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Nathalie Casthely
Northeast Business Group on Health
mobile: 1-917-572-4517
ncasthely@kkpnyc.com

Northeast Business Group on Health Galvanizes Members to Actively Support Employees Coping with Cancer

The employer-led organization is set to launch its Employer Cancer Consortium on World Cancer Day 2026.

NEW YORK, New York, [February 2, 2026] — The state of cancer care today is a contrasting story of life-changing progress and formidable challenges. Without a doubt, advancements in screening, early detection, and treatment are leading to fewer deaths and longer survival rates. However, those same advances are also driving higher costs for both patients and the employers who offer health benefits. Additionally, the five-year survival rate for several types of common cancers is over 90 percent, which means that employers need to frame cancer and its long-term effects as part of their disability inclusion strategies rather than as temporary accommodations.

[World Cancer Day](#) is celebrated annually on February 4 and aims to “reimagine a world where millions of cancer deaths are prevented and access to life-saving cancer treatment and care is equitable for all no matter who you are and where you live.” This aligns perfectly with NEBGH’s multi-channel approach to facing the challenges and leveraging opportunities at the intersection of cancer care and the workplace.

“For over two decades, I’ve worked with cancer patients, survivors, caregivers, and employers. I’ve seen firsthand the difference a supportive workplace can make,” said Kim Thiboldeaux, CEO of the Northeast Business Group on Health (NEBGH), a non-profit, employer-led, multi-stakeholder coalition. “Together, we can reduce suffering and improve outcomes for millions of people who bring their whole selves to work, even in the midst of cancer.” NEBGH supports the efforts of nearly 200 corporate and institutional members whose goal is to identify and implement strategies that manage cost, while not sacrificing high quality, gold standard care for the more than 9 million lives their member-employers cover in the U.S and 15.5 million globally.

NEBGH convenes consortium on cancer

To mark World Cancer Day 2026, on February 4, NEBGH will host the first meeting of its Employer Cancer Consortium, an innovative, forward-looking consortium of employers that NEBGH has convened to address cancer as a critical and growing challenge in the workplace. The Consortium is being launched and hosted in collaboration with Color Health and the MSK Direct program at Memorial Sloan Kettering Cancer Center.

“NEBGH’s members have asked us for deeper and more intensive discussions about this critical subject that affects the workplace and its workers on multiple levels,” Kim said. “Building on past initiatives focused on cancer, we determined that a longitudinal convening of a small working group would be the most impactful.”

“It’s no secret that the continually increasing cost of cancer care is a major concern for employers and will remain a top driver for the foreseeable future,” said Matias Arias-Duval, Senior Director, Health and Wellness Benefits, Global Total Rewards at Colgate-Palmolive Company and Consortium member. “We remain steadfast in our commitment to help our employees achieve the best possible health outcomes for themselves and their loved ones. NEBGH is a trusted partner and we rely on our membership with them to stay up to date on the policies, trends, and innovations that impact our employees’ health and wellbeing.”

The group, limited to 10 participants from large companies for 2026, will meet at key touchpoints throughout the year to:

- Examine cancer as a top cost driver for employers, including gene and cell therapies, and discuss short and long-term strategies to bring down cost
- Explore how peer organizations are supporting and communicating with employees affected by cancer
- Understand how employers can engage more deeply with NEBGH as a coalition on cancer-related strategy, benefits, and workforce support
- Learn from experts about the changing landscape including the rise in young adults being diagnosed with cancers

“By joining the Employer Cancer Consortium, we will be at the leading edge of the entire continuum of cancer care, from screening to treatment to survivorship. We’re thrilled to join like-minded peers to explore solutions and best practices that offer best-in-class care and resources while managing the steep rising cost of cancer care,” Matias said.

Employer resource guide and microsite

NEBGH is dedicated to equipping employers with the tools and knowledge to promote health equity, preventive care, and employee wellbeing across the workplace.

