

## The Fight against Cancer

Breast & Prostate Health Programme



In May 2021, this potentially life-saving initiative was launched in response to a high level of cancer claims in the **DCU Group Income Continuance Plan**. The aim was to increase awareness on the signs & symptoms of breast and prostate cancer and give members the opportunity to get a once-off clinical assessment. The final results are in...

**92%**  
said the programme increased their awareness of signs & symptoms

Participants said\*:  
I was treated very well at all stages of the referral process. Everything explained clearly and always double checked I understood.

Very friendly and professional staff that made me feel comfortable and calm from start to finish.

GP was very professional and explained the self-check procedure in a simple, easy to follow manner.

Although I do self check intermittently, having a trained professional check me really put my mind at ease, making sure I hadn't missed anything.

Many thanks for organising this opportunity as it's something I wouldn't have done anytime soon without your offer.

**853**  
Invited\*\*

**32%**  
Booked\*\*

**56**  
Referred\*\*

**3**  
Biopsies\*\*

This programme is now closed for booking.  
Awareness saves lives.  
To find out more about signs & symptoms, visit [Cornmarket.ie/pink-blue-power](https://www.cornmarket.ie/pink-blue-power)

Important: While some participants are diagnosed with breast or prostate cancer through the programme, it is not a screening programme. The assessment provided only reflects a point in time. No test or exam will pick up every case of breast cancer or prostate cancer. Therefore, if you have signs and/or symptoms that are concerning for breast or prostate cancer, now or in the future, please consult with your own GP without delay.  
\*Source: survey results across DCU, INTO, AHCPs/VOA participants, Aug '21 to May '22, 537 respondents. Comments from DCU respondents only.  
\*\*Source: Clinical numbers by Full Health Medical as of August '22. This programme is facilitated by Cornmarket on behalf of the Plan underwriter and is not a regulated financial product. The DCU Group Income Continuance Plan is underwritten by Aviva Life & Pensions Designated Activity Company. Cornmarket Group Financial Services Ltd. is regulated by the Central Bank of Ireland. A member of the Irish Life Group Ltd. which is part of the Great-West Lifeco Group of companies.