



CANCERcare[®]

Cancer in the Workplace: What Every CEO Should Know

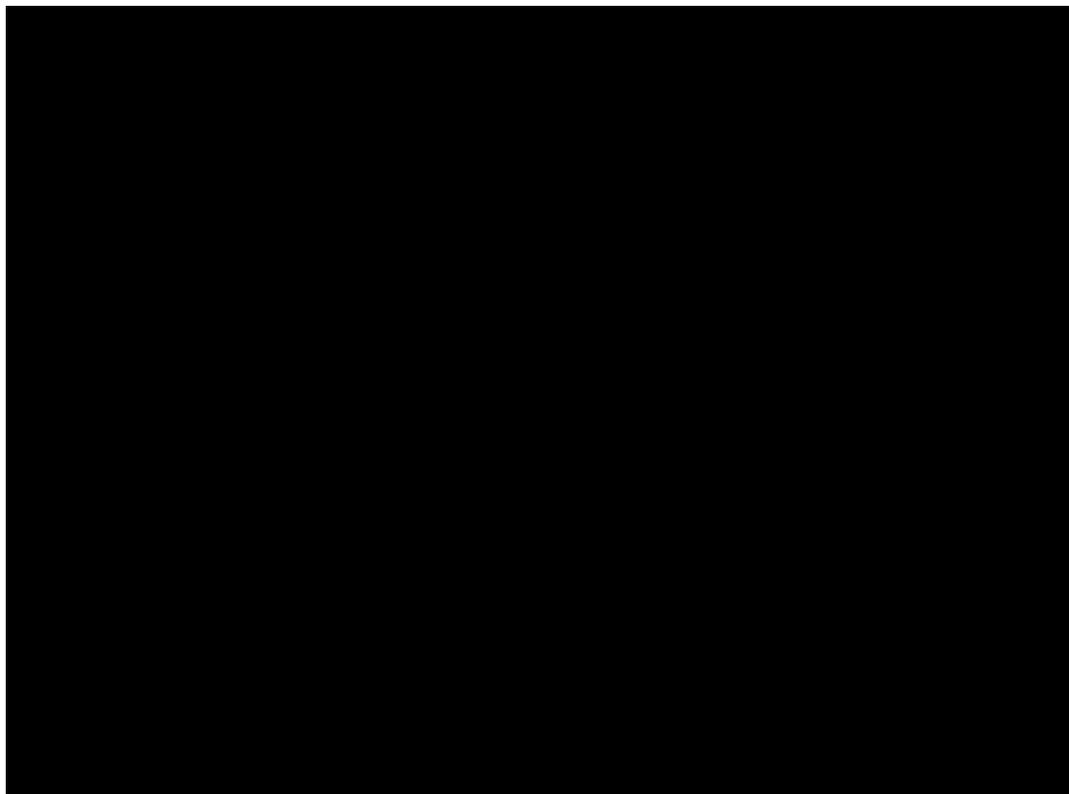
February 5, 2015 Webinar

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with Sarah Kelly, MSW, LCSW



CANCER*care*



Mission and Background



CancerCare® is the leading national organization dedicated to providing free support services including counseling, support groups, educational workshops, publications and financial assistance to anyone affected by cancer. All CancerCare services are provided by professional oncology social workers.

- National nonprofit founded in 1944
- Provides financial assistance, free counseling and education to cancer patients and families; unique in providing psychosocial AND financial support
 - Co-Pay Foundation
 - Susan G. Komen HELP line
- All services provided by Masters prepared oncology social workers
- Funded by grants and donations
- NYC main office; regional locations in NJ, CT and Long Island

In fiscal year 2013:

- Our programs and services helped **170,000 people** affected by cancer, and we welcomed **1.5 million visits** to our websites.
- Our professional oncology social workers provided emotional and practical support to more than **100,000 people** through counseling and support groups.
- Leading experts in oncology led **56 Connect Education Workshops™**, drawing close to **43,000 participants** to the live programs.
- CancerCare provided more than **\$22.3 million in financial assistance** to more than **26,000 people** to help with treatment-related costs such as transportation, home care, child care and co-payment assistance.
- CancerCare distributed more than **800,000 publications** to health care professionals, patients and caregivers.

