APPLICATION GUIDE

CEO CANCER GOLD STANDARD™

www.CancerGoldStandard.org

Congratulations on taking the first step towards earning *Gold Standard* accreditation!

This guide is designed to simplify the process of completing the free online application. *Gold Standard* requirements are a combination of **benefits coverage** and **workplace culture**. To determine if your organization is meeting all the requirements, you'll need to review and verify aspects of benefits plans and policies as well as workplace programs and policies.

There are no costs or fees associated with *Gold Standard* accreditation. Applications for accreditation are accepted through-out the year and are reviewed by the *Gold Standard* Accreditation Review Board on an ongoing basis.

Employers of all sizes and from any industry complete the same online application. The majority of the application is completed via check boxes; indicating what your organization is doing to satisfy particular requirements of the *Gold Standard*. This guide breaks the application process down into five steps.

1. Are You Ready?

2. Tobacco-Free Policy Review

3. Benefits Policy Review

4. Online Application

5. Ready, Set, Submit

In addition to your completed application, you'll also be asked to submit the following:

- Tobacco Free Work Place Policy

- Preparers Certificate

- CEO Affirmation

CEO ROUNDTABLE ON CANCER

STEP ONE

ARE YOU READY?

Before diving into the application, familiarize yourself with the *Gold Standard*. The Resource Tab on the *Gold Standard* website is a great place to start.

- This checklist provides a quick overview of the requirements of the Five Pillars. If you can check all of the statements, you may be ready to apply.

- Download a blank application here to get an idea of the kinds of programs and policies associated with each of the requirements.

STEP TWO

TOBACCO-FREE POLICY REVIEW

A comprehensive tobacco-free policy is the cornerstone of the Prevention Pillar. The requirement does not permit the use of tobacco or Electronic Nicotine Delivery Systems (ENDS) either inside or outside company property, whether the grounds are owned, leased, or shared. We recommend you first take a close look at your current policy to see if it meets these strict requirements before proceeding with the rest of the application.

Review *current* Policy against this checklist:

☐ Tobacco-free policy in place for all U.S.-based employees (including temporary workers, contractors and visitors), at all U.S. sites

☐ Policy specifically prohibits the use of e-cigarettes and all other forms of electronic nicotine delivery systems (ENDS)

☐ Indoors: Policy prohibits use of all forms of tobacco within all company facilities at all U.S. sites, whether facilities are owned, leased or shared

☐ Outdoors: Policy prohibits use of all forms of tobacco on company grounds/campus at all U.S. sites, whether grounds are owned, leased or shared

☐ Policy prohibits use of all forms of tobacco in all vehicles on company grounds and in company owned vehicles regardless of their location

☐ Policy prohibits use the use of tobacco in designated areas (the only allowable exceptions are for tobacco research or Indian ceremonial activities)

☐ Policy includes procedures for enforcement (any type of enforcement is fine)

Create a Tobacco-Free Policy

Many small employers, especially if those that lease office space, don't have a tobacco-free policy. If this is the case, a sample tobacco-free policy that incorporates all that is required of a *Gold Standard* employer is available for download [here](#).

STEP THREE

BENEFITS POLICY REVIEW

To confirm your organization provides the benefits required of *Gold Standard* employers, it may be necessary to consult a representative from your organization's human resources department or your health plan administrator. The *Gold Standard* application will ask you to verify the following:

Pillar 1: Prevention

Tobacco Cessation Medication Coverage:

FDA-approved cessation products (Rx and non-prescription OTC) for tobacco use and dependence must be covered at either no cost or at a reasonable cost-sharing level. Note that this list will change as new medications are approved by the U.S. Food and Drug Administration.

Eligible products for Tobacco Cessation Assistance
(All are FDA-approved)
Available by Prescription Only (Rx):
Bupropion SR 150 (generic or Zyban or Wellbutrin SR)
Varenicline (Chantix)
Nicotine Inhaler (Nicotrol inhaler)*
Nicotine Nasal Spray (Nicotrol NS)*
Available Over the Counter | OTC | Nonprescription:
Nicotine Gum (generic or Nicorette)
Nicotine Lozenges (generic or Commit)
Nicotine Patch (generic or Nicoderm CQ or Nicotrol)
Nicotine Inhaler and Nicotine Nasal Spray are optional all others required.

> **Note:** If your health plan only overs costs for some of the required products, see this [FAQ](#) on the *Gold Standard* website for strategies to reimburse employees for costs of FDA-approved tobacco-cessation products that may not be covered by your health plan.

<u>What is meant by "…reasonable cost-sharing level"?</u>

Coverage for all evidence-based tobacco-cessation treatments is considered to be provided at a reasonable cost-sharing level if the co-pay or cost sharing is in line with coverage provided for other pharmaceutical products.

<u>Tobacco Cessation Counseling:</u>

Does your benefit plan or Employee Assistance Program (EAP) cover any tobacco-cessation counseling?

Are employees directed to free tobacco-cessation resources on the the web?

<u>Vaccines:</u>

Does your plan provide coverage for FDA-approved and CDC-recommended vaccines (currently Gardasil 9) against the Human Papillomavirus (HPV) for the prevention of cervical cancer?

