Jon Ewell Illustration

CANCER GUARDIAN™
Comprehensive Cancer Support

Powered by Wamberg Genomic Advisors

CANCER STRATEGY

GUIDE For your company

This e-book outlines the challenges of the current cancer landscape, and new solutions available for employers, their employees, and family members.



50% of Western populations born today are likely to develop cancer ***in their lifetime.***[1]

Developing a corporate cancer strategy for your employees

By ***2030***, cancer is expected to surpass heart disease as the ***#1*** cause of death in the U.S.[2]

WHY DO YOU NEED A CANCER STRATEGY FOR YOUR COMPANY?

Cancer is a leading driver of healthcare costs and has an extensive impact on **productivity** and **presenteeism** within the workforce.

Employers need an innovative cancer strategy that provides resources that address:

- More efficient healthcare spend
- Compassionate support for employees and their families
- Advanced testing and tools that can improve odds of survival

Services available to address these challenges are not typically covered by insurance.

Challenges for Employers

Cancer is costly
Cancer is the 2nd leading condition impacting an employer's healthcare spend, according to the 2017 IFEBP Workplace Wellness Survey.

Knowing how to help
Over 1/3 of all cancer survivors **are working age** and managers need to have appropriate training and skills to support their direct-reports who have cancer.[3]

Having the right resources
Employers need to provide dedicated cancer resources for their employees to promote better care and efficient spend.

Challenges for Employees

Cancer is confusing
A cancer diagnosis for an employee, or their family, can be devastating, lonely, and confusing.

Finding the right info
Employees dealing with cancer spend 9 hours per month on average (often during work) researching cancer cures and other cancer related topics.[4]

Personalized treatment
The standard of care is typically a one size fits all approach. Most employees do not have access to Advanced DNA Testing that can identify genetically matched treatment, or a second opinion pathology review.



On average, 1 in 7 cancers are misdiagnosed.[5]

CANCER IS A COMPLEX GENETIC DISEASE

It is the most common genetic disease in humans.

Pre Cancer — ***Hereditary Cancer Screening***
+ Proactive and preventative lifestyle choices

Early detection drives a 4x improvement in five year breast cancer survival rates.[6]

Hereditary Cancer Screening Tests include a thorough look at select genes to better guide a screening and prevention plan for common hereditary cancers, including breast, ovarian, and colorectal.

Post Cancer — ***Advanced DNA Testing***
may help identify more effective treatment options.

An oncologist can use this test as part of their overall information to determine the most effective treatment options, including:

- Targeted Therapies
- Immunotherapies
- Clinical Trials

97% of oncologists view genetic testing as being very, or somewhat, important in diagnosing and treating cancer patients.[7]



Advanced DNA Testing is not typically included in the standard of care, and can cost an individual in excess of **$7,000 out of pocket.**

Fortunately, it can be offered in an accessible and affordable way through Cancer Guardian.



YOUR EMPLOYEES NEED MORE SUPPORT

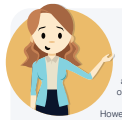
People with access to dedicated support have been shown to have better outcomes.

Statistics from a recent survey indicated that cancer patients and caregivers desired more personal support in managing the disease.[8]

47% indicated that there was "no knowledgeable advocate to help" in finding an effective treatment/solution to cancer

41% did not have a clinical nurse specialist to provide support through the treatment

29% of healthcare experts could not agree on a treatment plan



EVERY EMPLOYER FEELS THE IMPACT OF CANCER

ENABLE AND EMPOWER YOUR ORGANIZATION.

The current healthcare landscape limits the access to many advanced services and technology that can have a significant impact on an individual's outcome.

However, employers have the opportunity to change the current narrative.

Take decisive action by providing your employees with personalized cancer navigation support, dedicated resources, and Advanced DNA Testing that will help guide them through their cancer diagnosis and treatment, improving their odds of survival.

By deploying a Cancer Strategy within your organization, you can help your employees when they need it the most.

CANCER GUARDIAN™
Comprehensive Cancer Support

American Cancer Society

Cancer Guardian and the American Cancer Society are collaborating to drive more research dollars to find better treatments for cancer.

Enrolling 1 million people in Cancer Guardian will result in $600,000 being donated annually to the American Cancer Society.

By offering this program, your company will also be helping in this fundraising effort.

