



Leaders in cancer support

**Ongoing support  
for your business  
and your people.**





## Transforming people's experience of healthcare

The complexity and constraints of healthcare systems often lead to a loss of focus on the individual, leaving most non-clinical needs unmet. Furthermore, the healthcare system has become harder than ever for people to navigate and access since the pandemic.

1 in 2 of us will be diagnosed with cancer in our lifetime, but with the right advice and support many choose to work through treatment and recovery. However, a diagnosis doesn't only affect the individual, it reaches deep into the lives of those looking after them.

A diagnosis can be overwhelming for the individual and those providing care. As a business, you want to do the best for your people but don't always have the resources or expertise to help in the way you'd like.

## Reframe; *verb*

Signifies a transformational change from old ways of working and thinking – empowering people with positivity and new possibilities to thrive in life.





Through our partnerships with leading businesses and health organisations, we make cancer support accessible to as many people as possible.

## Individuals

We help individuals achieve the best possible outcome and experience, helping them navigate their journey and giving them greater choice and control over their care.

## Employers

We help employers, from all sectors, provide the best possible care for their people impacted by cancer, supporting them to stay at work through their journey and return back if they choose.

## Insurers

We help insurers provide 1-on-1 specialist care and support to their policyholders, helping them understand their options and greatly enhance their healthcare experience.

“I believe Reframe has definitely filled an important gap in the market. It is such a rare and personalised benefit that aligns nicely to our own people strategy.”

Mark Fowkes,  
Reward Business Partner at the Rugby Football Union



## Bespoke, proactive and ongoing support

We combine technology, data and outstanding service to deliver clinical, emotional and practical support to improve people's experience and outcome of cancer pathways.

“I struggled to concentrate as I was mentally worn out from my treatment. My case manager helped me massively by taking care of anything that worried me and recommending relaxation and mindfulness techniques.”

James,  
Fibre Engineer at BT

## Our support

We tailor our role as a supporter, coach and a connector depending on what people need, helping them to balance the things around them and take control of their situation.

Each client has their own Reframer who is with them through the course of their journey. Building a trusted relationship and providing guidance, support and information specific to their situation. We work equally across public and public sectors, putting the individual rather than the system at the heart of their care. Our services include:

### Info hub

Self-serve support for instant advice or access to resources.

### Support line

Guidance from cancer nurse specialists and in-the-moment concierge assistance.

### Case management

A real-time resilience plan and ongoing support for up to 24-months.\*

\*dependant on the programme.



## Cancer Support Programme

**A bespoke service for people worried about a symptom, have been diagnosed or in remission.**

We work at our clients' pace – whether they have questions or want to talk through their situation in detail. We support our clients through every stage of their journey, being their source of hope and helping them to achieve the best possible outcome.

The focus of cancer care tends to fall most heavily on the clinical aspects of the journey, for obvious reasons however, our approach supports people more holistically. We look at the impact of cancer on their mind and body, their home life, and their personal and professional goals too.

Our experienced team has roots in the NHS and private medical services and will make the healthcare system work in people's best interests.

### Your safety net

Our services can easily wraparound your existing offering to give you true peace of mind. We help people maximise the resources they have available, by coordinating and connecting them to existing benefits, workplace policies, health services and insurance products.





## Carer Support Programme

**A unique service for people who find themselves caring for a loved one – whether they're just doing their bit to help or helping on a more regular basis.**

Most people don't think of themselves as a carer. It doesn't matter how much help they give. If it's having some form of impact on them, then we're here to help ease the burden.

Many of our team are carers themselves, so we understand the physical, practical and emotional strain of providing round-the-clock care. We're on hand as often as they need, helping them to cope better with their situation.

While we help our clients better understand how to provide care and accelerate access to sources of support – our priority is them. We're here to identify the support they need to balance their caring commitments, making them work around our clients and their life, not the other way around.