Organization Overview



- CancerCare serves clients in every state and 91 percent of all U.S. counties
- Headquarters are located in New York City, with additional locations in Norwalk, CT, Ridgewood, NJ and Syosset, NY
- CancerCare employs 100+ full-time employees, including 30+ social workers
- CancerCare is a 501(c)(3) nonprofit organization and receives funding from individuals, private foundations, public companies and community organizations
- CancerCare has projected revenue of \$45.4 million in FY 2014

Financial Assistance



CancerCare provides limited financial help for cancer-related costs, including:

- Transportation to/from treatment
- Home care
- Child care
- Co-payment assistance

For women or men with breast cancer, assistance also includes:

- Pain and anti-nausea medication
- Oral hormonal medication
- Lymphedema support
- Durable medical equipment

In FY 2013, \$22.3 million was distributed to over 26,000 people.

To apply, call CancerCare and a customized application will be sent.



Trends in Cancer: Incidence (1.6M+ diagnosed in U.S. in 2014; 14M+ survivors)



Estimated numbers of new cancer cases for 2014, excluding basal cell and squamous cell skin cancers and in situ carcinomas except urinary bladder.

The Impact of Cancer on Employers



Cancer is the leading cause of long-term disability and the sixth leading cause of short-term disability for employers in the US.

The indirect costs of cancer to employers include an estimated \$7.5 billion in lost productivity each year.

Although cancer patients represent only about 1% of the commercially insured population, they account for about 10% of employers' medical claim costs.

Costs are likely to increase as new, more advanced, and more expensive treatments are adopted as standards of care.

The Cancer Patient in 2014



- In the US: 4500 new diagnoses each day; 14.5 M survivors
- Crisis of cancer: many are unprepared for dealing with the diagnosis
- Emotional consequences of anxiety, vulnerability, isolation, sense of being out of control; more than 1/3rd report having clinical depression
- Poor Health literacy: 36%
- Insurance illiteracy
- Financial barriers
- Cultural norms

Advocacy, Government, Payer & Provider Responses



Major Themes

Patient Engagement:

“Prepared, engaged patients are a fundamental precursor to high-quality care, lower costs and better health.” (IOM, 2013)

The emotional repercussions of a cancer diagnosis can prevent patients from engaging in effective communication with their clinicians Patients can become anxious; feel vulnerable, alone, and fearful; and experience feelings of losing control ...Patients may be unable to retain important information regarding their treatment when speaking with their care team.

Cost Transparency:

“Access to more comprehensive information on cancer care will enable patients to make better informed decisions about their care.” (IOM, 2013)

When cancer is diagnosed.....