The American Cancer Society does not endorse any product or service.

References

1. A S Ahmad, N Ormiston-Smith and P D Sasieni, British Journal of Cancer volume112, pages943–947 (4/3/15)
2. "The State of Cancer Care in America, 2014: A Report by the American Society of Clinical Oncology" Journal of Oncology Practice Vol.10 Issue 2 (2014) Pages 135-122, (11/12/18)
3. https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/cancer-treatment-and-survivorship-facts-and-figures/cancer-treatment-and-survivorship-facts-and-figures-2014-2015.pdf
4. Measuring Health-Related Productivity Loss - https://www.ispor.org/PEguidelines/source/Lofland_et_al_2004.pdf
5. Stephen S. Raab, Dana M. Grzybicki, CA CANCER J CLIN. 2010 May-Jun; 60(3): 139–65. doi: 10.3322/caac.20068.
6. https://www.cancer.org/cancer/breast-cancer/understanding-a-breast-cancer-diagnosis/breast-cancer-survival-rates.html
7. https://www.cardinalhealth.com/content/dam/corp/web/documents/publication/CardinalHealth-2018_Oncology_Insights_June.pdf
8. Wamberg Genomic Advisors Cancer Survey of 204 cancer patients and nonprofessional advocates fielded by Survey Sampling International (SSI), 2018. Available at: http://www.managedhealthcareexecutive.com/leukemia-and-lymphoma/most-troubling-part-cancer-treatment-patients.

Contact the Cancer Guardian Team to start the discussion.

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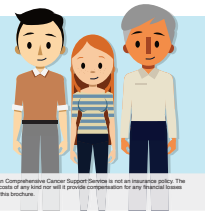
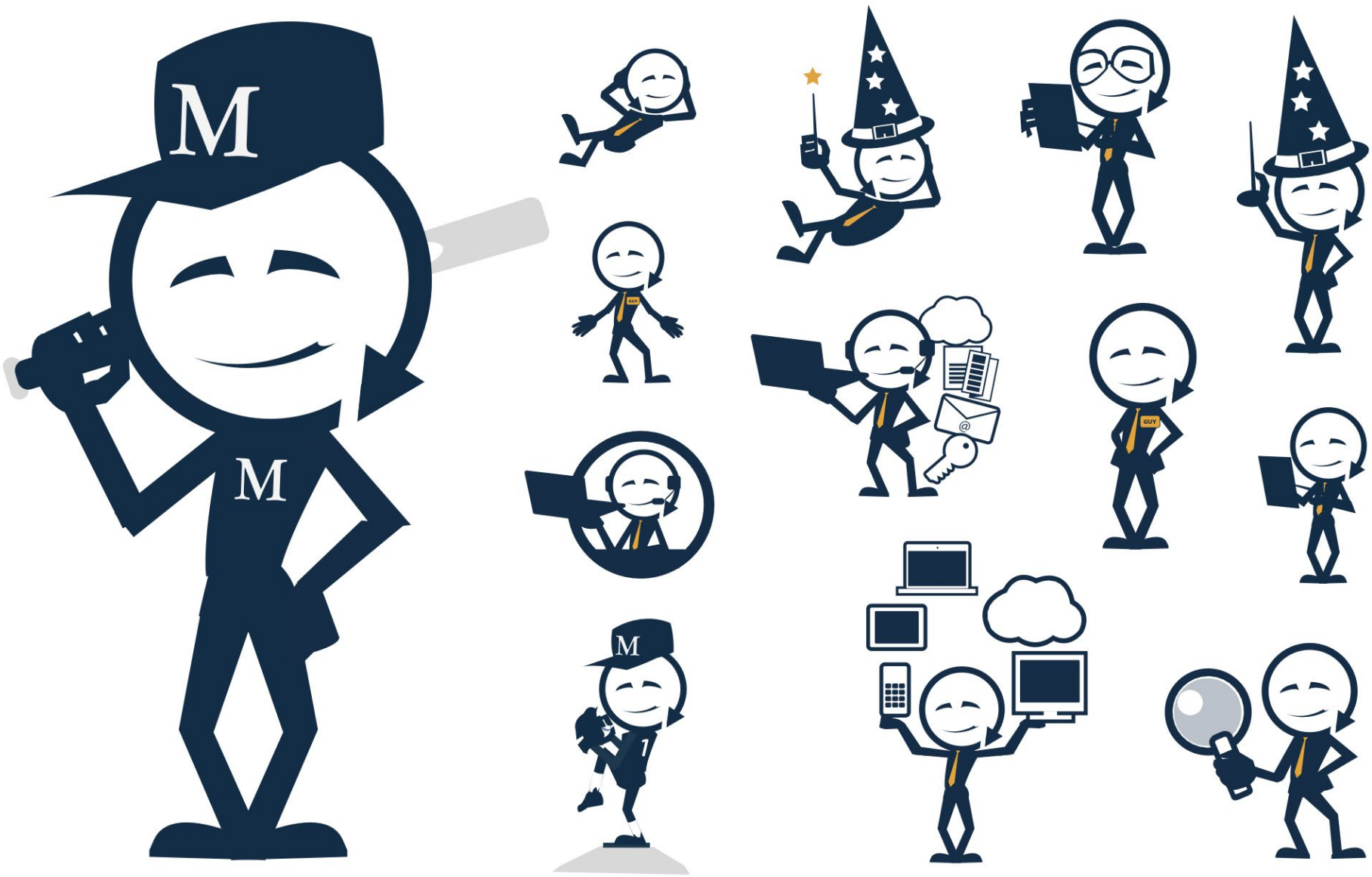


