

The Fastest Growing Cancer Risk in Your Workforce—And What Employers Can Do

March is Colorectal Cancer Awareness month. According to the Colorectal Cancer Alliance, colorectal cancer is now the **deadliest cancer in adults under age 50**¹, with rates rising among working-age populations. Despite being highly preventable, many cases are still diagnosed late, driving higher healthcare costs, lost productivity, and poorer outcomes.

This is no longer just a later-in-life disease, it's a growing workforce issue.

Why This Is Increasing

Rising risk factors such as obesity, diet, physical inactivity, and lower screening rates, especially among younger adults, are contributing to this trend.

Why Primary Care Matters

Early detection saves lives. When caught early, colorectal cancer has a survival rate of over 90%.

Effective primary care helps:

- Ensure timely screenings (starting at age 45)
- Identify risk early
- Coordinate follow-up care

Yet many employers lack visibility into preventive care, leading to missed opportunities.

What Employers Can Do

- Offer low- or no-cost screenings
- Encourage preventive visits and primary care relationships
- Use data to identify gaps and improve engagement

How HealthCareTN Can Support You

HealthCareTN is working to help employers move from awareness to action. Here's how:

- No-cost Effective Primary Care Analysis
→ High-level evaluation of the effectiveness of current primary care benefits
- No Cost Employer pilots and programs
→ Support obesity, chronic condition prevention and management
- Helping employers connect the dots
→ Align primary care, prevention, and benefits strategy

The Bottom Line

Colorectal cancer is preventable and strengthening primary care is one of the most effective ways to improve outcomes.

¹<https://colorectalcaner.org/basics/facts-and-statistics>