



CEO Cancer Gold Standard Update

Greetings from our Task Force Chairman

Summer, 2009

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As I begin my term as Chairman of the *Gold Standard* Task Force, our accredited organizations touch over 750,000 employees and family members with wellness programming focused on reducing cancer risk. Our goal this year was to reach 1 million covered lives by the *CEO Roundtable's* annual meeting in September, and we will be close to meeting that goal with the companies we currently have in the final stages of accreditation. I am very proud of the progress we have already made, but my excitement as your new Chair is in the potential we have within our existing *Gold Standard Community*, those of you who work for *Gold Standard* employers, to drive change, encourage healthy behavior and reduce the risk of cancer.

A core goal I have is to encourage more interaction and information sharing within our *Gold Standard Community* of accredited organizations. I envision a *Gold Standard Community* that has high value, not only for the recognition for our accredited organizations, but because of the best practice ideas and lessons learned being shared within our community. The sharing of what works and what does not work will help maximize the success of the *Gold Standard*. We will begin highlighting best practices in our newsletter and on www.cancergoldstandard.org. We'll also be holding teleconferences and look to hold regional Task Force meetings so that we can both share our learnings and also help each other work through common issues and challenges we may face in our own workplaces.

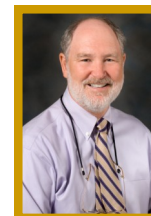
Each of us is very proud of the work it took to become a *Gold Standard* accredited organization and the work we do to maintain that status. If we are to expand the reach of the *Gold Standard*, we all must be willing to reach out to other organizations. I'd like to ask each of you, as you renew your commitment to the *Gold Standard* to also commit to reaching out to help others get involved. We need each of you to "step up" and serve as mentors to individuals who are helping their company meet the *Gold Standard*. This is a great way to share your knowledge, enthusiasm, and passion for our vision, and as we often find, when we share our own insights we learn a lot along the way.

This is truly an exciting time to be a part of this movement; the *Gold Standard* presents a tremendous opportunity to help shape the direction of workplace wellness and overall healthcare reform. We have a unique opportunity to learn from each other and share our "programming gold" that is focused on cancer prevention, early detection, and ensuring access to best possible treatments. As a 3-year prostate cancer survivor I know firsthand the importance of our mission and goals, and look forward to working with all of you in furthering the reach of this powerful initiative. Thank you for your participation and for the opportunity to serve as Chairman of this Task Force.

Let's go for the gold!

Bill

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The CEO Cancer Gold Standard
 Is an initiative of:





Richard Edelman: My Story

I come from a family of successful entrepreneurs, who go to work every day and never complain about their health. Perhaps that is why my father did not discover his prostate cancer until it had reached the outer limits of his prostate, leading to a messy surgery and subsequent radiation.

I promised myself that would not happen to me; I would take my PSA every six months after reaching 50 years old. My test results were normal, and then suddenly the number began to rise inexorably until it reached 4 in spring, 2008. I had a routine biopsy which came back clean. A subsequent PSA just after Christmas indicated that my PSA had risen to 7 but my urologist in New York City assured me that nothing could be amiss given the recent biopsy.

I felt uncomfortable with that approach; as a businessman, I want to know all of the facts before making a decision. I was emboldened to seek a second opinion by our firm's involvement with the *Gold Standard* program. Through connections, I enrolled in a trial at the National Cancer Institute in Washington, which uses MRI images to guide biopsy needles, in this case a saturation procedure of 21 sticks. By July, it was confirmed that I had prostate cancer, with Gleason 6 scores in two of the cores on the same side of the prostate.

At this juncture, I was given the option of watchful waiting or treatment via radiation or surgery. I visited experts at three hospitals, to discuss seeds, beam radiation, surgery via robot or surgery via traditional method. I was stunned by the diversity of opinion, with one MD concluding that my cancer had certainly spread outside of the prostate given the rapid rise in PSA, necessitating immediate and drastic chemotherapy. The two others were convinced by the MRI data that the cancer was contained within the prostate and that surgery was likely to be curative. I had a further MRI at Memorial Sloan Kettering which indicated that the cancer had spread in the past four months to the other side of the prostate. Given the progress of the disease and my relative youth (54 years old), I opted for surgery at MSK.

I informed all of my senior colleagues about my condition and determination to proceed with surgery, then sent an email around once out of surgery to let all Edelman clients and colleagues know as well. Within two days, I was home, determined to get back to my normal routine as quickly as possible. I went out for walks twice a day, first around the block, then half a mile, then by the end of the month three miles. I allowed myself to take naps, to read books, to be detached from business, because it would speed the recovery process. My wife and kids were incredibly attentive and kept me laughing, first about my catheter, then about my slow pace on walks. I went back to work after 17 days, first for half days, then full time after a month, taking no trips until the fourth month.