Wamberg Genomic Advisors is not an insurance company and Cancer Guardian Comprehensive Cancer Support Service is not an insurance policy. The Service does not provide payment or reimbursement of payment for treatment costs of any kind nor will it provide compensation for any financial losses suffered by members. Its sole obligation is to provide the services described in this brochure.

Illustrations I created for a printed booklet for Cancer Guardian. This was based on a design system I set up for all types of character options.

You can see the complete system on the following pages.



A series of illustrations based on a mascot I created named "Manny" for Managed Solution.


MANAGED
CLOUD SOLUTION

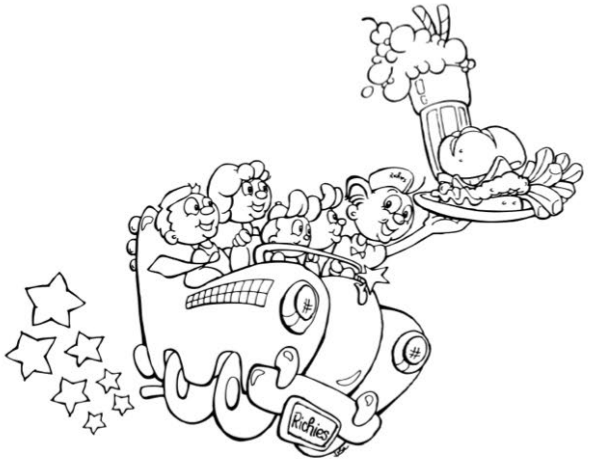


Cartoon illustration for Turnkey Schools





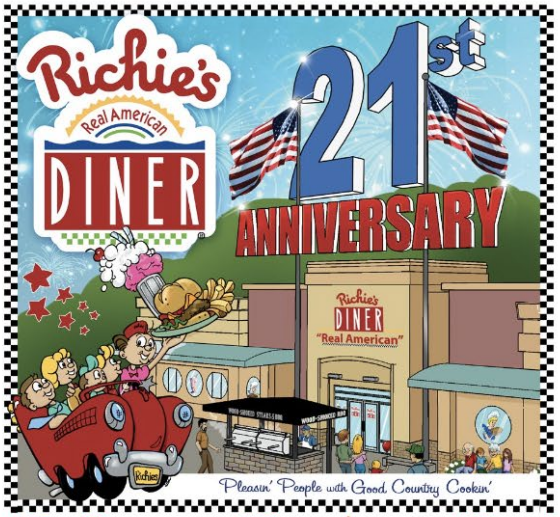
Illustration created for an agency new business pitch.











"The Spirit of the Real American Diner"



Illustrations and t-shirt design for a restaurant chain in California.

