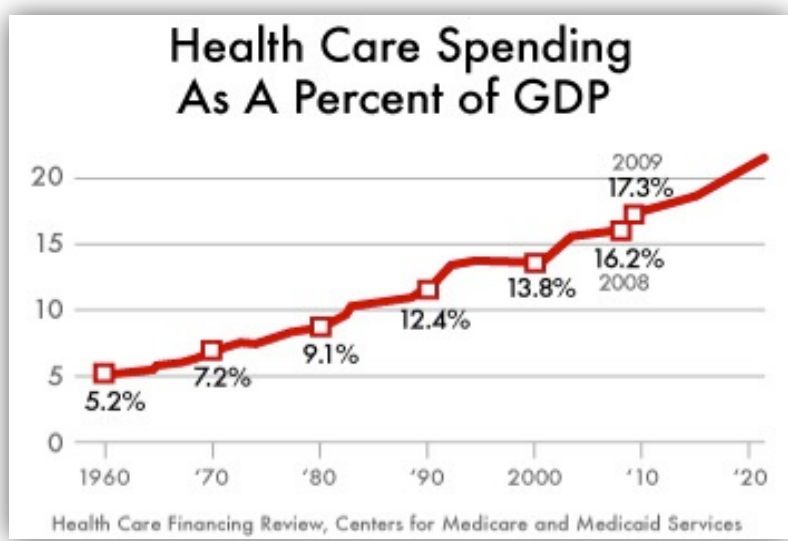
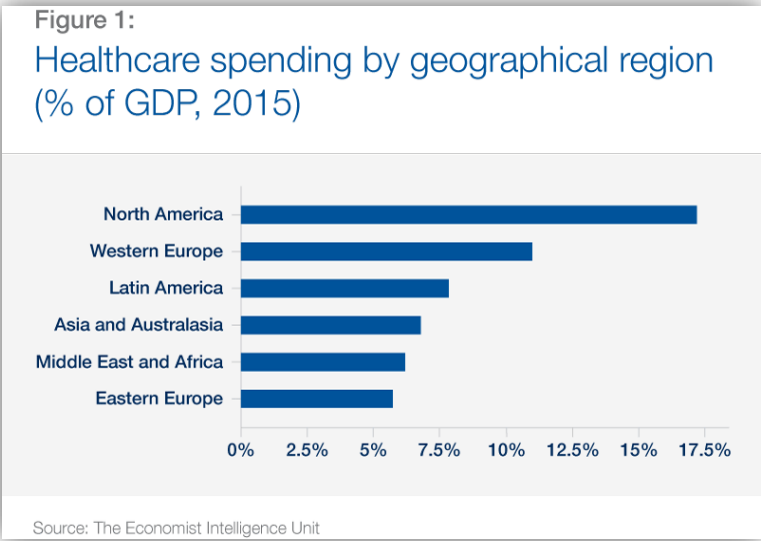
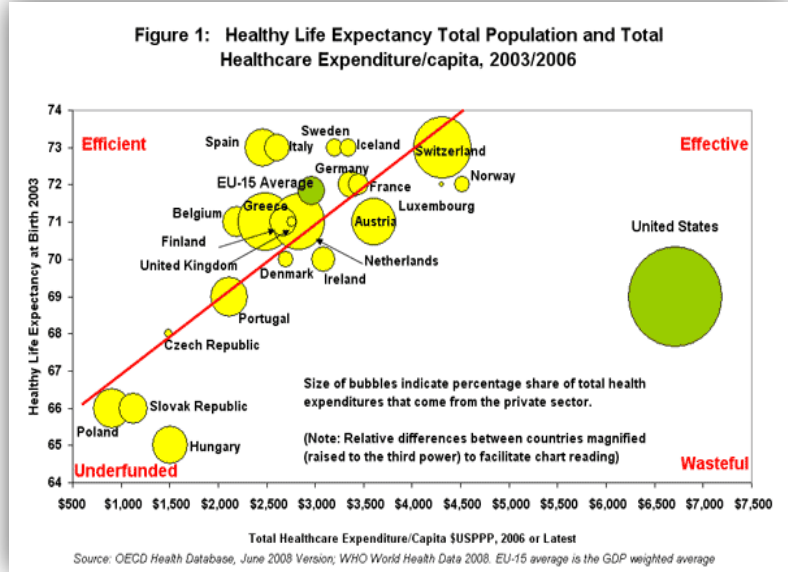
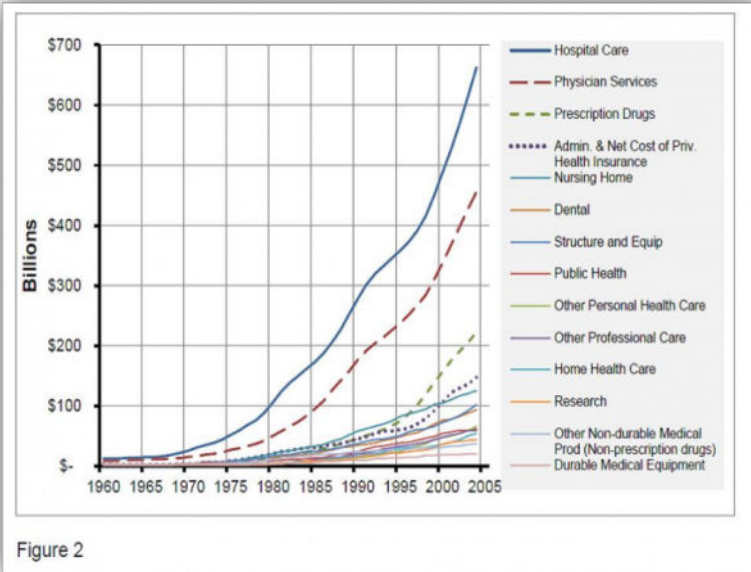
Peto's Paradox