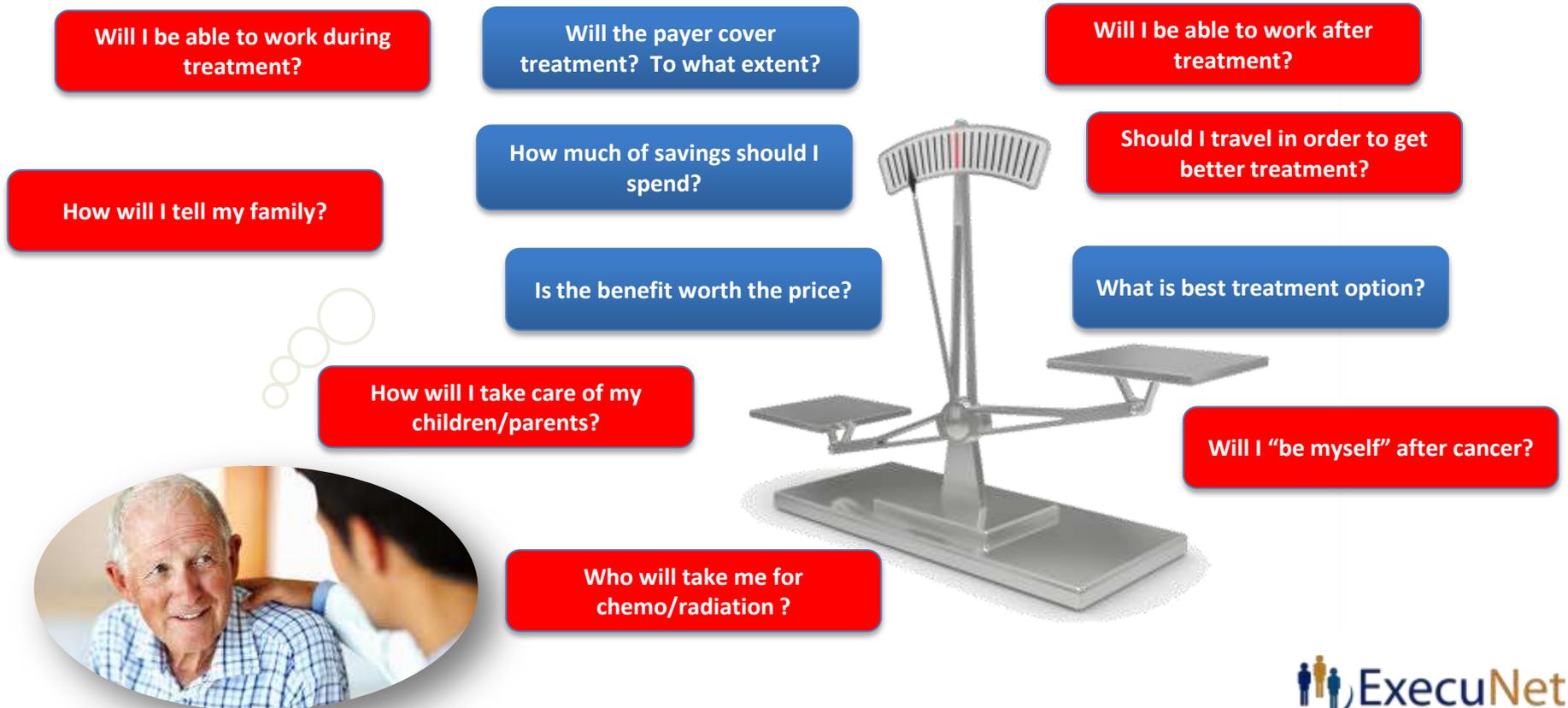
1. Shock & Awe

- Emotional responses range from denial to despair
- Reactions range from impulsive treatment decisions to micromanagement

2. “What to do first” textbook is overwhelming

- [Understanding Your Diagnosis](#)
- [Choosing a Doctor to Treat Your Cancer](#)
- [Treatment: Deciding What’s Right for You](#)
- [Understanding Your Health Plan](#)
- [Coping with a Cancer Diagnosis: Finding Resources for Support and Guidance](#)
- [Becoming an Empowered Patient--and Why it Matters](#)
- [Getting Help for Symptoms and Side Effects](#)
- [Balancing Work and Your Health](#)
- [Planning Ahead](#)

Financial consideration is a key factor for patients and physicians when deciding on treatment....though patients worry about much more than cost



Costs of Cancer Care (Insured)



In Network Care

Premiums: Average annual premium contributions in 2014 are \$1,081 for single and \$4,823 for family coverage, +37% since 2009