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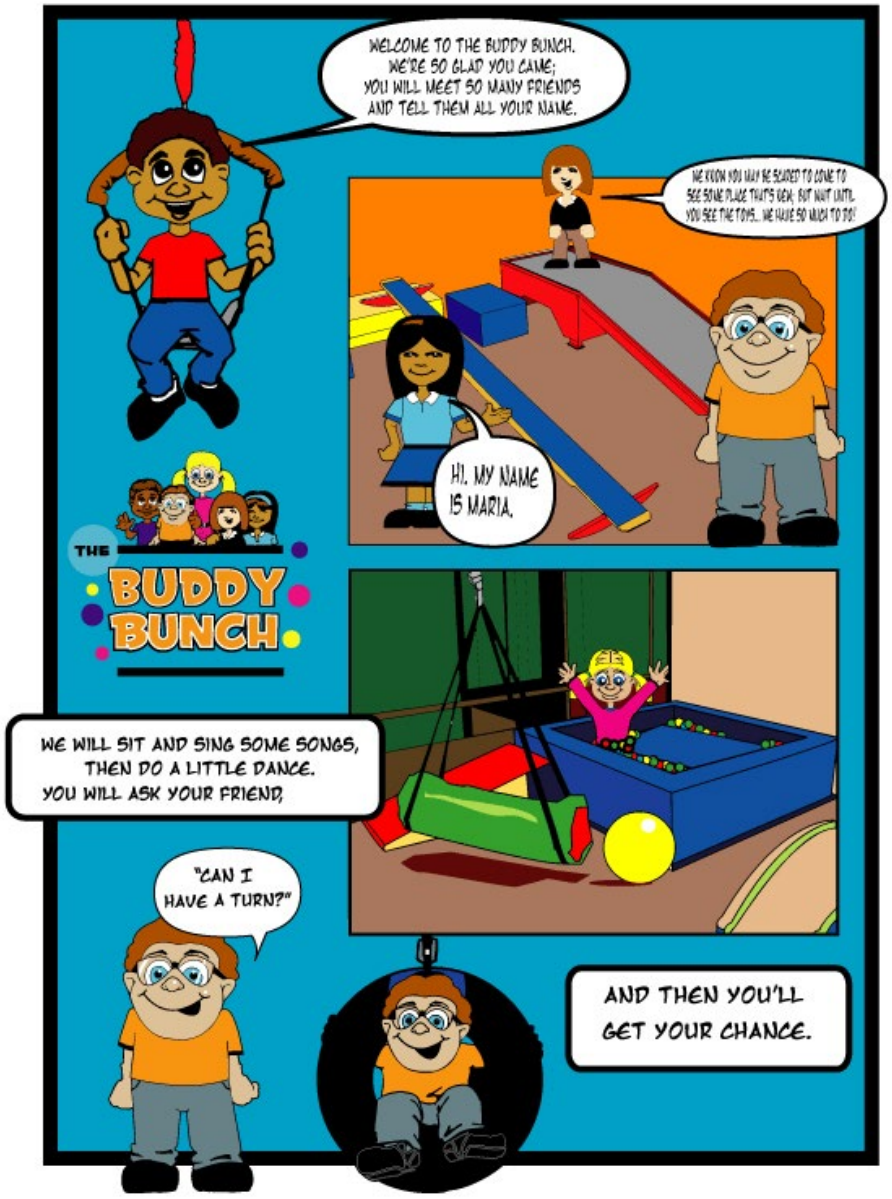
Illustrations I created for Gamesa cookies (PepsiCo) for a sticker pack giveaway.