In line with that mission, NEBGH has produced, [“Supporting Employees with Cancer: An Employer Resource Guide”](#) and [companion microsite](#) with downloadable fact sheets, podcasts, webinars and other resources. Both are designed to help employers navigate every stage of the cancer journey, from prevention and screening to treatment, biomarker testing, clinical trials, caregiving, survivorship, and end-of-life care.

Key features include:

- Advice and resources to help employers ensure that their health benefits reflect today's science not yesterday's assumptions
- Practical resources for patients, including fact sheets and checklists
- A glossary that demystifies complex cancer terminology
- Tips for HR and benefits leaders to respond with empathy and flexibility
- A curated list of national nonprofit cancer organizations

Both the resource guide and content on the microsite are available at no cost. You can [read the guide here](#) and visit the microsite [here](#).

NEBGH gratefully acknowledges the generous support of Pfizer, Sanofi, Grail, Memorial Sloan Kettering Cancer Center, and Johnson & Johnson, whose partnership made these resources possible.

Marking World Cancer Day 2026

On the global day of awareness, NEBGH is encouraging its members to ensure that their entire employee community understands the cancer and disability policies and resources they have put in place for patients, survivors and caregivers, as well as available resources to which they can be connected. "The bottom line is that employees want to know that their employer has their back. Whether it's their personal experience or that of a colleague, employees want to see a compassionate and supportive response when they are faced with what might well be the darkest time in their lives," Kim added. "And, importantly, employees want to be proud to work for a company that has strong benefits, policies, and resources in place for the entire continuum of cancer, from facilitating cancer screenings, to accessing the best available treatment options, and providing disability accommodations for short-and long-term side effects of treatment."

About NEBGH

The Northeast Business Group on Health (NEBGH) is a non-profit, employer-led, multi-stakeholder coalition of over 200 employers, healthcare organizations, and benefits stakeholders committed to driving healthcare value and improving outcomes for employees and their families. NEBGH empowers its members—who collectively cover more than 9 million lives in the U.S. and 15.5 million globally—to achieve excellence in healthcare delivery, benefits design, and the consumer experience.

Through education, collaboration, and advocacy, NEBGH helps members improve employee health and well-being while obtaining the highest value from the programs and services they purchase. NEBGH is widely recognized for producing trusted, high-quality conferences that offer timely, evidence-based content and attract decision-makers across the healthcare and benefits ecosystem. In recognition of its leadership, NEBGH was

named a Healthy People 2030 Champion by the U.S. Department of Health and Human Services Office of Disease Prevention and Health Promotion.

About Color Health

Color Health owns and operates the only nationwide, oncologist-led Virtual Cancer Clinic, serving employer, union, health plan and public sector populations. Color has reinvented the approach to cancer by focusing on three main levers: access, speed, and direct clinical care. Color's clinical team identifies and manages high-risk members; detects cancer earlier across populations through NCCN guidelines-based screening; improves experience, outcomes, and costs for those in active treatment; and supports survivors in staying healthy and preventing recurrence. Color's focus on access drives 20% enrollment in year one and increases screening adherence by 77%. Color's clinical team reduces barriers to care, cutting time to diagnosis and treatment by 55% and closing 75% of clinical care gaps. Together, these improvements lead to a healthier population and deliver 2.6:1 ROI in year one. Connect with Color on [LinkedIn](#), [X](#), and [Color.com](#)

About MSK Direct

[MSK Direct](#) is an employer cancer benefit that provides members —adult and pediatric— expedited access to world-class experts at Memorial Sloan Kettering Cancer Center. The program provides guided access to cutting-edge treatments and clinical trials, and expert medical opinions helping patients receive the right care at the right time. By leveraging MSK's unmatched subspecialized expertise, MSK Direct drives superior survival and clinical outcomes while helping employers manage total cost of care.

844.557.5507 | mskdirectinfo@mskcc.org | msk.org/mskdirect

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