The punch line for the story is that I went back for a six month check-up and now am proudly cancer-free with a zero PSA, with complete urinary control and regularly improving sexual function. The lessons from this story must be to take responsibility for your own health, listen and learn from many doctors before deciding on a course of action, then get back on your feet as you can, determined to live a full life.



Richard Edelman, CEO and President, Edelman



CEO Cancer Gold Standard in The News

CEO Roundtable on Cancer Chairman William Weldon, Chairman and CEO of Johnson & Johnson, was among a small group of business leaders who met with President Obama to discuss corporations' role in national health care reform efforts.

Bill Weldon reported that it was a unique opportunity to share with the President and those in attendance, including representatives from Microsoft and Safeway, the success story of our CEO Cancer Gold Standard and to help ensure that as our policy makers look for examples of best practices to improve health outcomes and reduce health care dollars being needlessly spent on "sick care" instead of prevention and wellness, our Gold Standard will rightfully be among them.

Of particular note, administration officials were especially interested in private industry health and wellness best practices that could be emulated within the public sector. The National Cancer Institute is among the thirty-four Gold Standard accredited workplaces and the first public sector entity to reach that goal. NCI employees and their covered family members are among the now more than 745,000 people benefiting from this health and wellness initiative.

We salute our newest
Gold Standard
accredited organizations:



www.CancerGoldStandard.org

The newly re-designed Gold Standard website features:

- An online application for accreditation
- A new ToolKit which contains many resources, including an Implementation Guide



- Best Practices from our Gold Standard community and beyond



Best Practices:

Take Advantage of Cancer Messaging That Works!

C-Change and the Ad Council Provide Free Prevention Messaging to the Gold Standard Community

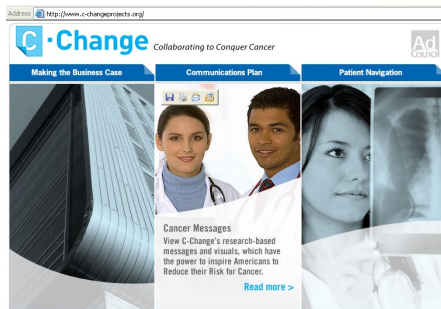
Despite a reduction in cancer death rates, in 2008 there were still an estimated half a million deaths due to cancer— accounting for one of every four deaths in the U.S. With almost another 1.5 million diagnoses expected this year, there is a vital need to reduce cancer rates through education, screening and prevention initiatives. The great news is that research suggests that over 60 percent of all cancers deaths can be prevented.

The *CEO Roundtable on Cancer* is joining with C-Change to help deliver consistent, research-based messaging to the public about cancer prevention & early detection. It is our hope that a unified communications strategy across every sector of society will most effectively encourage consumers to take a more active role in reducing their risk for cancer. As an executive member of your organization, you have the ability to help and can start making a difference right now!

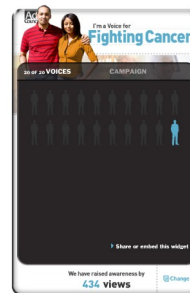


C-Change, in conjunction with the Ad Council, has conducted a survey to better understand consumer attitudes and behaviors about cancer. The survey investigated what actions, if any, consumers are currently taking to reduce their risk of cancer and what is their perceived level of control over their risk. Results indicated that only about half of all Americans over the age of 35 are knowledgeable about the potential risks of cancer. In addition, only one out of two individuals is aware of the ways to reduce their risk. This new research also showed that a quarter of Americans surveyed believe it's extremely or very difficult to reduce their risk for cancer, when in fact there are small steps they can take every day to lower their risk.

By getting the proper screening tests and adopting healthy behaviors such as eliminating tobacco use, eating well and living an active lifestyle, Americans can significantly reduce their cancer risk. The *CEO Roundtable on Cancer* is working with C-Change to share this initiative to deliver clear, simple messages about healthy living and screening to help empower individuals to take charge and reduce their own risk of cancer. Visit www.C-ChangeProjects.org/CommunicationsPlan to learn more about how you and your organization can help deliver these consumer tested messages to your employees, colleagues, and varied audiences. Within the Playbook section of the website you will find customizable online videos, social media applications, web banners, logos, tip cards, and other turnkey tools that your organization can readily adopt. The following information can be used to gain access to these materials on the website: Username: **C-Change** Password: **Prevention**



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C-Change has made these materials available to Gold Standard organizations at no cost and is offering direct access to Advertising Council staff for additional support. Please take a few minutes to listen to a podcast from the Partnership for Prevention at <http://pfppodcast.blogspot.com/2009/05/s.html> and for more information about how you can get involved contact Anthony Signorelli, Ad Council Vice President, at asignorelli@adcouncil.org or (212) 984-1989.