



BNY MELLON



New health benefits that
save lives – and money





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Bowel Cancer Awareness campaign at BNY Mellon

BNY Mellon is a global investments company with expertise across the investment lifecycle. Headquartered in New York, the company delivers informed investment management and investment services in 35 countries and more than 100 markets. In April 2015, BNY Mellon ran a Bowel Cancer Awareness campaign for its 7,000 employees in the UK and Ireland. Implemented by Check4Cancer, it also offered employees free bowel cancer tests which could be carried out in the privacy of their own homes.

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As part of their existing flexible benefits platform, BNY Mellon already had in place options for employees to sign up for various cancer checks, all provided by Check4Cancer. Melanie Hilton, EMEA Wellbeing Manager, BNY Mellon, comments: *"We have been working with Check4Cancer for several years to help raise awareness amongst our employees and encourage each of them and their families to be cancer aware and know what signs to look for. Our first campaign was for breast cancer after which we added a breast cancer check to our flexible benefits platform, for both employees and their partners."* BNY Mellon has since expanded the flexible benefits menu to include BowelCheck, SkinCheck, GynaeCheck, LungCheck and ProstateCheck as well as BreastCheck.

In addition to these BNY Mellon runs annual campaigns as part of its wellbeing programme, each focusing on a different area of health. *"Previous campaigns have included Cycling to Work, Walking to Work and Healthy Heart schemes,"* explains Melanie. *"We also engage employees by focusing on different cancers at different times. As well as the breast cancer awareness campaign a few years ago, last year we had a skin cancer nurse attend our wellbeing fairs."*

One of the key campaigns this year focused on Bowel Cancer Awareness, timed to coincide with Bowel Cancer Awareness month in April. There were specific reasons why BNY Mellon had chosen to talk about this type of cancer. BNY Mellon realised this was one of the most common cancers experienced in the company, potentially a very costly cancer to treat.

“One of the most expensive benefits an employer can offer is full private medical insurance.”

Lifestyle factors play a significant part in bowel cancer risk, increasing the likelihood of contracting bowel cancer by an estimated 54%. If it is caught early, treatment has a high probability of success – around 90%. *“We felt this was an important topic on which we could have a genuine influence,”* says Melanie, *“through raising awareness about lifestyle factors to help prevent it, and also offering tests which could detect it early for a better outcome.”*

Although predominantly an information and awareness raising initiative, the campaign offered the opportunity of a free test to any employees who were concerned that they had symptoms, or felt they were at risk. The tests were available to those aged 45 and over (as with most cancers, age is a factor) and used a home testing kit for maximum convenience.

Over 1,400 unique visitors used the dedicated website created specifically for this campaign, out of a total workforce of circa 7,000. Of these, over 100 people who were eligible signed up for the tests, demonstrating that the campaign had an impact. Melanie noted that based on the success of the campaign, she is confident this figure would be significantly higher if a high proportion of the workforce were not already covered through BNY Mellon’s company paid health screen. *“In February 2014, we introduced accompany paid preventative health screen for employees aged 45 years and over. This means every 1 ½ years, dependent upon age, they can get a full body MOT. As part of this screening there is a test for bowel cancer. In the last 12 months we have seen 54% uptake.*

BNY Mellon decided to complement this benefit and offer additional, free testing as part of the one-off bowel cancer campaign. *“We felt very strongly that it was important to be able to offer immediate support and help to our employees who may become worried about their bowel health as a result the campaign.”*

Melanie notes that feedback on the campaign received through the company’s intranet has been overwhelmingly positive. *“One person commented that they thought what we had done was amazing. They had bowel cancer a couple of years ago and believed that if they’d seen a campaign like this at the time, they would have been much more informed as to what the symptoms were and what they meant. It’s a type of cancer that people tend not to discuss. In many ways, this is why campaigns like this are vital.”*



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Another important factor is that BNY Mellon’s employees have been armed with valuable information about their own health, and how to monitor it. “Individuals may not be concerned right now, but hopefully they will be able to recall what they have learnt from the campaign. In the future, should they experience symptoms which could potentially be the result of bowel cancer, they will recognise them and know to go and get checked out.”

Looking to the future, BNY Mellon intends to run further cancer-specific campaigns. *“We are extremely pleased with the impact this year’s campaign has had and are working on our next campaign.”*

About BowelAware Service

This service combines three elements each of which can also be provided individually as required and is only available on a company funded basis. Prices are negotiable depending on company size and the extent of the service offering:

1. 40 minute presentation plus Q&A session by an experienced clinician focussing on bowel cancer, self-awareness, risk factors, symptoms and treatment options. This includes provision of information brochures and suits a group size of up to 40 people.
2. Wellbeing day led by an experienced clinician who offers Q&A throughout the session from an information stand.
3. Free bowel cancer tests which could be carried out in the privacy of their own homes.

Once the home testing kit sample has been returned to BowelHealth UK in a pre-paid return envelope by the employee, they will receive results within 5 days advising them if further investigations are needed.

For more information about the BowelAware Service, **please visit our website.**

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