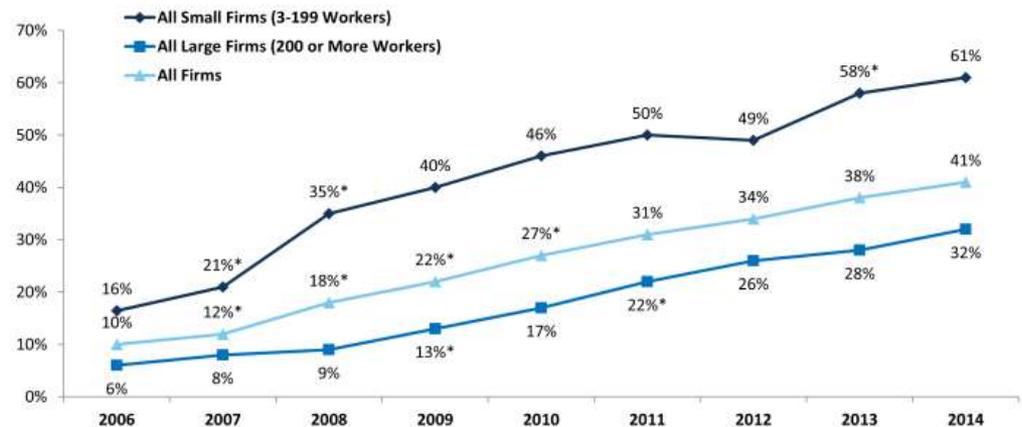
72% have copays for specialty MD visits

80% three-or-more tiers of drug cost sharing

62% have co-ins and 19% have co-pays on surgery

“Financial Toxicity”

Percentage of Covered Workers Enrolled in a Plan with a General Annual Deductible of \$1,000 or More for Single Coverage, By Firm Size, 2006-2014



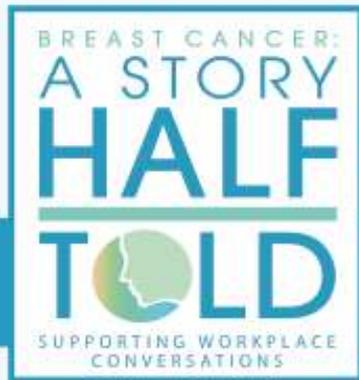
* Estimate is statistically different from estimate for the previous year shown ($p < .05$).

NOTE: These estimates include workers enrolled in HDHP/SO and other plan types. Average general annual health plan deductibles for PPOs, POS plans, and HDHP/SOs are for in-network services.

SOURCE: Kaiser/HRET Survey of Employer-Sponsored Health Benefits, 2006-2014.



People with cancer want to keep working



THE EMPLOYER AND HCP ROLE IN SUPPORTING

WORKING WOMEN WITH BREAST CANCER

A SURVEY OF 200 HEALTHCARE PROFESSIONALS (HCPS), 102 EMPLOYERS AND 1,002 WOMEN WITH BREAST CANCER* WHO HAVE WORKED OR LOOKED FOR WORK SINCE DIAGNOSIS REVEALED:

77% OF WORKING WOMEN WITH BREAST CANCER FEEL
THAT WORKING AIDS IN THEIR RECOVERY

92% OF HCPS AND



90% OF EMPLOYERS AGREE**





EMPLOYERS

91% OF EMPLOYERS REPORT THEIR ORGANIZATION IS SUPPORTIVE OF EMPLOYEES WHO HAVE SERIOUS HEALTH CONDITIONS SUCH AS BREAST CANCER

BUT, THERE IS A CONTRAST BETWEEN WHAT SUPPORT EMPLOYERS REPORT THEY PROVIDE FOR ALL EMPLOYEES AND WHAT WOMEN WITH BREAST CANCER REPORT IS AVAILABLE

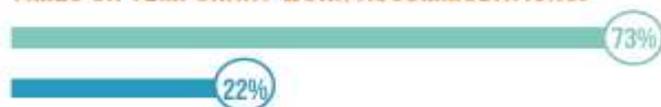
SPECIFIC RESOURCES, ADVICE OR EDUCATION FOR WORKING DURING OR AFTER TREATMENT



AVAILABILITY OF A SUPPORT GROUP IN THE WORKPLACE



SPECIFIC JOB MODIFICATIONS (SUCH AS ADDITIONAL BREAK TIMES OR TEMPORARY WORK ACCOMMODATIONS)



EMPLOYERS

WOMEN WITH BREAST CANCER

There may be a gap between what people with cancer need and what employers are providing.

