



Check4Cancer 
Early detection saves lives



Raising awareness and early detection
of lung cancer in HP

How HP supported their employees



Background

Following successful campaigns around awareness and early detection of breast cancer, prostate cancer and skin cancer, HP took the decision to invest in a campaign for lung cancer for the HP community in the UK.

Check4Cancer UK and its sister company LungHealth UK were chosen to deliver all aspects of the campaign from design concept and communication to the provision of educational and screening services.

This case study highlights HP's objectives and what was achieved.

Key Lung Cancer Statistics in the UK

- Lung cancer is the second most common cancer among men in the UK, and the third most common cancer among women
- Whilst the overall number is declining, it is on the increase in women and there are still 41,000+ lung cancers diagnosed each year in the UK
- 1 out of 7 lung cancers are diagnosed in people that have never smoked
- The majority of people with the early stages of lung cancer have no apparent symptoms

HP in the UK

- 16,780 employees over 50 sites (8,200 aged 40+)
- Split 70% Male 30% Female

The Campaign – Love your Lungs

The campaign began in May 2013 and the take up exceeded expectations. Launched by Nick Wilson, Manager Director UK & Ireland and Sharon Ellerker, HR Director UK & Ireland, it was delivered in three stages.

Stage One – Communication and Awareness

With low public awareness of lung cancer in the UK, one of the key objectives was to inform and educate all HP employees irrespective of age or gender.

Launch emails were sent, directing all employees towards the dedicated campaign website which comprised:

- Introduction to the screening service 'LungCheck' with explanatory videos and information on lung cancer.
- Educational content from Mr Francis Wells, Consultant Cardiothoracic surgeon at Papworth Hospital with links to other helpful websites.
- Sign up facility for male and female employees and their partners aged 40+

Each of the 15 campaign sites was supplied with supporting promotional material including pull up banners, posters, table tents and My Lung Health educational leaflets. All material had QR codes for quick access to the campaign website.

At the same time, all employees were encouraged to attend one of a series of information sessions scheduled across 15 HP sites in the UK.



"Cannot fault the experience!"



"Totally first class and very much appreciated LungCheck. Everything from initial booking, staff friendliness and professionalism to results email"

Stage Two – LungCheck

With no NHS screening programme for lung cancer, all employees (smokers and non-smokers) and their partners aged 40+ were offered a LungCheck from LungHealth UK comprising:

1. Information about lung cancer and the benefits of early detection.
2. An online symptomatic score and lung cancer risk assessment based on lifestyle, symptoms and family history.
3. A unique blood test (EarlyCDT® - Lung) which is more accurate than CT scanning alone and seven times more likely to correctly identify lung cancer.

The blood test appointments were held in onsite clinics at the 15 scheduled locations, reducing cost and employee down time.

Results letters including personalised screening recommendations based on scores and risk profile were issued within 2 weeks of the blood test appointment.

"Very competent and professional"

Stage Three – Further Investigations

Individuals whose results showed any increased risk or abnormality were telephoned in advance to explain their results and provided with the details of the HP confidential employee counselling service.

They were also given a letter addressed to their GP to explore referral options through the NHS, private medical insurance or self-pay.



love your lungs

"Brilliant service, friendly, knowledgeable and helpful. The tone was always professional, but not stuffy or too formal, hit the right tone for me. Whole process was very well organised. THANKS LungCheck and THANK YOU HP "

Outcomes

2,503 employees aged 40+ chose to have LungCheck. In addition:

- The take up rate at the 15 scheduled sites was 24% of the male workforce and 28% of the female workforce aged 40+
- 92% of participants rated their overall experience as excellent or very good
- No participants rated their overall experience as poor
- 124 employees had abnormal lung health or were considered at higher risk and referred for further investigation
- Out of the 39 employees choosing to be followed up by LungHealth UK, after CT scanning, 19 employees had abnormal results (at the time of printing, these are still being followed up)

Summary

Sharon Ellerker, HR Director UK and Ireland said, "41,000+ people develop lung cancer every year in the UK. There is no national screening programme for lung cancer so HP decided to offer this early detection campaign in support of our staff and their partners. The high level of participation, increased awareness and the clinical outcomes have supported that decision."

Francis Wells, Consultant Cardiothoracic surgeon at Papworth Hospital said, "People with lung cancer often have no obvious symptoms and it is often detected later in the development of the disease when it is difficult to cure. I am thrilled that we can offer LungCheck in the workplace to improve early diagnosis."

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