Socio-Economic Paradox

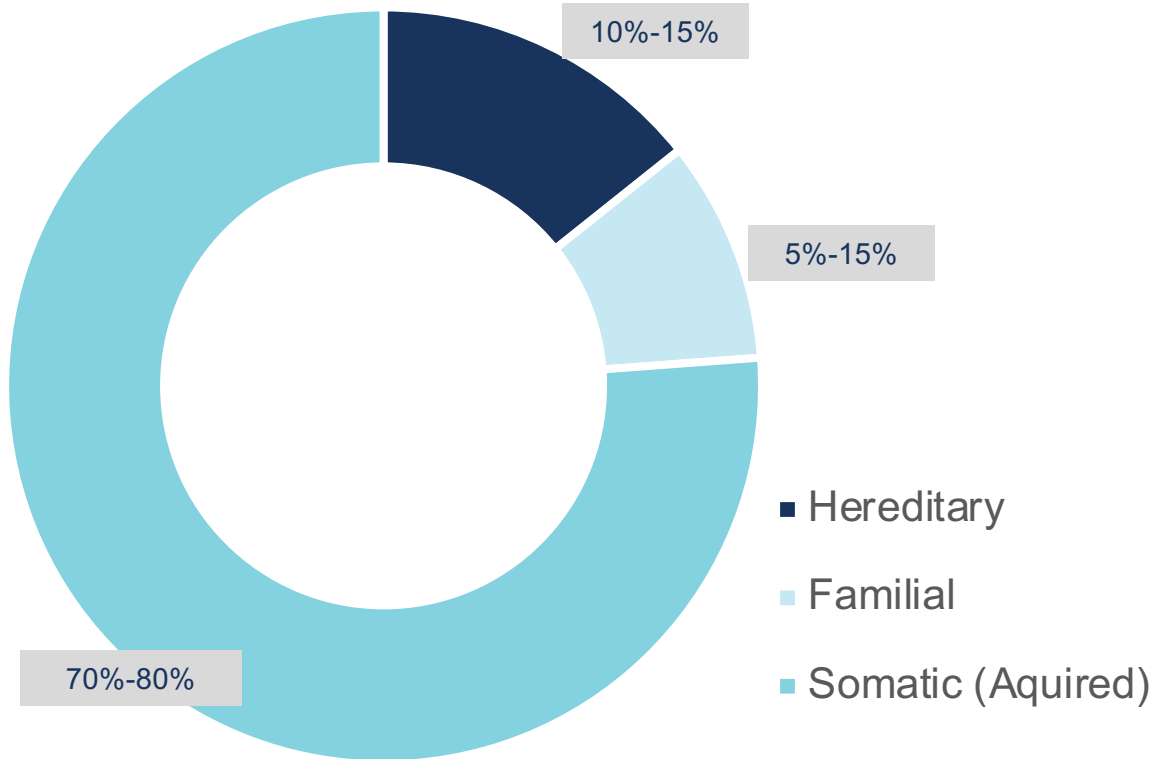
Cancer does discriminate.





Today's Cancer Landscape

Cancer is the most common genetic disease in the US.



