

Empire's cancer resources

Support for your employees at every stage

Cancer can strike any one, at any age, at any time. At some point in our lives, most of us will be impacted by cancer. Half of all men and one third of all women in America will get cancer in their lifetime¹ — that's why screenings and early interventions are so important for your employees.

For some, cancer is unavoidable. The good news is there are more treatment options available — and those treatments are more successful than ever. In fact, survival rates have never been higher — there are 14.5 million cancer survivors in the U.S.⁴

It is highly probable that some of your employees will get a cancer diagnosis. This impacts everyone. In response to this dire need, we have developed a full suite of services to help people at every stage — from screenings to transitioning back into the workplace.

Early detection is vital to promoting optimal health. Each year, we cover over 13 million cancer screenings, many of which are offered at no cost. These services are covered by our plans, often with no copay or out-of-pocket costs for your employees:

- Mammograms and Pap tests for women
- Prostate screenings for men
- Colonoscopies for men and women
- Hepatitis B vaccines
- HPV vaccines for young women and men
- Yearly physical exams

One in three cancers could potentially be avoided with healthier lifestyles, including quitting smoking, getting preventive vaccines, and eating a diet rich in fruit and vegetables and exercising.² We cover vaccines for HPV and Hepatitis B, which can help prevent cervical, head and neck and liver cancer. We also have wellness tools to help members stay healthy or choose new health habits.³

These include:

- **Smoking cessation tools** — available to our members through our WebMD online health assessment and found by logging in to empireblue.com.
- **Healthy Lifestyles** — online wellness solution for members that engages them in fitness, nutrition and well-being.



- **MyHealth Advantage** — each year, over 12 million members get personal health notes by mail containing cancer screening information based on age and gender.
- **24/7 NurseLine** — nurses are available any time to answer health questions and discuss screening information and test results.
- **Time Well Spent®** — wellness tools and resources for employers to promote health and wellness in the workplace. Go to timewellspent.empireblue.com to learn more.

Support and guidance

Case Management/Nurse care managers

Education is the key to ensuring our nurse care managers provide the best guidance possible. That is why special oncology and palliative care assessments and Oncology Certification training are available to help our nurses to best serve our members.

Employee Assistance Programs (EAP)⁵

EAP can provide free, in-person therapy sessions for members and those living in their households. The EAP also includes access to online legal, financial, child care and caregiving resources. Specific to those touched by cancer, EAP can:

- Help employers and employees find a balance with cancer treatment and work commitments.
- Provide resources to those caring for the cancer patient.
- Help with back-to-work transitions.

Ninety percent of Empire members report being very satisfied with our Case Management program.⁶



Joe's cancer journey, an example of our programs in action

Joe needs to schedule a colon cancer screening:

1. He uses **Estimate Your Cost** to find a low-cost, high-quality facility for his colonoscopy.
2. After being diagnosed with probable cancer, Joe's **Enhanced Personal Health Care (EPHC) provider** refers him to an oncologist.
3. His oncology surgeon precertifies his surgery and feels he could benefit from a **Blue Distinction Center**.
4. Joe's surgery triggers outreach from a **Case Management** nurse to help him in his time of need.
5. Joe's EPHC provider checks on him after surgery and is also in contact with the oncologist to monitor Joe's progress.
6. His case management nurse gives Joe a screening for depression, which is positive. She refers Joe and his wife to a **behavioral health professional** for support.
7. The case manager suggests Joe use the **Self-Care app** and call the **24/7 NurseLine** with questions after hours. She also recommends his wife visit helpforcancer caregivers.org.
8. During chemotherapy, Joe's oncologist uses the **Cancer Care Quality Program** to precertify his treatment.
9. Joe responds well to chemo and uses the **My Care Plan app** to continue on the road to good health.
10. Joe's manager at work utilizes the **Workplace Transitions** Web tool to help Joe adjust to life back at work.

Free resources for everyone

To help improve the health and well-being of all people touched by cancer, Empire BlueCross BlueShield (Empire) worked with nonprofit groups, universities, professional societies and others to create a suite of digital cancer resources. The Help for Cancer Caregivers Web tool, Self-Care During Cancer Treatment app, My Care Plan app and Journey Forward website are free resources to help anyone dealing with cancer. These and other valuable resources are described below:

PREPARE for YourCare

PREPARE for YourCare is a website that guides cancer patients and their families through the process of thinking about what is important to them, so they can make their care goals, preferences and values known and for selecting a medical decision maker, in case one is needed in the future.

Help for Cancer Caregivers

The people supporting those undergoing treatment for cancer can experience incredible stress. The physical, emotional and financial stress on the person receiving treatment for cancer is often also the responsibility of the caregiver. Help for Cancer Caregivers is a Web tool that was developed to help cancer caregivers. It provides tools and information for burnout, making a care plan, finances, medication management and nearly every obstacle that could arise. It was developed by professionals in the industry who have had experience in solving these issues. The site is located at helpforcancer caregivers.org.

Help for Cancer Caregivers is a collaboration of Caregiver Action Network, CancerCare, Indiana University, Michigan State University, Takeda Oncology, and Anthem, Inc.

Self-Care During Cancer Treatment app – for patients/survivors

This free mobile app helps patients while they are being treated for cancer. They can use it weekly during treatment to assess symptoms and learn about helpful, self-care tips. They can email a copy of their assessment to their doctor or nurse, or print a copy. This app can be found on Google Play™ or the App StoreSM and was developed in collaboration with the Cancer Support Community and Genentech.

