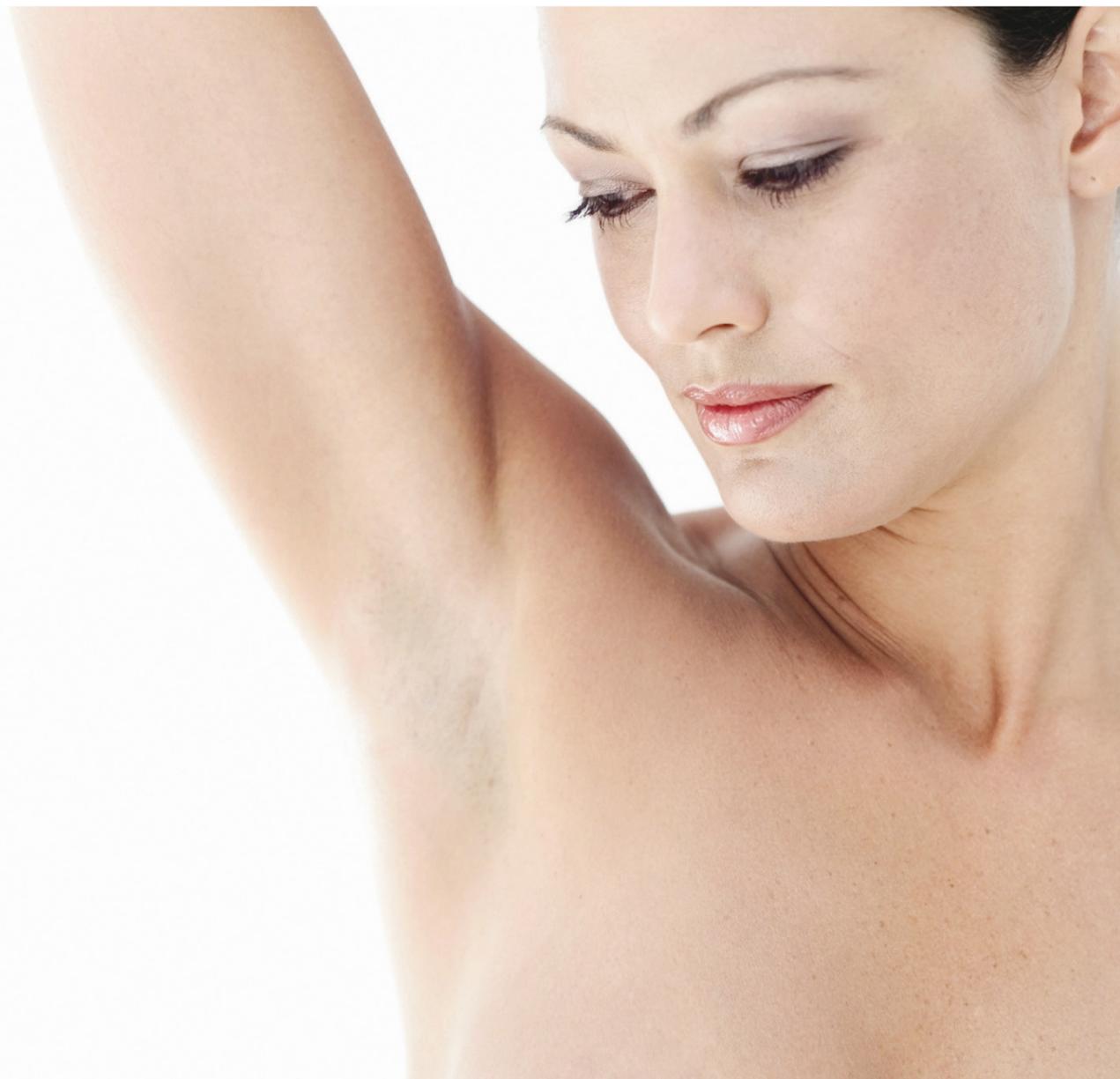




THE POWER
OF PINK
Fight Breast Cancer at HP



How HP invests in the fight against the rising incidence of breast cancer

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Background

In September 2011, HP launched their global breast awareness and screening Campaign – The Power of Pink – involving over 100,000 employees across the US and Europe.

Cambridge-based Check4Cancer was chosen to work with HP in the UK, Sweden and Denmark. This case study highlights the objectives of the programme in the UK, the benefits of the unique 'risk stratified' approach taken by HP and what was achieved as a result of the investment.

Key Breast Cancer Statistics in the UK

- 90% of all breast cancers are identified by women themselves
- 1 in 8 women will get breast cancer in their lifetime
- By 2024 the number will be 1 in 7
- Every year, more than 48,000 women and 400 men are diagnosed with breast cancer in the UK alone
- 80% of women diagnosed with breast cancer have no family history

HP in the UK

- Employees at over 50 sites
- Split 70% Male 30% Female

The Campaign

Check4Cancer delivered the campaign in three stages to meet the following objectives

- Cost-targeted expenditure meant the allocation of funds for education and early detection across a much wider population
- Avoidance of unnecessary radiation exposure to women at low risk of breast cancer
- One-to-One time with a breast specialist nurse
- Providing women with a detailed assessment of their breast cancer risk and how best to be their own first line of defence
- Reduced downtime as services were delivered onsite
- Giving HP management information to help assess the collective risk and how to target future interventions

Stage One – Breast Awareness and Risk Assessment

All employees, spouses and partners were invited to attend one of 35 Breast Cancer Awareness Presentations held at 9 HP sites across the UK. The presenter had personal experience of breast cancer and covered statistics, personal risk assessment, breast awareness, symptoms, self examination and breast screening.