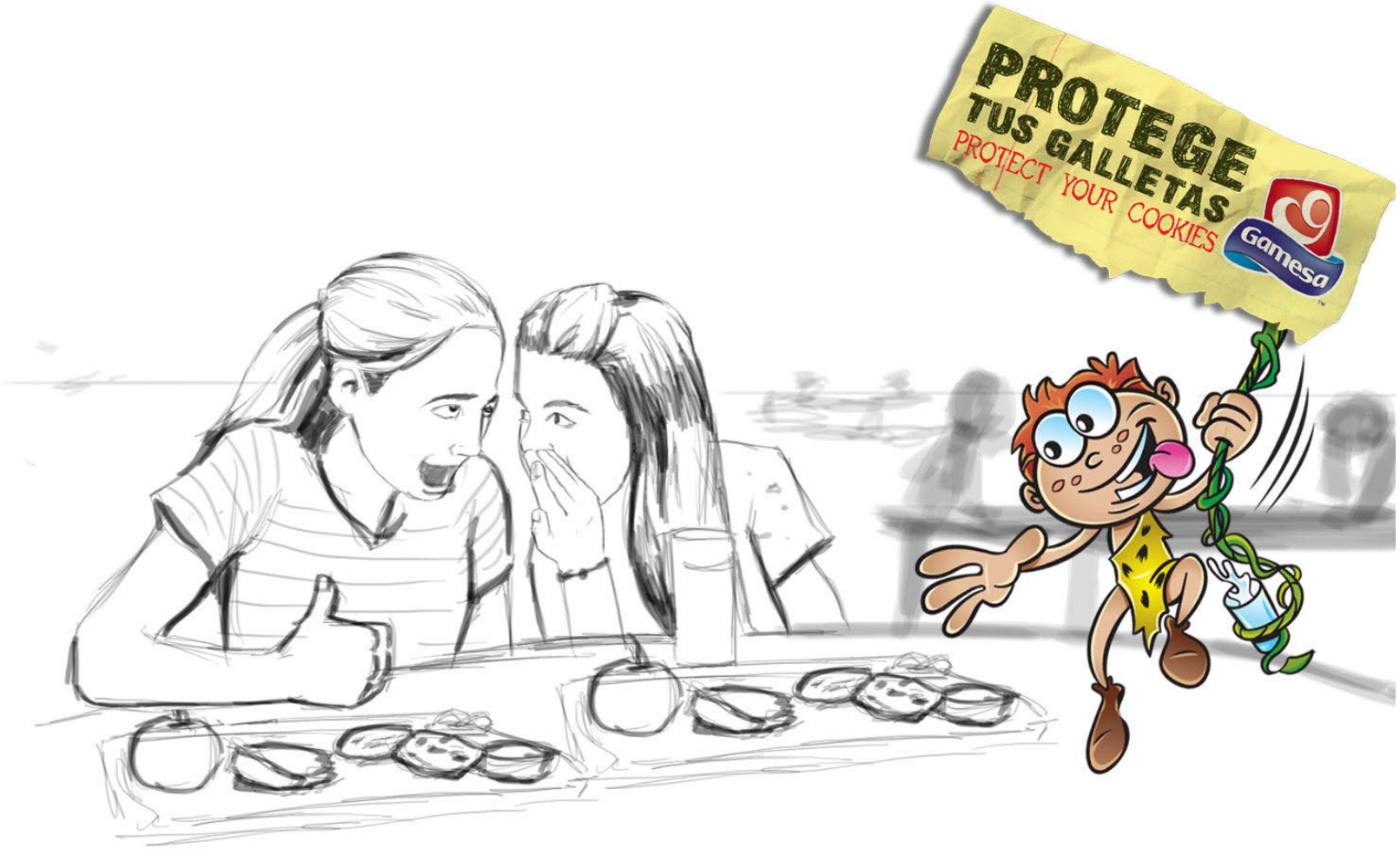
Characters created for innovative Therapy for Kids.







A character illustration series for Warner Brothers campaign to promote a book.



Illustrated character for Gamesa along with a concept sketch for a new campaign pitch.



Design system character pitch for Orca Arms mascots and collateral designs.



A series of character concepts for an agency.





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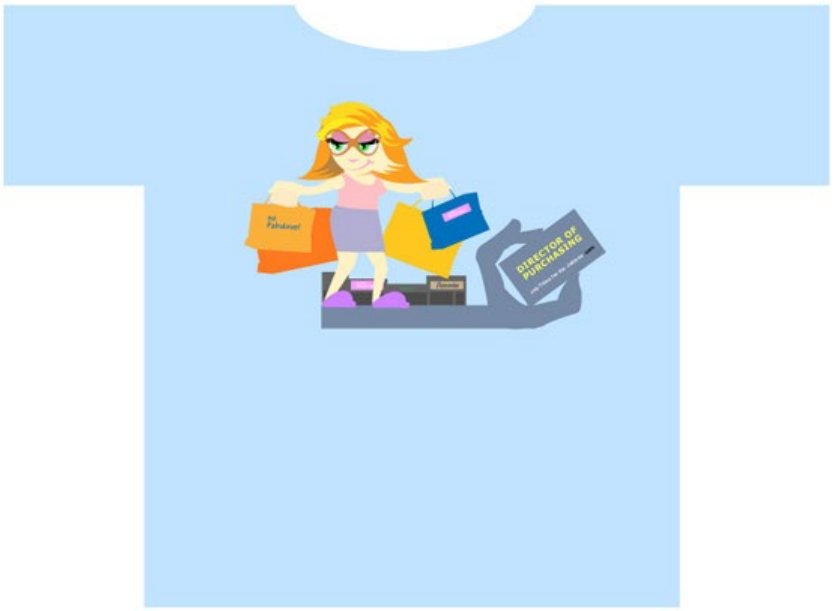