Western populations today have a 50% chance of developing cancer in their lifetime.¹



By 2030, cancer is expected to surpass heart disease as the #1 cause of death in the U.S.²



Cancer is the #1 high cost insurance claim for self-insured employers.³

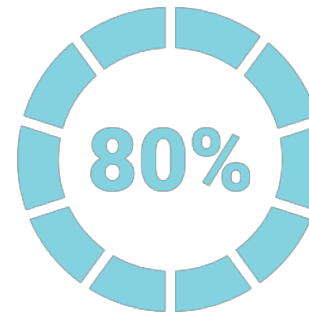
5 Year Survival Rates

	All races			White			Black		
	1975-77	1987-89	2008-14	1975-77	1987-89	2008-14	1975-77	1987-89	2008-14
All sites	49	55	69	50	57	70	39	43	63
Brain & other nervous system	23	29	35	22	28	33	25	32	41
Breast (female)	75	84	91	76	85	92	62	71	83
Colon & rectum	50	60	66	50	60	67	45	52	58
Colon	51	60	65	51	61	66	45	52	55
Rectum	48	58	69	48	59	69	44	52	66
Esophagus	5	9	21	6	11	22	4	7	13
Hodgkin lymphoma	72	79	88	72	80	89	70	72	86
Kidney & renal pelvis	50	57	75	50	57	75	49	55	77
Larynx	66	66	62	67	67	64	58	56	51
Leukemia	34	43	65	35	44	66	33	35	58
Liver & intrahepatic bile duct	3	5	19	3	6	18	2	3	15
Lung & bronchus	12	13	20	12	13	20	11	11	18
Melanoma of the skin	82	88	94	82	88	94	57†	79†	66†
Myeloma	25	27	52	24	27	52	29	30	54
Non-Hodgkin lymphoma	47	51	74	47	51	75	49	46	69
Oral cavity & pharynx	53	54	68	54	56	70	36	34	50
Ovary	36	38	48	35	38	47	42	34	39
Pancreas	3	4	9	3	3	9	2	6	9
Prostate	68	83	99	69	84	99	61	71	97
Stomach	15	20	32	14	18	31	16	19	33
Testis	83	95	97	83	96	97	73††	88†	92
Thyroid	92	94	98	92	94	99	90	92	97
Urinary bladder	72	79	78	73	80	79	50	63	64
Uterine cervix	69	70	69	70	73	71	65	57	57
Uterine corpus	87	82	83	88	84	85	60	57	63

Today's Cancer Landscape



On average, 1 in 7 cancer cases are misdiagnosed ⁴

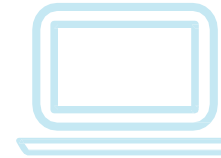


80% of cancers are treated in a community hospital setting ⁵

Today's Cancer Landscape



47% indicated that there was “no knowledgeable advocate to help” in finding an effective treatment or solution to cancer*



When you Google search “Cancer” over 1 billion results appear*

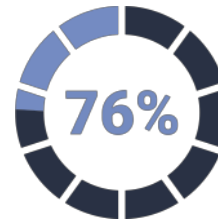


1 in 6 adults carry a potentially serious health-related genetic risk, but most people are unaware of their personal genetic risk⁶

Today's Cancer Landscape



Over 26M Americans have taken an at home DNA test, expected to surpass 100M by 2021⁷



76% of Millennials Surveyed responded that they want to know what's in their DNA⁸



According to MetLife's latest Employee Benefits Trends Survey, Genetic Testing is one of the top emerging benefits⁹

Cancer Management

You can't dig half a hole!

- **Optimize the Environment – culture NOT discrete “after thought”**
- **Develop and publish cancer management strategy**
- **Let employees know you will support them to reduce psychological stress**
- **Develop a window strategy partnership to keep up to date with cost-evaluation research**
- **Demand better transparency**

Cancer Management

Developing your cancer management strategy:

Reduce Waste

- Mitigate risk of funding ineffective treatments
- Mitigate risk of over-treating
- Reduce “failure to coordinate” waste

Cancer Management

Developing your cancer management strategy:

Optimize Care Pathways

- **Provide services to improve health literacy
– nurture Activated patients**
- **Provide access to high quality early
detection programs**
- **Reduce risk of cancer-induced bankruptcy
and co-morbidities**

Encourage Activation

- **Reduce wastage of their own time and money**
- **Better treatment adherence**
- **Fewer complications and co-morbidities**
- **More motivated to seek out clinical trials & EAP's**
- **Reduced cost**
- **Less time off work**

Summary

- **One-size-fits-all treatments do not work**
- **Optimize the environment**
- **Ineffective treatments are the costliest**
- **Patient behavior and activation is important**
- **Accessing treatment is only part of the solution**
- **Financial toxicity is a real problem for many employees**
- **Support the organizations values when developing a cancer management strategy**

Employ More...



Q & A

Learn More: PlanSource.com/partners/CancerGuardian

Appendix – citations and sources

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