

2020 MSK Direct Colorectal Cancer Awareness Campaign for ViacomCBS



Memorial Sloan Kettering
Cancer Center

VIACOMCBS

VIACOMCBS TACKLES THE STIGMA ASSOCIATED WITH COLORECTAL CANCER THROUGH ENGAGING CONTENT

In 2019, MSK Direct and ViacomCBS (then CBS) partnered on a multi-channel screening and education marketing campaign that effectively reduced the stigma associated with colorectal cancer, raised awareness of the rise in young onset colorectal cancer, and increased colonoscopy screening rates in the ViacomCBS population.

ABOUT VIACOMCBS

ViacomCBS (NASDAQ: VIAC; VIACA) is a leading global media and entertainment company that creates premium content and experiences for audiences worldwide. Driven by iconic consumer brands, its portfolio includes CBS, Showtime Networks, Paramount Pictures, Nickelodeon, MTV, Comedy Central, BET, CBS All Access, Pluto TV, and Simon & Schuster, among others. The company delivers the largest share of the U.S. television audience and boasts one of the industry's most important and extensive libraries of TV and film titles. In addition to offering innovative streaming services and digital video products, ViacomCBS provides powerful capabilities in production, distribution and advertising solutions for partners on five continents. For more information about ViacomCBS, please visit www.viacomcbs.com and follow @ViacomCBS.

ABOUT MSK DIRECT AT MEMORIAL SLOAN KETTERING CANCER CENTER

MSK Direct is a program from Memorial Sloan Kettering Cancer Center (MSK), the world's oldest and largest private cancer center, which has devoted more than 135 years to exceptional patient care, innovative research, and outstanding educational programs. Founded in 2016, MSK Direct partners with employers and unions to support their populations concerned with or facing cancer, and arms them with education on cancer screening and prevention. MSK Direct guides individuals to the highest quality cancer care at one of our locations throughout New York City, Long Island, New Jersey, and Westchester, and offers remote guidance for patients who wish to stay in their local community and still access MSK's subspecialized multidisciplinary team in collaboration with their local doctor. Today, MSK Direct partners with 95+ corporate and union employers, serving 3.5 million individuals. For more information about MSK Direct, please visit: www.mskcc.org/about/innovative-collaborations/msk-direct.

THE CHALLENGE

In 2019, ViacomCBS came to MSK Direct to help educate employees and their families about the importance of screening and early detection and increase screening rates for medical plan participants. With screening and early detection, colorectal cancer is one of the most preventable cancers and has a 90% survival rate if caught early. ViacomCBS asked MSK Direct to develop a colon cancer awareness screening program to help combat the stigma associated with colorectal cancer and raise their colonoscopy screening rates for their age-eligible population.

THE SOLUTION

MSK Direct developed a multi-pronged marketing and access campaign to go live in March, Colorectal Cancer Awareness Month, to raise awareness and help break down some of the most common barriers to getting a colonoscopy. Successful outcomes included:

Education:

- ViacomCBS removed all employee cost share as a barrier to getting a colonoscopy, and MSK Direct broadly promoted colonoscopies as a covered benefit, regardless of age, for all ViacomCBS employees.

The graphic features the MSK Direct logo and Memorial Sloan Kettering Cancer Center logo at the top left. The main text reads: "Time to get a colonoscopy!" in large, bold, orange letters. Below this, in smaller black text, it says: "Colon cancer is one of the most preventable cancers. Colonoscopies could save your life by preventing cancer and detecting it early." To the right of the text is a stylized blue illustration of the human colon and rectum.

- Engaged ViacomCBS employees using animated videos and digital displays to communicate the signs and symptoms associated with colon cancer in a lighthearted tone to make the topic more approachable.
- Emails, postcards, desk drops, and resource guides were delivered to all ViacomCBS employees to educate them about the rise of colorectal cancer cases among people in their 20s, 30s, and 40s and emphasize the importance of colonoscopies to detect colon cancer at its earliest stages.
- MSK Direct implemented a screening tool to guide employees and their loved ones through a questionnaire to identify the need for screening and assess their personal risk by identifying factors commonly associated with colon cancer. Individuals for whom getting a colonoscopy was relevant based on their survey results were provided with a call to action to make an appointment at MSK or with a local gastroenterologist to get screened.

Events:

- Hosted a mini-golf fundraising event inside an inflatable colon to educate employees about polyps and other signs and symptoms of colorectal cancer while encouraging team participation and humor around an otherwise taboo topic.
- Presented a seminar featuring expert gastroenterologist, Robin Mendelsohn, MD, - from MSK's Center for Young Onset Colorectal Cancer - on why colonoscopies are the preferred colon cancer screening method. The webcast of this seminar was then broadcast on the ViacomCBS intranet for their national employee base.
- Hosted tabling events at various New York City ViacomCBS locations to help encourage participation at the upcoming above events.



Access:

- For ViacomCBS employees seeking screening with MSK, MSK Direct piloted a colonoscopy program with MSK physicians at a local medical facility to eliminate the “scary,” “unknown,” or “scheduling” barriers associated with getting a colonoscopy.

RESULTS

Education that works:

The multi-pronged communications, screening tool, and events reached all 10,000+ ViacomCBS employees, educating them about the signs and symptoms of colorectal cancer, informing them about the rise in the incidence of young onset colorectal cancer, and encouraging eligible individuals to seek colonoscopy screening with MSK or their local gastroenterologist. As a result, MSK Direct program utilization increased 5X that quarter with an ongoing rise in utilization to date.

“Having MSK Direct as an immediate resource to expert clinical and emotional care is amazing. We worked with MSK Direct to promote early detection of colorectal cancer and saw a significant increase in screening rates year over year. We are proud of our collaboration with MSK Direct and believe it will have profound outcomes for ViacomCBS families.”

—Michelle Martin, VP Total Rewards Experience, ViacomCBS

Improved Outcomes:

ViacomCBS colonoscopy screening rates increased by 2.5% from 2018 to 2019 alone. Additionally, ViacomCBS now has a higher colonoscopy screening rate than their UHC medical benefit provider's broad book of business.