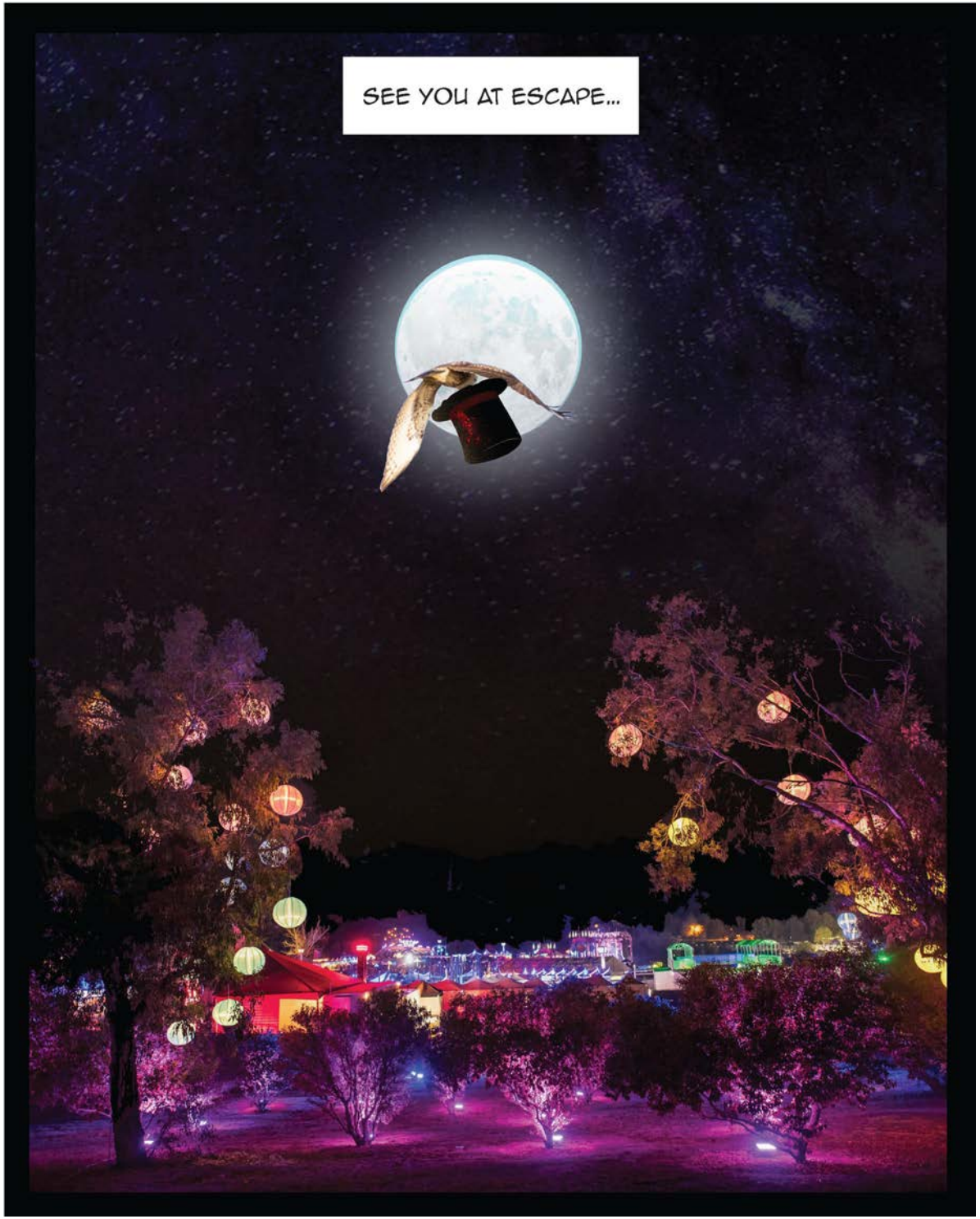
A series of character concepts for an agency.