Does your plan provide coverage for FDA-approved and CDC-recommended vaccines against Hepatitis B virus (HBV)?

Pillar 2: Screening

Does your plan have access to screening services for breast, colorectal and cervical cancer at a reasonable cost-sharing level?

Pillar 3: Cancer Clinical Trials

This *Gold Standard* requirement eliminates differential insurance coverage as a factor in a covered individual's decision to participate or not in a cancer clinical trial. Does your plan ensure?

- An individual covered by our health insurance benefits plan can elect to participate, if accepted, in an approved cancer clinical trial.

- The individual will continue to be covered by their current plan, and will not be denied coverage or have new limits placed on their coverage based on their participation in a cancer clinical trial

- The employer's benefits plan covers routine patient care costs when they participate in an approved cancer clinical trial. Routine patient costs include all items and services covered for an individual who is not enrolled in a cancer clinical trial.

> **Note:** Costs of investigational drugs or agents associated with the trial, or other direct costs related to the research being pursued in the trial (such as extra blood tests or scans that are done purely for the sake of the clinical trial) are typically paid for by the clinical trial sponsor, and are *not* the responsibility of the health benefit plan(s).

Pillar 4: Quality Treatment and Survivorship

Does your plan provide coverage for cancer treatment at Commission on Cancer (COC)-accredited facilities and/or National Cancer Institute (NCI)-designated cancer centers?

With a list of in network hospitals and clinics, you can determine if they are COC-accredited facilities or NCI cancer centers by using these links:

- [Commission on Cancer-accredited facilities](#)

- [National Cancer Institute (NCI)-designated cancer centers](#)

You will be asked to list the specific facilities in a text box as part of the online application.

STEP FOUR

ONLINE APPLICATION

Now that you have reviewed your tobacco policy and have contacted the appropriate person to confirm specific health benefits are in place, you are ready to tackle the application.

General

Applications are tied to individual email addresses. Therefore, just one person should be assigned to complete the online application for your organization.

No need to complete the application in any particular order.

You can access details such as Organizations size and CEO Information by selecting the "Organization Profile" on the left side bar.

The application doesn't save automatically. Remember to **Save!** Use the link on the left side bar "Go to Save/Submit" at any time to get to the "Save Draft" button.

Check Boxes

Many of the requirements must be met regardless of an employers size or industry. That is why **All** **boxes must be checked** unless otherwise indicated. The website will not allow you to formally submit the application until all required boxes are checked off.

Some requirements, however, can be satyisfied in a variety of ways that take into account an organizations size and unique culture. In those instances you are asked to **check only those boxes that apply**.

- The Accreditation Review Board will consider your organization's size and culture when evaluating your application.

- For large employers, especially those with multiple locations, we understand programs and offerings across sites will vary. Taking into account site-specific constraints, we expect a minimum level of activities/programming are in place at all locations. For the application, its fine to highlight and check off activities that are not available at all sites.

The colored stars on the left side bar indicate your progress… The red indicator star will change to yellow once you begin a section and will turn to green once a section has been successfully completed.

Be sure to check off the top level check boxes, highlighted in dark grey, for each requirement.

Notes, included for clarification, are highlighted in light grey boxes.

Are you Doing Anything Else?

After each series of check boxes, you'll notice a text box where you are invited to include anything else in support of the requirement. Note this box is *optional* and offered as a way to capture any unique approaches to wellness that your company may be doing.

Essay

You'll be asked to tell us about additional ways in which your health benefits, your wellness programming, and/or your workplace culture make your organization a *Gold Standard* employer. Many of the essays summarize the programming highlighted throughout the application and detail leadership's role in actively fostering a culture of health and wellness.

STEP FIVE

READY, SET, SUBMIT

Upload

In addition to the application, you'll need to upload:

- **Tobacco Free Work Place Policy**

- **Preparers Certificate**

- **CEO Affirmation** (If you like, request an informal review before getting your CEO signature.)

Formal Review

Applications are accepted year round.

Once your application has been formally submitted, it will be reviewed by the Accreditation Review Board (ARB). The ARB is a subset of the *Gold Standard* Task Force. Members are representatives from *Gold Standard* accredited organizations that are also members in good standing of the *CEO Roundtable on Cancer*. The *CEO Roundtable on Cancer* is the nonprofit organization that created and administers the *Gold Standard*. A list of current ARB Members is posted to our website here.

If an ARB member has any questions or concerns about the application, *CEO Roundtable on Cancer* staff will relay them to the person listed on the Preparer's Certification, the *Gold Standard* Primary Contact. Sometimes, an item needs to be clarified or supplemental information provided.

The ARB provides a recommendation to the Chairman of the *CEO Roundtable on Cancer*.

Notification

The formal review process typically takes about 3 weeks.

Upon approval, a notification letter will be sent to your Chief Executive Officer from the Chairman of the *CEO Roundtable on Cancer*.

Finally, *CEO Roundtable on Cancer* staff will follow-up with the contact listed on the Preparer's Certication regarding next steps….

CONGRATULATIONS ON YOUR COMMITMENT TO
"GO FOR THE GOLD!"

If you have any questions, or would like an informal review of an in process application and/or tobacco-free policy, please contact:

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