

Cancer screening and awareness from Reframe

Early Detection. Early Action.



<reframe>
Cancer



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Reframe cancer screening and awareness

Our enhanced cancer screening service promotes early detection through testing, supports onward GP referral where abnormal results are detected and enables people to advocate for their own health based on their cancer risk factors.

We provide a personalised risk assessment report, assessing risk and eligibility for screening for 6 common cancer types, including NHS cancer screening. The report also includes personalised health guidance enabling people to make informed decisions to reduce their risk.

Our innovative approach to screening and awareness helps improve health outcomes and reduces the cost of cancer for businesses.



The importance of early cancer detection

1 in 2 people in the UK will get cancer. In working age populations (25-49) cancer incidence has increased by 24%¹, the highest increase across all age groups.

Cancer is the main cause of new claims across group risk², and absence related to cancer costs UK businesses **£1.6bn**.

Early detection can mean:



Increased survival rates



Better quality of life



Improved treatment options



Reduced associated costs for businesses



Reduced treatment side effects

Cancer survival by stage at diagnosis

Proportion of people surviving their cancer for five years or more

Diagnosed at earliest



Around 6 in 10

Lung



Diagnosed at latest stage



Less than 1 in 10

Bowel



More than 9 in 10



1 in 10

Earliest stage = stage 1; latest stage = stage 4.
Data is age-standardised net survival for adults (aged 15 to 99 years) in England in 2015-2019 followed up to 2020. Breast cancer data is for females only.
Source: Cancer survival in England, NHS Digital 2022.



42% of all cancer cases in the UK are diagnosed at stages **3 & 4**³, indicating later detection and poorer outcomes.

If **75%** of all cancers were diagnosed at **stage 1 or 2**, this would save **55,000** more lives per year³.



Introducing Reframe Cancer Screening

Reframe offers screening and awareness for 6 common cancer types:



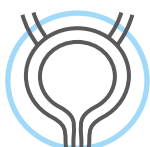
Breast (in-clinic scan)



Cervical (home test)



Lung (in-clinic scan)



Prostate (home test)



Bowel (home test)



Skin (mobile app or in-clinic skin check)

More than half of new cancer cases are breast, lung, prostate and bowel³.

Our approach:



Nurses deliver abnormal results and offer clinical guidance ensuring individuals are effectively supported



Personalised NHS screening eligibility awareness



GP referral process to support further investigations



Clinically validated by governance board led by oncologists



Online screening portal delivers personalised risk assessment and health guidance, and comprehensive self-serve cancer guidance



Flexible commercial models to suit business needs:

- Self-pay
- Part-funded by employer/policy
- Fully funded by employer/policy
- Include as part of a flexible benefits package

Beyond screening: Comprehensive cancer awareness and support



Awareness and Prevention

- Campaign packs to promote symptom awareness, including symptom checker posters/flyers and communications templates
- Personalised health guidance to empower people to advocate for their health and reduce their cancer risk based on questions answered in profile
- Signposting to NHS screening the user is eligible for, before offering private screening tests, to encourage uptake of national screening programmes
- Reframe screening support team on hand throughout



Abnormal results

Anyone receiving an abnormal result will be contacted by one of our Cancer Nurse Specialist's who will discuss the results, answer any questions and support the individual to take the next steps such as onward GP referral for any further necessary investigations.



Diagnosis

Reframe support patients through the entire cancer pathway (through range of additional Reframe services). Option for Reframe Nurse and Cancer Support Managers to offer ongoing support for those diagnosed.

Don't Wait. Detect.



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