Journey Forward®

Many cancer patients feel “lost in transition” from active treatment to survivorship care. Journey Forward is an initiative that was developed in collaboration with Genentech, the Oncology Nursing Society, the National Coalition for Cancer Survivorship, and the UCLA Cancer Survivorship Center. The goal is to help survivors know what to expect for their journey ahead. There are three tools offered at journeyforward.org. These include the Survivorship Care Plan Builder software for providers, the My Care Plan mobile app for survivors to initiate their own survivorship care plan, and an extensive library of information on the subject. For more information, check out JourneyForward.org.

Workplace Transitions

Workplace Transitions is a free Web tool to help you support your employees touched by cancer. It provides guidance on helping these employees return to work after a cancer diagnosis. You and your leadership team can use it as a resource for practical and psychosocial direction on how to handle these transitions effectively. You can find information on privacy, disability, medical leave, and insurance.

WorkplaceTransitions.org was developed in collaboration with the U.S. Business Leadership Network, Cancer and Careers, SEDL and Pfizer.⁷

Provider collaboration

The Cancer Care Quality Program

The Cancer Care Quality Program is a new, innovative quality initiative to enable physicians, hematologists, urologists and all specialists treating patients with cancer to compare cancer treatments against clinical criteria and potentially get enhanced reimbursement. The goal is to promote access to quality, evidence-based affordable health care for our members and provide the framework to begin changing cancer care.

This program helps:

- Drive evidence-based treatment decisions. More cost-effective and clinically proven treatments mean lower costs and better care.
- Increase quality of care and reduce side effects so patients/survivors don't miss as many days of work due to cancer treatment.



Enhanced Personal Health Care

Our new model puts patients in a unique circle of care, making them the central focus of a team approach to their overall health. We do this by:

- Paying doctors for value over volume. They are rewarded when they improve patient health, meet quality standards and lower costs.
- Giving doctors added support with the right tools and strategies to help strengthen the doctor-patient relationship. This allows them to spend more time with patients and coordinate with other doctors providing them care.
- Improving the patient experience by creating better access to a primary care physician who cares for the “whole person” and becomes their health care champion and helps them navigate the health care system.

Cost management

Utilization management and coverage determination

In order to limit costly “pseudo-innovations”⁸ and make sure members have access to innovative therapies, our Medical Policy & Technology Assessment Committee creates evidence-based medical policies to guide coverage decisions. Medical services that are reviewed may include imaging and radiation oncology services, chemotherapy (drug) treatments and genomic testing.

Member decision support

For some services, we contact members directly to let them know they could get a service at a lower cost and at another nearby facility. Programs like these with member outreach may be included in your health plan or are available for purchase, depending on your market and product type.

Keeping costs down by selecting the right care

With the expanding number of options available to treat cancer, costs are increasing and many patient outcomes have improved, but there is also wide variation and waste in cancer care.^{9,10}

Depending on the type of cancer — for example, rare or frequently occurring types — the choice of medical team is very important. Here are our typical recommendations:

- **Rare and complex cancers**
An academic medical center or Center of Distinction may be the best choice.
- **Common and frequently occurring cancers**
A community oncology practice may be the most convenient and cost effective choice for high-quality cancer care.

Estimate Your Cost tool for employees

Empireblue.com provides those undergoing cancer therapy and treatments a tool to estimate and compare costs of those treatments. The Estimate Your Cost tool allows your employees to:

- Review physician and hospital options
- Compare both quality and cost of services
- Research Centers of Excellence

Your employees deserve quality, affordable care. We know that rising costs are a concern for your business. That's why we're doing many things to keep care affordable. The good news is that the initiatives we have in place to lower costs also help improve patient care.

1 American Cancer Society website: Questions People Ask About Cancer (January 25, 2013): cancer.org/cancer/cancerbasics/questions-people-ask-about-cancer.

2 American Institute for Cancer Research website: The Year's Top 8 Findings in Cancer Prevention (December 2012). aicr.org/cancer-research-update/december_18_2012/.

3 Some programs may be available for purchase. See your Sales representative for more details.

4 American Cancer Society website: Report: Number of Cancer Survivors Continues to Grow (June 1, 2014): cancer.org/cancer/news/news/report-number-of-cancer-survivors-continues-to-grow.

5 EAP plans can vary based on the service provider.

6 2011 Anthem Member survey.

7 Workplace Transitions for People Touched by Cancer Pilot Study Results, 2015.

8 New York Times website: Emanuel EJ. In Medicine, Falling for Fake Innovation (May 27, 2012): opinionator.blogs.nytimes.com/2012/05/27/in-medicine-falling-for-fake-innovation.

9 Nicholas J. Vogelzang NJ, Benowitz SJ, Adams S, Aghajanian C, Chang SM, et al. Clinical Cancer Advances 2011: Annual Report on Progress Against Cancer From the American Society of Clinical Oncology. *Journal of Clinical Oncology*; 2012; 30:88-109.

10 Mariotto AB, Yabroff KR, Shao Y, Feuer EJ, Brown ML. Projections of the Cost of Cancer Care in the United States: 2010-2020. *Journal of the National Cancer Institute* 2011;103:117-128.