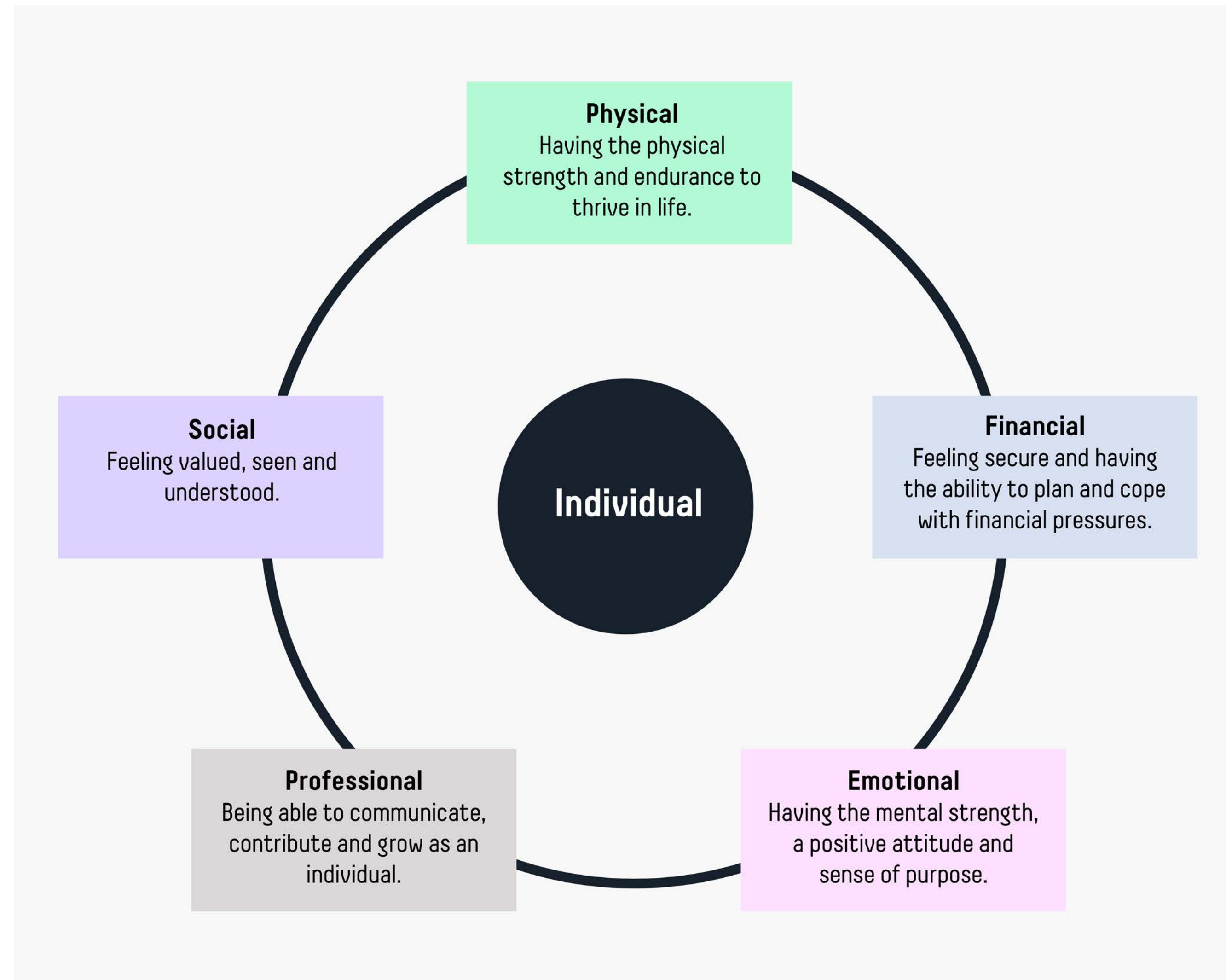
## The wheel of life

**Complex diseases like cancer demand a nuanced and individualised response.**

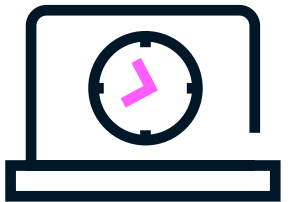
Research shows the significance of people who self-manage their care pathway in achieving the best possible outcome. Our unique approach empowers people to recognise, understand and respond to their situation, by giving them the skills, confidence and tools they need.

Cancer care tends to fall most heavily on the treatment and generalised support for obvious reasons however, our experience has identified the importance of addressing all aspects of care. It involves dealing with and balancing a range of complex emotional, clinical, financial and practical issues at a time when people may feel overwhelmed.

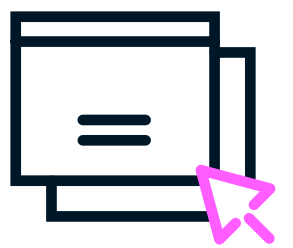
Understanding what matters most to our clients is key to providing the most appropriate support. From the support they have at home, at work and from their friends, to the impact their situation has on their daily life and future aspirations.



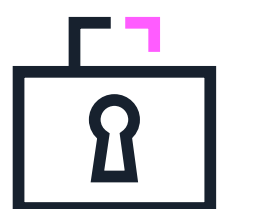
A network of carefully selected clinicians matched to each case



Flexible contact options via a portal, live chat, email or phone



24/7 access to an extensive range of verified resources



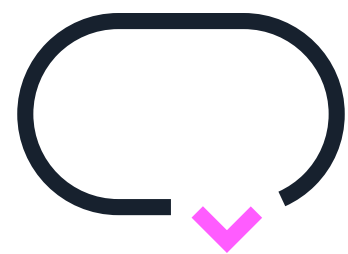
Data is held securely on individuals' terms



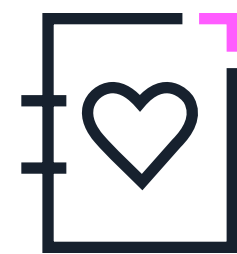
“A diagnosis can be traumatic for all involved so the need to support those affected by cancer was clear to us. It’s one of the reasons why Reframe has been so well received by our clients and their employees.”

Ambika Fraser,  
Head of Propositions at Unum

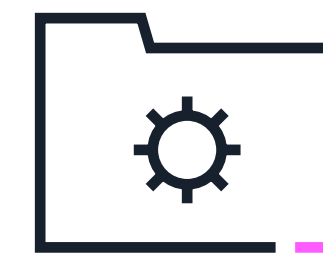
## Our proactive account management includes:



A communications plan and marketing literature to drive engagement.



HR and line manager support for dealing with cancer and making workplace adjustments.



Monitoring and reviewing service usage on a quarterly basis.



Comprehensive analytics and reporting.





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