



3 important reasons to promote breast cancer screenings to your workforce

When it comes to breast cancer, early detection is one of the best forms of prevention. Clinical breast exams and mammograms can help detect breast cancer in early stages — when it's easiest to treat. Still many workers don't actively seek these preventive steps to protect their health. Whether your business hosts a screening or encourages employees to schedule one with their physician, here are three important reasons to promote breast cancer screenings to your workforce.

1. Protect unsuspecting workers.

Many U.S. workers believe their chances to contract a serious illness, such as cancer, is rare. In fact, a recent Aflac study revealed that nearly half of employees (48 percent) believe it's not very or not at all likely they or a family member will be diagnosed with a serious illness such as cancer.¹

While no one plans to have a serious illness, the risks are very real. For example, breast cancer is a serious risk for woman, and 1 in 8 women will have breast cancer during their lifetime.²

Moreover, 1 in 3 women and 1 in 2 men will be diagnosed with a type of cancer at some point in their lives.³ When diagnosed early through screenings, breast, cervical, colon, rectal and lung cancers are easier to treat⁴ — giving your workers the winning advantage in good health.

Next Step: Encourage your workers to take a big step toward good health by encouraging them to schedule an annual wellness exam with their doctor — there they can ask about whether cancer screenings are right for them.

When caught early, the survival rate for breast cancer is as high as 98 percent.⁵



2. Reward employees with no direct cost to your business.

If your employees are enrolled in medical or supplemental health care coverage, they may be able to receive a wellness benefit. Many insurance providers want your employees to be healthy and encourage them to take preventive steps to protect their health. For example, Aflac cancer insurance policies pay a wellness benefit each calendar year when a covered person receives a covered wellness procedure. While some workers may avoid checkups because of the cost, they may actually be entitled to a benefit just for having a wellness checkup.

Next Step: Promote the wellness benefits offered by your health plan. You can easily find details in the summary of benefits, or by asking your benefits consultant or insurer. If your benefits don't provide wellness options, ask about offering supplemental benefits at no direct cost to your business. An example is the Aflac Cancer Care insurance policy. It helps provide protection if a positive cancer diagnosis ever occurs and provides coverage for dependent children at no extra cost with premiums as low as \$3.21 per week.⁶

60 percent of employees say they would likely purchase voluntary insurance policies if the benefits were offered by their employer.¹

3. Increase workforce morale, satisfaction and retention.

Promoting a wellness initiative, such as a breast cancer screening, is one way to show your workforce that you care. Especially if your company has needed to tighten its belt over the past couple of years, it's important for morale, satisfaction and retention to take tangible steps to show workers you are investing in their health and well-being.

Next Step: The following resources can help workers find local screenings to meet their needs:

- » National Breast and Cervical Cancer Early Detection Program free or low-cost breast cancer screenings locator: cdc.gov/cancer/nbccedp/screenings.htm?s_dd=dcpc_bcbtn_003
- » FDA-certified mammography facility locator: accessdata.fda.gov/scripts/cdrh/cfdocs/cfMQSA/mqsa.cfm
- » Colon and rectal cancer screening clinical trials: cancer.gov/cancertopics/screening/colon-and-rectal
- » Lung cancer screening clinical trials: cancer.gov/cancertopics/screening/lung

Coverage is underwritten by American Family Life Assurance Company of Columbus. In New York, coverage is underwritten by American Family Life Assurance Company of New York.

Policy may not be available in all states. Benefits may vary by state and plan level selected. Policy Series A75000, A76000, A78000; in Arkansas Policies A78100AR through A78400AR; in Idaho Policies A78100ID through A78400ID; in New York NY76100 and NY761ES; in Oklahoma, Policies A78100OK through A78400OK; in Oregon A78100OR through A78400OR; in Pennsylvania A76100PA; in Virginia A-75100-VA through A-75300-VA.

Sources

¹ 2013 Aflac WorkForces Report, a study conducted by Research Now on behalf of Aflac, January 7 – 24, 2013.

² Breastcancer.org (2012), U.S. Breast Cancer Statistics, accessed on September 14, 2012, from breastcancer.org/symptoms/understand_bc/statistics.jsp.

³ The American Cancer Society, Cancer Facts and Figures 2012.

⁴ National Cancer Institute (2012), What Is Cancer Screening? accessed on September 18, 2012, from cancer.gov/cancertopics/screening.

⁵ National Breast Cancer Foundation (2012), Early Detection Plan, accessed on September 14, 2012, from nationalbreastcancer.org/edp.

⁶ Rate is based on individual/one-parent family coverage for ages 18–75, Aflac Preferred Cancer Care policy, no riders, payroll deduction.

Keep up to date
and follow Aflac at:



@Aflac



us.linkedin.com/company/Aflac



YouTube.com/Aflac