



Five worksites awarded *CEO Cancer Gold Standard*TM accreditation

CARY, NC (October 4, 2010) – Cerner Corporation, Fairview Health Services, Massachusetts Mutual Life Insurance Company (MassMutual), The ODS Companies and RTI International have received *CEO Cancer Gold Standard*TM accreditation, recognizing the commitment of these organizations to reducing the risk of cancer for employees and their families by promoting healthy lifestyle choices, encouraging early detection through cancer screenings, and ensuring access to quality treatment.

William C. Weldon, chairman and chief executive officer of Johnson & Johnson, chairs the *CEO Roundtable on Cancer*, a nonprofit organization of cancer-fighting CEOs who created the *CEO Cancer Gold Standard*TM, in collaboration with the National Cancer Institute, many of its designated cancer centers, and leading health non-profit organizations and professionals.

“We are pleased to recognize the efforts of these organizations in the fight against cancer, starting with improving the health and wellness of their own employees,” said Weldon. “I hope the commitment demonstrated by these organizations will encourage other employers, large and small, to become *Gold Standard* accredited.”

The *CEO Cancer Gold Standard*TM calls for companies to evaluate their health benefits and their corporate culture. To earn *Gold Standard* accreditation, a company must offer programs and foster a culture that will lower cancer risk. Specifically, they prohibit tobacco use at the workplace and provide support to help employees quit, along with offering programs that encourage physical activity and a healthy diet. *Gold Standard* employers also cover cancer screenings to increase the likelihood of detecting cancer at its earliest stages when outcomes are more likely to be favorable, and finally, they provide access to quality care.

Employers are uniquely positioned to lead the fight against cancer and make a real difference in the health and wellbeing of their employees and their family members. The cost of cancer in the workplace is extraordinarily high considering the direct medical costs, lost productivity, disability

claims and the tremendous personal toll the disease takes on individuals, families and coworkers. However, a report earlier this year in the journal, *Health Affairs*, noted that employer medical costs fall by about \$3.27 for every dollar spent on wellness programs and that absenteeism costs fall by about \$2.73 for every dollar spent.

Today, more than one and a quarter million employees and family members are benefiting from the vision and leadership of employers who have chosen to become *Gold Standard* accredited. *CEO Cancer Gold Standard* accreditation is awarded to organizations that demonstrate an exceptional, comprehensive commitment to fighting cancer by focusing on risk reduction, early detection and quality care. While the focus of the *Gold Standard* is cancer, the benefits of encouraging healthy lifestyle choices extend to other serious and expensive chronic conditions and diseases such as obesity, diabetes, and cardiovascular disease. The *Gold Standard* sends an important message to employees: “*We are investing in your health because we care about you*”.

Other organizations joining Cerner Corporation, Fairview Health Services, Massachusetts Mutual Life Insurance Company (MassMutual), The ODS Companies and RTI International in championing this workplace-based effort to eliminate cancer as a public health threat include: Aetna, Aldagen, Inc., Allergan, AlphaMed Press, the American Cancer Society’s National Home Office and Mid-South Division, the American Legacy Foundation, the American Society of Clinical Oncology, Aptuit, AstraZeneca, Blue Cross Blue Shield NC, C-Change, Cigna, Dana-Farber Cancer Institute, Duke Medicine, Edelman, Enzon Pharmaceuticals, Fox Chase Cancer Center, GlaxoSmithKline, Goodmans Interior Structures, Hawai’i Pacific Health, Hogan Lovells, Independence Blue Cross, Jenner & Block, Johnson & Johnson, the Lance Armstrong Foundation, LiDestri Foods, M. D. Anderson Cancer Center, MDU Resources, Meridian Health, Millennium: The Takeda Oncology Company, Minot State University, H. Lee Moffitt Cancer Center and Research Institute, The National Cancer Institute, Nevada Cancer Institute, Novartis, The Oncology Nursing Society, OSI Pharmaceuticals, Pfizer, PhRMA, PPD, Pride, Inc., Publicis Healthcare Communications Group, Quest Diagnostics, Quintiles Transnational, sanofi-aventis, SAS Institute, Saint Barnabas Health Care System (NJ), Shore Memorial Hospital, State Farm, Susan G. Komen for the Cure, The University of North Dakota, US Oncology, Valeant Pharmaceuticals, Vanderbilt-Ingram Cancer Center, Virtua Health, WCA Hospital, Wistar Institute and XCellience, LLC.

About *The CEO Roundtable on Cancer*

The *CEO Roundtable on Cancer* was founded in 2001, when former President George H.W. Bush challenged a group of executives to "do something bold and venturesome about cancer within your own corporate families." The CEOs responded by creating and encouraging the widespread adoption of the *CEO Cancer Gold Standard* which calls for organizations to evaluate their health benefits and workplace culture and take extensive, concrete actions in five key areas of health and wellness to fight cancer in the workplace. For more information on the *CEO Cancer Gold Standard*[™] and the web-based accreditation process and support, please visit www.CancerGoldStandard.org.

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For more information:

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