

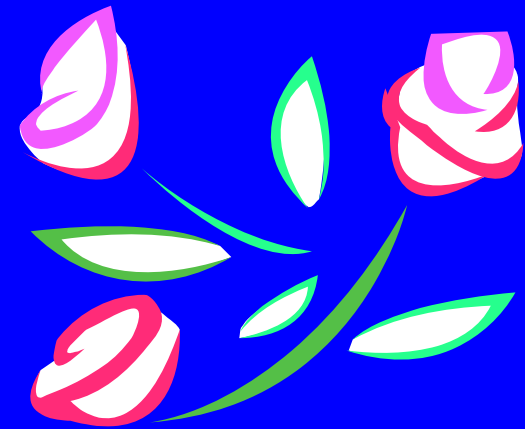
In the Pink

Screening Mammography
Program



Breast Cancer – What are the Facts

- The most common non-skin cancer among US women.
- Over 192,000 women were diagnosed in 2001 - Over 40,000 died.
- If detected early, the 5 yr survival rate for localized breast cancer is 97%.



Benefits of screening mammograms

Screening mammograms
can detect breast cancer in its
earliest, most treatable stage.

An average of 1-3 years before it can be felt.

Early detection saves:

Lives

Money

Employees

The Cost of Screening Mammograms



- Screening mammogram is covered by most insurance companies.
- 30 minutes of a woman's time.

What's Screening Got to do with it?

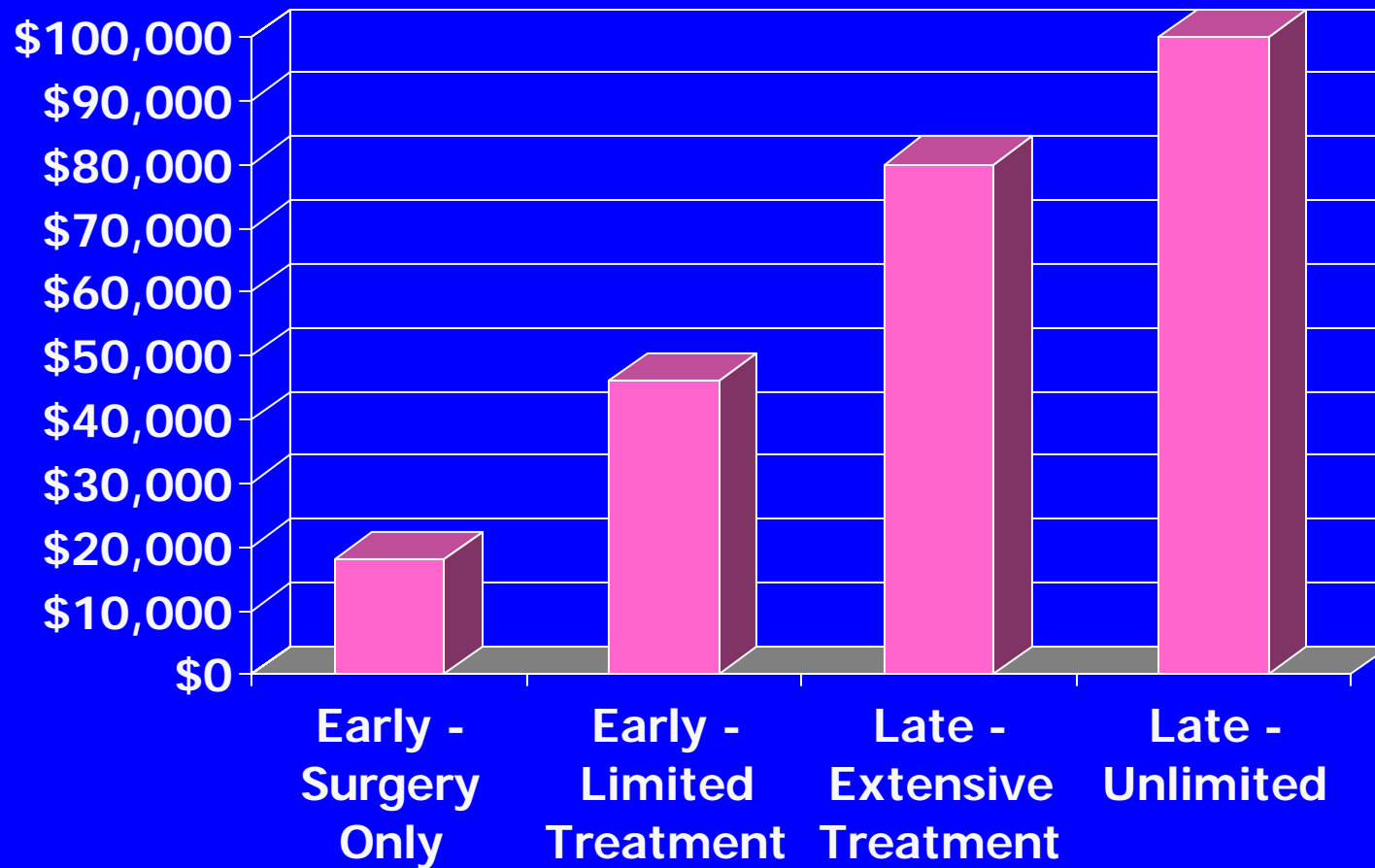


- 1,000 screening mammograms
- ↓
- 100 will be recalled for evaluation
- ↓
- 20 will need a biopsy
- ↓
- 6 to 8 women have cancer

If cancer is detected early,
there is a 90-95% chance
of long-term survival.



Treatment Cost to Patient/Insurer



Employer/Worker Costs

- Every patient is different; times and abilities vary.
- Patient's co-workers are affected.
- Worker's job needs to be done – additional employer expense.

Data in Weeks unable to work or limited availability.



No matter how you look at it!

SCREENING

**Early
Detection**

WORKS!

**Better Patient
Outcomes**

Lower Insurance Costs

Employee Health

In the Pink

- First launched in 2004.
- Promote the benefits of screening mammograms to our community.
- Show the cost benefits.
- Increase annual compliance of screening mammograms for all women over the age of 40.

In the Pink. . .

Targeting all Female Employees over 40.

- Hot Pink mail
- Displays throughout the organization
- Special Education Events
- ^{New} Employee Pre-Employment Packages
- Quarterly Drawings for participants