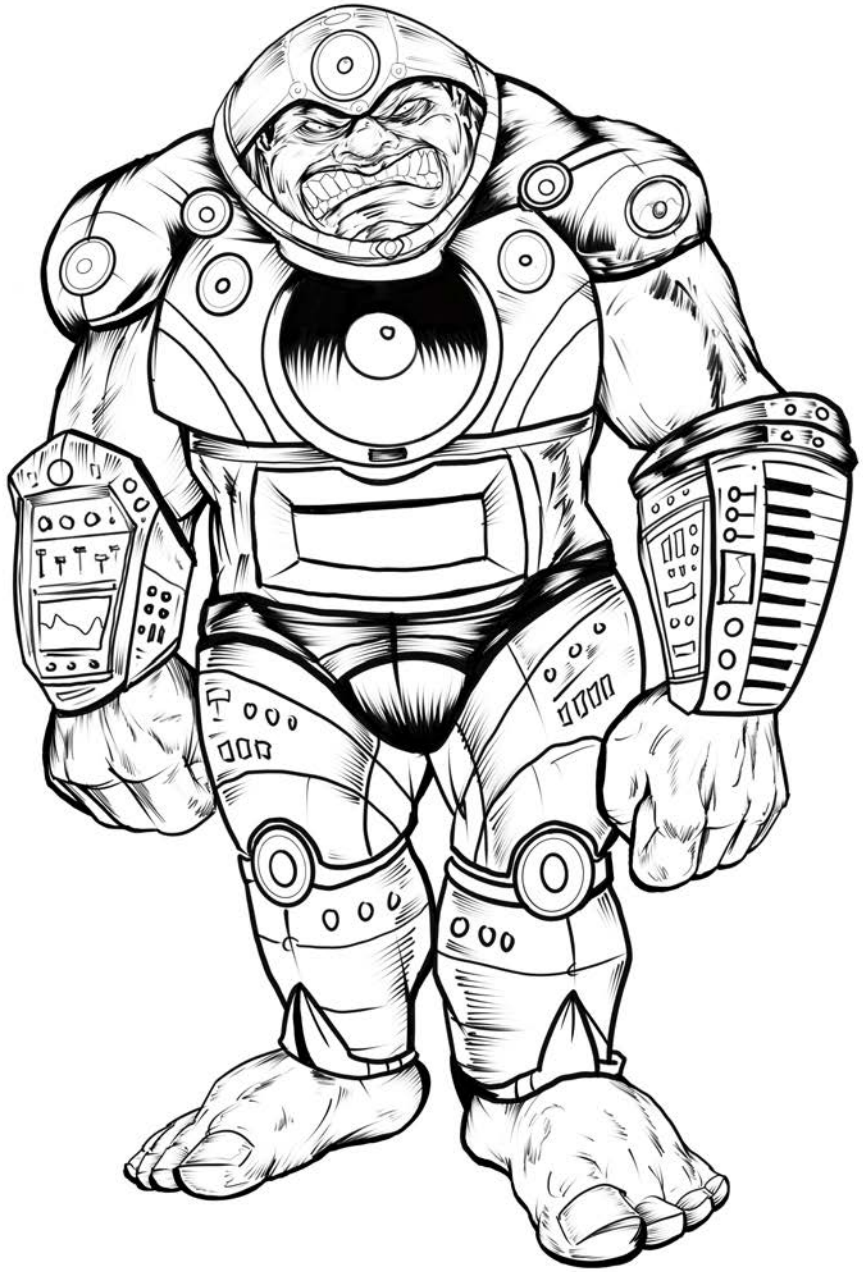
Caricatures of podcast hosts for a branding podcast.

An illustration I created, along with the "Club Mix Latino" logo, for a retail dangler, display.





An editorial illustration I created for Live Nation/Insomniac for an event teaser ad.



A new character mascot I'm working on for a music studio.





A character illustration created for an agency and the City of Murrieta.And a photo of the installation. These were placed all over the city for construction notifications.





















Corporate mascot design contracted through an agency for Reliant Energy, Texas