



Teamsters drives 4x utilization compared to average wellness programs

4X

more utilization versus average Teamsters wellness programs

2+

member testimonials of early stage cancer detection

56%

benefitted from expanded coverage*

*These participants would not have qualified for genetic testing through insurance

“It’s a win-win situation because from a fund perspective, you’re looking at catching something early. So, you’re looking at savings there. And from a member’s perspective, you’re looking at catching something early and increasing your survival rate.”

Maria Scheeler, Administrator & Executive Director
Teamsters Health & Welfare Fund of Philadelphia & Vicinity

The Challenge

Teamsters Health & Welfare Fund of Philadelphia and Vicinity's motto is, "We hold the hands of every one of our members." With thousands of members and dependents, keeping that promise is not only a point of great pride, but also one that comes with great challenges.

From a health benefits perspective, its population of truck drivers, warehouse workers, truck loaders, and unloaders represent a range of different needs. Many workers live their lives on the road, making regular wellness visits that much harder to fulfill. This lifestyle can often lead to major health problems over time. Engaging members and raising awareness about the Fund's many benefits is no small task, since access to things like email accounts and the latest smartphone apps is not a given.

While the Teamsters already offered preventive screenings and services, they were looking for a more comprehensive, progressive, and integrated approach to prevention by:



Identifying members that have the highest risk for cancer and heart disease, that are often missed in the typical screening guidelines



Enabling members to get access to recommended screening regimens, and making sure those that have a higher risk, who are often missed, get access to screenings sooner



Empowering members with critical health information and avoidance of high cost claims through prevention and early diagnosis



Increasing benefit levels for the members and their families



"I absolutely feel Color should be a core part of healthcare benefits, because I believe it provides a powerful tool for not only the Teamsters Fund, but also for the members."

Maria Scheeler, Administrator & Executive Director
Teamsters Health & Welfare Fund of Philadelphia & Vicinity

The Solution

Maria Scheeler, Administrator and Executive Director of Teamsters Health & Welfare Fund, discovered Color through one of the Fund's existing partners and thought it would be a great fit for Teamsters' prevention-focused approach. As part of Color's end-to-end program, our clinical grade genetic test was a key component that stood out early on. By analyzing genes associated with hereditary cancer risk and hereditary forms of heart disease, Scheeler appreciated how Color put prevention front and center.

To deploy such a program at scale, Color and Teamsters partnered to:



Drive member awareness about Color through custom enrollment and communications materials, including postcards, emails, incentive programs, and health fairs



Educate members about the program, including the benefits of genetic testing, genetic counseling, and clinical pharmacist services, as well as steps Color takes to keep members' personal information safe and secure



Gather the appropriate consent from members who choose to participate in genetic testing



Set up and activate online accounts for members to manage their Color experience



Access ongoing health resources and information

In addition to incorporating an individual's genetics, Color uses a more complete view of health risk by factoring in personal and family health history, as well as lifestyle and behavior information. This offers Teamsters a way to connect its members to specific care or point solutions that members can take advantage of based on their potential risks.

The Result

Teamsters launched Color to 8,000 eligible members and dependents. In the first few months, the program had very high levels of engagement with a utilization rate that is 4x higher than their other existing benefit programs. Since the program's rollout, multiple members of the Fund were able to detect early stage cancer. For example, Maria Scheeler cites a woman who did not get regular health screenings prior to using Color. When Color showed this member was at risk, she worked with her doctor to get additional screenings that ended up identifying early stage cancer.* Another Teamster member, a 49-year old female, decided to take Color's genetic test because of a family history of breast cancer. Her test revealed a mutation associated with an elevated risk of breast and ovarian cancer. Using this information, she made the decision with her healthcare providers to do preemptive surgery where a large ovarian mass was discovered and removed. Early detection significantly increases survival rate and also dramatically reduces treatment costs. These examples are just some of the many ways Color is helping the Teamsters Health & Welfare Fund of Philadelphia and Vicinity hold the hands of every member.

“We chose Color because they align with our company culture of taking something complex and making it simple. We love how Color took complex topics like cancer and DNA and simplified them so everyone can appreciate their value”

Maria Scheeler, Administrator & Executive Director
Teamsters Health & Welfare Fund of Philadelphia & Vicinity



*While most won't receive results that lead to a life-changing diagnosis, Color can provide genetic risk information to help individuals and their doctor develop a personalized screening and prevention plan. This case study of how Color is used at the Teamsters Health & Welfare Fund of Philadelphia and Vicinity illustrates how clinical genetics can be a powerful preventive tool.



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About Color

Color powers large-scale precision health programs for employers, health systems, research, and national health initiatives. Color does this by partnering closely with organizations to improve consistent and equitable access, focused first on prevention, but also supporting the employee through the healthcare process.