Caregivers

- 69% of caregivers say caring is #1 source of stress in their lives
- 60% worry about financial impact of caregiving
- 42% spend over \$5000 each year to provide care
- 3 in 4 had to change their job situation to provide care

STRESS

OF FAMILY CAREGIVING

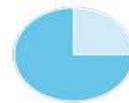
43.5M



caregivers in the US provide unpaid help to support an adult family member.



the typical caregiver provides **19 HOURS** of care a week



3/4

work outside the home

40% WORK FULL TIME

the majority say that caregiving **IMPACTS** their performance at work

1/3



of family caregivers are also raising children

caregivers are substantially more likely to experience an array of

NEGATIVE emotional health outcomes



caregivers are not only more likely to report stress,



but also report it at a **HIGHER LEVEL** than is reported by the general public



55%

of caregivers feel overwhelmed by the amount of care their loved one requires

Cancer Invades the Workplace



Impact on work environment

- Notice by employee triggers ADA rights for accommodations
- Co-workers be asked to take on new or more responsibilities
- Employees may need coaching and training on appropriate conduct and accommodations
- Employee concern for and distress about their colleague's health
- Cultural differences regarding how cancer is perceived and discussed
- Employees may be wrongly informed regarding situation, illness, treatment
- Co-workers may resent accommodations provided to employee
- Guidelines for communication - content, frequency, channels

When the boss has cancer

- Sadness, fear about the future, upsets workplace hierarchy
- Confusion or lack of communication regarding plans and priorities

When Cancer Invades the Workplace



After Cancer Treatment

- Twenty percent of survivors continue to have problems with paying bills (especially true for black and Hispanic survivors) after active treatment ends
- Anxiety about recurrence is common among survivors, irrespective of type of cancer or years cancer-free.
- More than one-third (38%) point to remaining physical problems related to their cancer or its treatment
- Late effects may include fatigue, problems fighting infections, Lymphedema, or swelling of arms or legs, memory loss or difficulty concentrating (sometimes referred to as “chemo brain”) infertility, changes in sexual functioning, pain, numbness or tingling due to nerve damage, bone and joint problems, muscle weakness, lung or heart problems, another cancer, sensitivity to sun

Employer Best Practices



Goals

1. Support individuals during treatment / recovery from cancer or at end-of-life through appropriate medical, pharmacy, behavioral health and other benefits
2. Retain talented employees and optimize productivity during treatment and recovery
3. Support employees who are caregivers for a loved one with cancer

Benefits Design

Develop integrated, standardized, and evidence-based programs and services for dealing with cancer and its impact on employees and dependents:

- Medical Benefit Plan
- Pharmacy Benefit Plan
- Care Management
- Short-Term Disability
- Family Medical Leave
- Employee Assistance Programs
- Health Improvement Programs



Communication Resources

Provide employees and caregivers with a series of publications to help people with cancer to find important information, understand the benefits and programs that may be available to them and point them to reliable sources of information. (What to do first textbook) Include:

- Making Treatment Decisions
- Understanding the Health Plan
- How to be an Empowered Patient—and Why it Matters
- Questions to Ask the Doctor
- When a Child Has Been diagnosed with Cancer
- Being a Caregiver
- Family Medical Leave
- Advanced Directives
- Cancer Risk and Genetic Testing
- End-of-Life Care: Making Your Preferences Known
- Palliative Care
- Cancer Survivorship

Employer Best Practices



- Lifestyle coaching to assist with quitting tobacco, setting and reaching health-related goals such as weight loss, exercise, nutrition and stress management.
- Access to a cancer “centers of excellence” network that includes major cancer centers across the country, at in-network rates.
- Travel and lodging assistance for those being treated at cancer and transplant centers of excellence, as well as for a travel companion.
- Access to a Cancer Support Program of oncology nurses or social workers who help employees understand the diagnosis & treatment options, make informed decisions, advocate for themselves, participate in their care.
- Palliative care coverage for cancer diagnoses, both during treatment and recovery and at end of life.
- Cover routine costs of care for those who choose to participate in a cancer clinical trial.
- Financial counseling to help manage costs of care, transportation, housing, salary lapses, co-pays and deductibles.
- Referral for legal issues for help developing a durable power of attorney, a will and other legal documents.



