

Expertise in Every Phase of Cancer Care



Prevention & Early Detection

Existing Care Gaps:



Low participation in cancer screenings, leading to later stage diagnoses

Diagnosis



Often long delays in getting a confirmed diagnosis after receiving a concerning screening result

Treatment Planning



Potential lack of critical information when starting treatment planning, resulting in delayed care

Active Treatment



Poor management of symptoms, leading to unnecessary ER visits and hospital stays

Survivorship Care



Primary care doctors often lacking the expertise to properly care for cancer survivors

Return to Work



Cancer survivors facing challenges returning to work due to physical, cognitive, and other issues

Outcomes:

Without Color

Patients may not be aware of recommended screenings — or may face barriers in accessing recommended screenings.

With Color:

Patients benefit from proactive education and engagement campaigns, increasing awareness about cancer prevention and the importance of screening. They gain convenient access to at-home screening tests for colorectal, cervical, and prostate cancers, removing logistical barriers.

Without Color

Patients with abnormal screening results may experience anxiety and uncertainty while waiting on a confirmed diagnosis — and may lack understanding of the next steps involved.

With Color:

Color’s clinical team directly handles follow-ups for abnormal screenings, ensuring that the next steps happen quickly. Patients receive continuous support and education throughout the diagnostic process, reducing anxiety and providing clarity.

Without Color

Patients may arrive at their first oncology appointment with incomplete diagnostic information, leading to delays in starting a treatment plan, including information about clinical trials.

With Color:

Color’s AI Copilot helps ensure that oncologists have all necessary diagnostic information (imaging, labs, pathology) prior to the first appointment, significantly speeding up treatment planning.

Without Color

Coordination of care between different specialists may be challenging. Patients may face financial burdens related to treatment and lack awareness of available support programs. Mental health is often ignored.

With Color:

Patients have 24/7 access to Color’s care team, including oncologists and oncology nurses, for timely guidance and proactive symptom management, potentially preventing unnecessary ER visits.

Without Color

Cancer survivors may not receive comprehensive plans addressing long-term side effects, risk of recurrence, and screening for new cancers.

With Color:

Survivors receive a comprehensive survivorship care plan covering cancer risk, screening schedules, symptom management, and lifestyle wellness. They also have access to ongoing mental health support with Cancer Connect, leave and return-to-work support, and assistance with financial hardship.

Without Color

Cancer survivors may have financial strain due to delay in returning to work or extended leave. Communication with HR and disability teams regarding their medical needs may be difficult.

With Color:

Color provides counseling on workplace accommodations and assists with obtaining clinical documentation for HR and disability teams. This includes tailored resources for managers and colleagues to promote understanding and support.