



Check4Cancer 
Early detection saves lives



Raising awareness and early detection
of skin cancer in HP

How HP supported their employees



Background

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

Check4Cancer and its sister company SkinHealth 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.

'Great service for peace of mind especially if you have a large number of moles like myself'

Key Skin Cancer Statistics in the UK

- Skin cancer is the most common cancer in the UK
- Over 11,500 cases of malignant melanoma, the deadliest form of skin cancer are diagnosed each year
- In this year alone, more than 2,500 people will die of the disease
- More people die of skin cancer in the UK than Australia
- Over the last 25 years, the rates of malignant melanoma in the UK have risen faster than any other cancer

HP in the UK

- 16,780 employees over 50 sites
- Split 70% Male 30% Female

The Campaign – Detect & Protect

The campaign was launched by the HP UK Wellness team in May – just the time that people begin to notice any changes in their skin as they prepare for summer clothing. It was delivered in three stages.

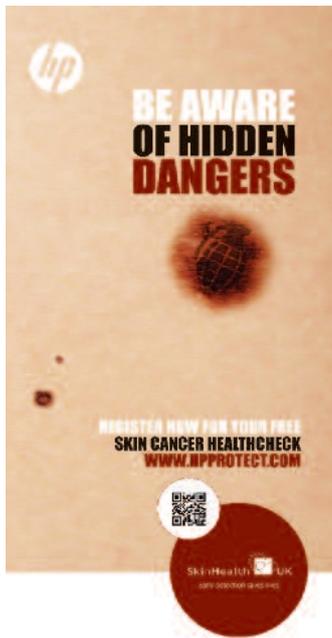
Stage One – Communication and Education

One of the key objectives was to inform and educate HP employees about skin cancer, even if they were unable to take up a screening appointment.

All employees were directed to visit the dedicated campaign website. It comprised 3 main sections:

1. The first web pages introduced the screening service 'SkinCheck' with explanatory videos and schedules of available appointment dates at the 16 campaign sites.
2. The second section, 'Be Skin Aware' provided information and videos on how to check the skin and what to look for when examining moles and lesions. This was aimed at all employees, particularly those unable to get their own SkinCheck appointment.
3. The third section, 'Education' was introduced by SkinHealth UK clinical lead, Mr Per Hall of Addenbrooke's Hospital Cambridge and Clinical Advisor for SkinHealth UK who explained the issues around skin cancer and provided links to other helpful websites.

Each of the 16 campaign sites was supplied with supporting promotional material including pull up banners, posters, and table tents. All material had QR codes for quick access to the campaign website.



'Was very impressed with the whole experience of having this SkinCheck. Staff excellent, procedure excellent, feedback excellent. Would recommend to people that they take advantage of this screening'



'With no cure for skin cancer, everyone should be skin aware and know what changes to look out for'

**Mr Per Hall, Clinical Advisor
SkinHealth UK**

Stage Two – SkinCheck

SkinCheck was offered to all employees on a 'first come, first served' basis.

Having signed up via the website, HP clients were then emailed their personalised link to register for an online risk assessment based on lifestyle, family history and skin type.

Once this had been completed, they could either book their appointment online or contact the SkinHealth UK practice management team for a more personal service.

The 30 minute consultation with a skin specialist nurse comprised:

- A review of the risk assessment
- Complete skin examination using dermoscopy and SIAscopy (looking deeply into the layers of the skin)
- Tuition in what to look out for
- Education in early detection and how best to protect the skin

An image was taken of any suspicious mole or lesion and reported on by Mr Per Hall and his team.

Results letters were emailed and posted within 3-5 working days of the appointment.

Delivering the SkinChecks onsite meant reduced cost and reduced employee down time. Some HP clients were seen in specially arranged private clinics when it proved impossible for them to attend onsite.

Stage Three – Further Investigations

All clients with a mole or lesion that required further investigation were telephoned to explain their results before those were sent via email and in the post. In their results letter, details of the HP confidential counselling service were provided.

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

Before the campaign was launched, the administrators of the HP healthcare trust were advised of the programme and that a number of HP employees would be contacting them having had their screening.

'I thought the whole skin check process was carried out in a professional and dignified way. Every step of the check was explained prior to starting. The information provided by the nurse was superb and very informative, especially as a Father of two young children.'



'I had one mole that was photographed and investigated. It worried me greatly and I had a sleepless night, but amazingly, you sent the results the next morning. I was so impressed with this and delighted that the results showed the mole was normal. Thank you for being so quick.'



A malignant melanoma - one of eight cancers identified in the campaign

Outcomes

3,020 HP employees chose to have SkinCheck. In addition:

- 100% of all available appointments were taken up
- 96% of participants rated their overall experience as Excellent or Very Good
- Nobody rated their experience as poor
- 247 employees had a mole or lesion referred for further investigation

Most importantly, 8 cases of skin cancer were identified including 2 melanomas that would have gone undetected without the Detect & Protect campaign.

One of the melanomas is pictured above.

Summary

Sharon Ellerker, HR Director UK and Ireland said,

'It is not widely known that skin cancer is the most common cancer in the UK. Unlike other cancers, there is no cure and it really is vital to identify anything suspicious as soon as possible. With the right education and tuition, we can all do a great deal more to understand and be aware of any changes in the appearance of our skin. We wanted to help HP employees better manage their own skin cancer risk themselves and I am very pleased to have achieved that objective.'

The identification of 8 cancers which would otherwise have gone undetected and the extremely positive feedback across the whole campaign is great endorsement for our investment.'

Mr Per Hall, Clinical Director of SkinHealth UK congratulated HP on its approach.

'It is fantastic that HP has raised skin cancer awareness throughout their business and allowed so many of their employees the chance of a specialist full body examination. Change is the watch word and knowing what to look out for is key. If detected early enough, the prognosis is very favourable and in most cases will just require a mole or lesion removal. Left any later and the cancer can enter the lymphatic system with serious consequences and poor survival chances. Early detection of skin cancer really does save lives.'

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