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Cancer *Care* Collaborations

Caribou Coffee / Amy's Blend



Caribou Coffee promotes its Amy's Blend collection in honor of Caribou's original roastmaster who lost her battle with breast cancer.

10% of product proceeds during promotion benefit **CancerCare**

Media/PR

55 original articles (75% in national outlets); 437 million impressions; and 250-plus press release pick-ups during a month-long promotion.

Social Media

Caribou donates \$1 for every "like" on Facebook, generating 26,000 new fans in 40 days. Caribou Knits "Tweet for Warmth" campaign enables retail consumer engagement and extends reach.

Point of Sale

Partnership activations include in-store promotions as well as in retail grocery chains.



EISAI

Initiatives that are available to Companies



Sponsor of 27th Annual Festival of Hope Gala

This signature New Jersey dinner recognizes local stakeholders and is attended by more than 150 industry leaders in business and philanthropy. The dinner recognizes leading businesses in the region, including finance, healthcare/oncology, pharmaceutical and biotechnology companies, as well as other organizations and community partners that support CancerCare.

Sponsor of CancerCare's 2015 National Gala

CancerCare's annual signature national Gala is an opportunity to honor individuals, companies and foundations that have made substantial contributions to improving the lives of people affected by cancer. Approximately 500 guests representing leaders in business and industry, advocacy and medicine (particularly those from the healthcare and pharmaceutical industries), philanthropy and the oncology industry, are expected to attend the gala, which will raise crucial funds for, and increase awareness of, the organization's free professional support services.

Healing Hearts Family Bereavement Camp - *Primary Sponsor*

CancerCare's Healing Hearts Family Bereavement Camp is a tri-state area program provided free of charge for children and their families who have lost a loved one to cancer. The camp takes place the scenic Pocono Mountains. Approximately 30-35 families are expected to attend the 2015 retreat. The services provided are designed to improve and encourage communication, as well as to offer a respite from the emotional challenges of their loss. The combination of psychosocial targeted therapeutic activities provided by CancerCare's professional oncology social workers in concert with traditional, peaceful summer activities allow children and families to come away from the camp experience with a shared sense of healing. Eisai's commitment to helping families affected by cancer is recognized at the camp through corporate recognition (name/logo) on event flyers, webpage and other publicity; T-shirts featuring Eisai's logo for participating families; and employee engagement/volunteer opportunities.

CancerCare's New Jersey Holiday Party for Clients - *Primary Sponsor*

Eisai hosts and sponsors this annual event for local clients in New Jersey. The holiday party provides individuals and families affected by cancer with an evening of fun, food and fellowship. It is an opportunity for Eisai's company leadership to address the event guests and for meaningful face-to-face engagement with CancerCare clients and families. As the event host, Eisai is recognized on event invitations.

New Jersey Walk/Run for Hope

Eisai also hosts CancerCare's New Jersey Walk/Run for Hope each year. The Walk/Run for Hope Series is CancerCare's largest fundraising event bringing together friends, families and community members to walk/run in memory of those they have lost to cancer, support those who are currently facing the disease and honor survivors. The event is a USATF certified 5K run to draw greater participation and increase awareness and visibility for CancerCare and its partners. To recognize Eisai's significant contribution to the Walk/Run for Hope's success, Eisai's name and logo is featured prominently on event flyers, the event webpage, and other promotional materials; and T-shirts for event participants.

Magnolia Meals at Home - *Primary Sponsor*

Finally, Eisai is also the primary sponsor of Magnolia *Meals at Home*, a meal delivery program that aims to help breast cancer patients spend more quality time with loved ones by providing up to two months of nourishing home meal deliveries, each of which will include ten meals that are designed to help meet the nutritional needs of people living with breast cancer, and up to ten additional meals for their family members, if requested by the participant. The program is currently available in and around Woodcliff Lake, NJ, Andover, MA and Raleigh-Durham, NC (as well as areas in New York, New Hampshire and Boston, MA). CancerCare oversees the program in Woodcliff Lake, New Jersey. Partners include Meals on Wheels Association of America; the Cancer Support Community; and the Cornucopia Cancer Support Center.



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