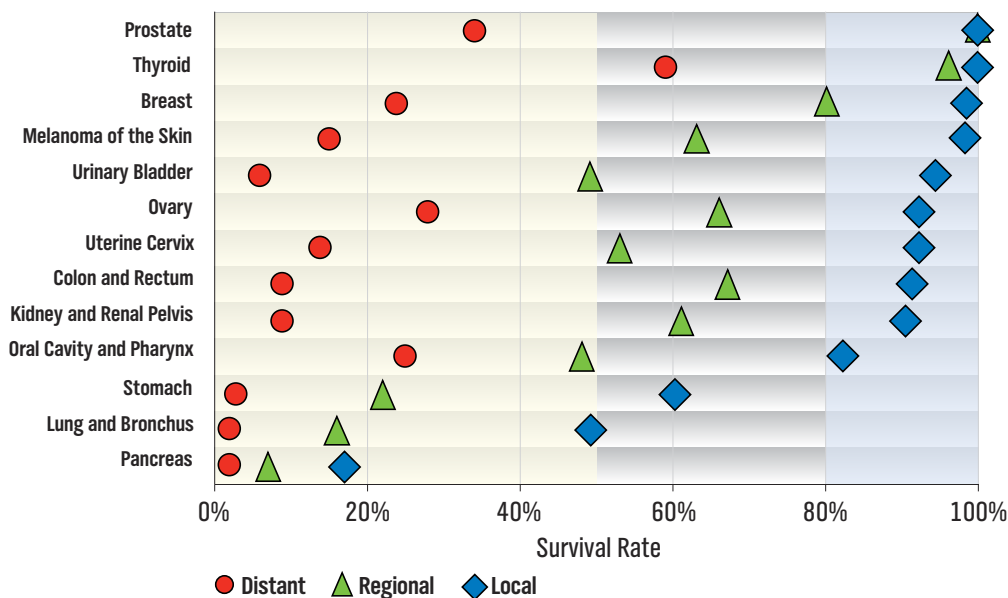




Cancer Screenings... Early Detection Saves Lives



Five-Year Relative Survival Rate by Stage at Diagnosis for Adults 20 Years and Older

The right information can save lives — maybe even yours. This chart shows survival rates for various types of cancer. To better understand the chart, it helps to understand why doctors define cancer in stages.

Why is cancer defined in stages?

According to the National Cancer Institute, staging cancer helps describe the extent or severity of a person's cancer based on the extent of the original tumor and the extent cancer has spread in the body. It is important to determine if a cancer is local, regional or distant because:

- This helps the doctor plan a person's treatment.
- The stage can be used to estimate the likely outcome or course of the disease.

Local cancer is limited to the organ in which it began. There is no evidence it has spread beyond that organ. **Regional** cancer has spread beyond the original site to nearby lymph nodes or organs and tissues. **Distant** cancer has spread from the primary site to distant organs or distant lymph nodes.

As you can see with this chart, if a cancer is **detected early** (see the blue "Local" diamonds on the chart), the chances of survival of the most prevalent types of cancer are from 80 to 100 percent.

If the cancer is **not detected early** enough and has spread to other parts of the body (see the red "Distant" dots), the chances of surviving drop to less than 50 percent. We don't like those odds either. That's why we encourage you to see your doctor for the appropriate preventive screenings at the appropriate times.

We Like Having You Around

And we know your family does, too.
Let's work together to keep it that way.

Are you as healthy as you feel?

As an Anthem Blue Cross member, you can expect your doctor to provide cancer screenings, including annual checkups, annual full gynecological exams, mammograms, prostate exams and colorectal cancer screenings. Having these screenings done on a regular basis will help your doctor catch anything out of the ordinary in your results. The following are recommended annual screenings:

- Mammography – women aged 40 and older
- Cervical cancer screening – women aged 18 and older
- Colorectal cancer screening – men and women aged 50 and older
- An annual prostate-specific antigen (PSA) test and prostate exam for men aged 40 and older

You can access information about each of the above screenings through our 360° Health program.

To find out how healthy you really are, visit the "Member" section of anthem.com/ca.

When a good thing can be a bad thing

A little sunlight is good for the body, to say nothing of its natural ability to elevate your mood. But too much of a good thing can be a bad thing: Most skin cancers – the most common cancer in the United States – can be prevented by reducing exposure to the sun and ultraviolet radiation.¹

To protect your skin, use sunscreen with a sun protection factor of at least 15. Do this year-round if you live in the Southeast or other warm and sunny regions of the United States. Examine your skin regularly for any changes in coloring or moles, which could indicate skin cancer. You can learn more about what to look for under our "Healthy Living" link. There, choose "Skin Health" from the *Condition Centers* drop-down menu.

Quittin' time

Tobacco is the leading cause of preventable death in the U.S.² Smoking damages nearly every organ in the human body, is linked to at least 10 different cancers, and doubles a person's risk for stroke.³

Approximately 20 percent of American adults are current cigarette smokers. Among them, 70 percent report wanting to quit and more than 40 percent try to quit each year.⁴ For tips to help you or a loved one kick the habit, visit anthem.com/ca.

Eat your vegetables, go out and play

Turns out mom was right about a lot of things, including the importance of a well-rounded diet and regular activity. Scientific evidence suggests that about one-third of U.S. cancer deaths are due to nutrition and physical activity factors, including obesity.⁵ Eating a diet high in fruits and vegetables is associated with a lower risk of some cancers.⁶

Small changes can make big differences in your health. If you cut out just 100 calories a day – a single can of soda or a couple handfuls of chips, you would weigh 10 pounds less after a year. Adding a brisk 30-minute walk five days a week would have you at least 20 pounds lighter – and more energetic – at the end of the same year.



Anthem 
Health. Join In.SM 

Visit anthem.com/ca for more ways to get healthy – and stay healthy.

Sources: (1) American Cancer Society® website, cancer.org, "Can Melanoma Be Prevented?," May 2009. (2) Centers for Disease Control and Prevention website, cdc.gov, "TOBACCO USE: Targeting the Nation's Leading Killer," January 2009. (3) Centers for Disease Control and Prevention website, cdc.gov, "Health Effects of Cigarette Smoking," May 2009. (4) Centers for Disease Control and Prevention website, cdc.gov, "Fast Facts: Tobacco Use in the United States," May 2009. (5) American Cancer Society® website, cancer.org, "American Cancer Society Guidelines on Nutrition and Physical Activity for Cancer Prevention," 2006. (6) MedicineNet.com, medicinenet.com, "Fruits and Vegetables: To Your Health!," December 2004.