



# GENENTECH CHAMPIONS CANCER SCREENING TO HELP IMPROVE OUTCOMES FOR ALL PATIENTS WHO TYPICALLY HAVE A BETTER PROGNOSIS WHEN THEY ARE DIAGNOSED EARLY

We are committed to raising awareness about the importance of screenings across multiple cancer types and educating and empowering people about what screenings are right for them.

COVID disruptions created an overall downturn in preventative care resulting in an ongoing backlog of missed screenings and exacerbating cancer health disparities.<sup>1</sup> Resulting changes in population health will be ongoing and recovery will take years.<sup>2</sup>

In an effort to address this public health crisis, Genentech believes its role is to identify where it can best contribute with the right partners.

## BECOME AN ADVOCATE FOR INCREASED SCREENINGS IN YOUR COMMUNITY

Genentech has resources available to raise awareness about screening and early cancer detection. These materials are available in multiple languages to meet the education needs of different populations.

### How can we help?

We have additional resources that may be helpful for your patients and communities.

Please visit [www.genentech-forum.com](http://www.genentech-forum.com)

or contact your local Genentech representative if you have questions.

<sup>1</sup> <https://acsjournals.onlinelibrary.wiley.com/doi/full/10.1002/cncr.34011> <sup>2</sup> <https://pubmed.ncbi.nlm.nih.gov/34079764/>



## GET SCREENED

Genentech is proud to be a founding funder of this national initiative convened by the American Cancer Society (ACS) in response to COVID-related disruptions to routine screening to work on awareness, policy, process, and implementation. Health systems, providers, and patients can learn more, access resources, and get involved through ACS.



## CANCER SCREEN WEEK

Add your voice to a national campaign to increase public awareness of the lifesaving benefits of early cancer screening. This public health awareness campaign was founded by Genentech in 2017 in partnership with **Stand up to Cancer**, the **American Cancer Society**, and **Optum**. It is the first and only annual awareness week dedicated to cancer screening to drive awareness, education and engagement among adults eligible for cancer screenings, including multilingual and underserved populations.

### Provider Resources

Tools intended to be used in the provider office and via health system PR and social media channels to help providers engage with patients and raise awareness of the importance of cancer screening.

### Patient Resources

Awareness and social media tools available in English, Spanish and Mandarin.

### Screening Survey

Learn more about Americans' cancer screening awareness and behaviors from the result of the campaign's 2021 "Cancer Screening Behavior Survey."



## WHAT'S YOUR REASON FOR A MAMMOGRAM?

With regular screening, women are more likely to detect breast cancer early and be cured.<sup>3</sup> What's Your Reason? is designed to boost awareness of the importance of breast cancer screening and increase mammograms for appropriate candidates.

### Provider Resources

Tools intended to be used at the provider office or health system to help providers engage with patients and raise awareness of the importance of breast cancer screening.

### Patient Resources

Tools intended to be sent to eligible screening candidates. All What's Your Reason? tools are also available with culturally sensitive messaging, specifically developed to address the barriers to screening and needs of the Hispanic population.

### White Paper

See firsthand how an integrated delivery network's implementation of this program helped to increase breast cancer screening rates in a specific community.



## SCREEN YOUR LUNGS

Lung cancer is the leading cause of cancer death for men and women, but survival rates are better when detected early. ScreenYourLungs.org raises awareness about the benefits of screening for lung cancer. The campaign encourages high-risk patients to be proactive about lung cancer screenings as a preventive health measure, and provides them with resources to discuss screenings with their healthcare provider.

### Provider Resources

Access to a 60-second video demonstrating activities, which may indicate patients with high-risk histories. The video may be used on public websites as a means of spreading awareness.

### Patient Resources

Website offers free materials, resources, and tools to help patients:

- Find a local screening center
- Take a personalized screening quiz
- Get questions to ask their healthcare providers about screening
- Understand their screening results
- Quit smoking



## AGAINST LIVER CANCER

Liver Cancer is the 6th most common cause of cancer related mortality in the U.S.<sup>4</sup> and cases have tripled since 1980.<sup>5</sup> A patient-centric campaign to help address disparities in liver cancer screening rates, particularly among African American, Chinese American and Hispanic Communities

### Provider Resources

Disease Education 1-Pager may be customized with logo Liver Screening Awareness Poster

### Patient Resources

Patient-Friendly information at [AgainstLiverCancer.com](http://AgainstLiverCancer.com)

<sup>3</sup> <https://www.cancer.org/cancer/breast-cancer/screening-tests-and-early-detection/american-cancer-society-recommendations-for-the-early-detection-of-breast-cancer.html>

<sup>4</sup> <https://acsjournals.onlinelibrary.wiley.com/doi/full/10.3322/caac.21708>

<sup>5</sup> <https://gco.iarc.fr/today/data/factsheets/cancers/11-Liver-fact-sheet.pdf>



## LOVE YOUR COLON

If found early, colorectal cancer is both preventable and treatable. Love Your Colon was created to help diagnose and prevent colorectal cancer (CRC). Several Love Your Colon tools and resources help payers, employers, and providers communicate the importance of colorectal cancer screenings to patients.

### Provider Resources

Access to a colon cancer patient navigation script, including FAQs, objection handling, and sample dialogue for talking with patients.

### Patient Resources

Tools and resources intended to educate patients on the importance of screening—available in English, Mandarin, and Spanish. Patient-directed fact sheets, handouts, and posters designed to increase awareness around:

- What the risk factors are for CRC
- What to do if you have these risk factors
- The different types of screenings for CRC
- How screening can help save lives



## YOUR SKIN YOUR STORY

This campaign is designed to boost awareness of the importance of melanoma screening and address misperceptions in order to detect melanoma early.

### Provider Resources

- Waiting room resources, including a tear pad for patients to follow up
- Patient Navigation call script to support conversations around melanoma screening

### Patient Resources

- Fact sheet about full-body skin exam