Anyone unable to attend was able to view the presentation content on the Power of Pink website. Real time feedback showed 92% commenting that this educational aspect was excellent or very good.

In parallel with the presentations, all female employees, spouses and partners irrespective of age were invited to complete an online Breast Cancer Risk Assessment and attend a BreastCheck consultation with a breast specialist nurse. With breast cancer being the most common cancer in women under 35, women are never too young to be breast aware.

'The presenter was brilliant. Her knowledge was amazing and she really inspired me to check myself every month. I am so glad I attended.'

'I am very grateful to HP for giving us this incredible opportunity to make us more breast aware and offering a personalised breast screening. The presentation was very interesting, easy to follow and extremely professional. Thank you!'



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Outcomes

Nearly 2,000 women completed the breast cancer risk which gave both them and HP as an employer (on an anonymous basis) a meaningful appraisal of their risk.

Age	Low risk	Low-moderate risk	Moderate risk	High risk
< 40	22%	58%	18%	2%
40-49	31%	46%	20%	3%
>50	42%	41%	13%	4%
Total	29%	50%	18%	3%

Symptomatic Referral

148 women were referred from BreastCheck of which 2 cancers have been diagnosed following further investigation.

32 women were referred from mammography with no cancers being diagnosed as a result.

One of the cancers identified in a BreastCheck consultation with a specialist nurse did not show up in a mammogram as part of a OneStop Clinic. This is evidence of the importance of clinical breast examination and summed up in the words of the employee concerned

"If it hadn't been for the breast screening it may have been a long time before the breast cancer was diagnosed as it did not show on a mammogram. Could you pass on my thanks to the breast nurse who examined me. If it wasn't for her, it may not have been detected for a very long time."

'This was such a valuable, useful and pleasant experience thank you. The specialist nurse was wonderful, very clear and informative and I feel relief from both having the check but also knowing what to do now for my ongoing health. What a huge gift.'

The consultation comprised:

- a review of the risk assessment score
- a full clinical breast examination
- training in how to self examine and be breast aware
- a monthly e-mail reminder for self examination
- a personalised breast screening programme

These BreastCheck consultations were delivered in appropriate facilities onsite.

Stage Two – Mammography

No woman below 40 was offered mammography and women between 40 and 49 were only offered a mammogram if the BCRA indicated they had an above average risk of getting breast cancer. The rationale being that mammography is expensive and inappropriate for younger women with denser breast tissue. It also avoided unnecessary radiation exposure.

Women older than 50 were offered mammography irrespective of BCRA score unless they had a mammogram in the previous 12 months.

Mammography was delivered via a mobile unit onsite.

Stage Three – Symptomatic

Symptomatic does not mean a cancer diagnosis; rather it means that an abnormality has been discovered that requires further investigation. Over 95% of symptoms will prove to be benign. Women found to be symptomatic from either BreastCheck or Mammography were then referred to a breast consultant for a OneStop triple assessment.

This involved:

1. Further Clinical Breast Assessment
2. Mammography and/or Breast Ultrasound
3. Tissue Biopsy or Cyst Aspiration

Check4Cancer co-ordinated these referrals with both the administrators of the HP private healthcare trust and the NHS. Women with existing breast symptoms or a personal history of breast cancer were not eligible for the breast screening element and were recommended to remain under the care of their breast cancer physician.

'In any female population over the age of 40, there will be a range of individual breast cancer risk profiles that do not and should not fit into a "one size fits all" screening programme.'

**Professor Gordon Wishart,
Medical Director
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Summary

Sharon Ellerker, HR Director UK & Ireland said, 'HP recognizes the growing incidence of breast cancer and the huge emotional burden it can create. It affects not just the people who work at HP, but their families and friends as well. As such, we invested in this campaign providing screening services for all our staff, as well as their spouses, partners and female dependants. We wanted to give all those close to us the best possible chance of spotting potential problems as early as possible and the results show we have achieved that.'

"As far as we know this is the first time a company has introduced such a scheme, particularly across such a large number of employees, and we hope that other organizations will follow our lead so we can help fight the rise of breast cancer,"

Professor Gordon Wishart, Medical Director at Check4Cancer fully endorses the HP approach.

'To manage the breast health risk of employees in such a structured, consistent and targeted way is a model that we feel will in future be followed by other employers. It will lend itself to academic research into greater risk stratification and more targeted intervention.

HP is to be congratulated in taking such an interest in not just their employees, but also their families, supporting as it does, "Improving Outcomes", the government's National Strategy on Cancer.'