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**CHIP Title:** Increasing Employee & Dependent Engagement with Recommended Cancer Screenings

### Project Description:

Due to the COVID-19 pandemic, participation in recommended routine screening declined across the country – in the first six months of the pandemic alone there were 10 million missed cancer screenings. As a result of this decline, individuals are not receiving appropriate early screening and diagnosis, resulting in an increase in cancer diagnoses at advanced stages of the disease. Delayed diagnosis is expected to lead to a higher cost of care, loss of productivity, and increased morbidity and mortality that would have been avoided with appropriate screening.

As Google's Global Employee Health team, my team is responsible for helping Benefits program partners drive high-quality health outcomes for Googlers based on evidence-based clinical guidelines.

This project consists of two phases:

1. **Research Phase:** Apply qualitative and quantitative study methods to understand key barriers to employees following preventative cancer screening guidelines, despite these services being free through the health plan *[completed]*
2. **Intervention Phase:** Based on research learnings, develop, test, and launch preventative care nudges, personalized to an individual's specific needs *[in progress]*

### Key Findings and Lessons Learned:

I started this project in July 2021; the research phase is complete, and we are now in the design stage for the intervention phase. We learned in order to improve the uptake of routine cancer screenings among Googlers, we must focus on convenience, clarity, and connections.

- Convenience (location & scheduling) is a key motivation, and lacking convenient options is a key barrier.
- Employees lack clarity about insurance coverage for screening and specific guidelines for their personal situations.
- Connections can help increase screening rates. Peer influence is an incentive whereas cultural factors and stigma can play a role in not participating in screening.

### Next Steps:

The intervention phase will first be implemented as a pilot to understand how different versions impact outcomes (A/B testing) in early 2023, followed by large scale rollout during the second half of 2023.

We will track the following outcomes short and long-term:

- Timely adherence to cancer screening recommendations to Googlers (primary goal) and their covered dependents (secondary goal).
- 5-year cancer care cost trends.
- Adherence and outcomes between demographic groups over time.