



New health benefits that
save lives – and money

Check4Cancer 

Early detection saves lives

Cancer diagnosis spurs Balreed boss to offer free tests



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When, in early 2015, Check4Cancer began a new campaign at print specialists Balreed, focused on prostate cancer, it seemed very familiar territory.

Cambridge-based Check4Cancer are experts in early detection of cancers in the workplace, and have run such campaigns for a number of corporate clients, including Hewlett Packard, Mazars, BNY Mellon and Lend Lease.

Every client is unique, however, and there was one aspect to the Balreed campaign which was more unusual than most – it had been sparked by the company owner’s personal experience with the disease, and a chance discovery that had probably saved his life.

“I had a medical which revealed a high PSA level,” says group managing director Robin Stanton-Gleaves. “So I went to my GP, and was then diagnosed with aggressive prostate cancer. I didn’t have to have that medical, but did, as my own choice. Had I not done that, I would never have had a clue about the cancer inside of me.”

At the time, Robin was just 46. The cancer was sufficiently advanced that it required a radical prostatectomy – complete removal of the prostate. When he had first announced the news within his company, it had put Balreed’s 204 employees into a state of shock. Robin’s PA Natalie Miles recalls: *“There were lots of concerns, and he received emails, phone calls, text messages, with many people offering help in some way – just whatever they could do.”*

What happened next, however, wasn’t so much about what the staff could do for Robin, but what he could do for them. *“Robin was at a stage where he had to have immediate treatment,” says Natalie. “But it was discovered by accident – he’d had no symptoms. It struck him that had he not had that test he could have discovered it much further down the line, and it could have been much worse. So, he wanted to do something about this for staff.”*



Prostate cancer is the second most common cause of cancer death in UK men after lung cancer. In 2012, 10,800 men died from prostate cancer in the UK – 30 every day. Robin's plan was to raise awareness of the dangers and symptoms of prostate cancer, and then offer every male employee and every female employee's partner a test. "In fact, dads and relatives were invited to come along as well," he says.

Natalie had the task of getting the campaign off the ground – which meant finding specialists who could implement it. "My first port of call was the charity Prostate Cancer UK. They were very helpful in showing us what we could do to raise awareness. We then saw a case study of Hewlett Packard, who'd had Check4Cancer implement several successful awareness and screening campaigns for them, including a prostate campaign. From there, we got directly in touch with Check4Cancer."

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For me, it's about giving something back. I do treat my business as my extended family. My job is to grow my business and I do that through my people, so I care for my people."

**Robin Stanton-Gleaves,
Group Managing Director
at Balreed**

The campaign ran in January 2015. 94 tests were conducted in total, with most of the male members of staff who were within the demographic taking advantage of them. *"What was great about Check4Cancer was that they were able to evaluate individual risk through an online questionnaire taking into account age, family history, ethnicity, urinary habits and so on,"* says Natalie.

Due to patient confidentiality it is not known how many people returned positive results, but Robin wrote to every person who had been given the test pledging the company's support wherever it was needed.

"Most of those people who were tested will have gone away with peace of mind," says Natalie. *"But even for those who may have had elevated PSA levels which don't indicate cancer, it will have prompted them to get their prostate health checked regularly. That was one of the things we really liked about Check4Cancer, that they gave personalised analysis for people, and suggested when it would be wise to get checked again the following year, or in a few years' time."*

Robin's own treatment was successful, and he is now back at work. He is determined that this should not be a *"one-off"*, however, and is considering further campaigns within the company. *"Cancer is with us all the time,"* he says. *"And it affects everyone. My father died from it and my mother died from it, so I was affected by cancer long before I ever had it. But the sooner it is detected, the better it can be treated, with fewer side-effects. My side effects are life-changing. Had I found out earlier, perhaps I could have had a different treatment."*

He adds: *"For me, it's about giving something back. I do treat my business as my extended family. My job is to grow my business and I do that through my people, so I care for my people."*

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