

MSK Direct

**From Awareness
to Action:
How ADP Prioritizes
Cancer Support**



Memorial Sloan Kettering
Cancer Center



BACKGROUND

Through a partnership with MSK Direct, ADP reinforced its commitment to supporting employees affected by cancer.

THE CHALLENGE

Cancer has become one of the leading drivers of healthcare costs, and a growing concern as cancer incidence continues to rise among working-age adults. Cancer not only strains healthcare budgets, but also directly impacts employee wellbeing, productivity, and retention.



THE SOLUTION:

Meeting Employees Where They Are

ADP implemented a multi-channel engagement strategy to put MSK Direct at the center of its wellness narrative, which includes:

- **Onsite Visibility:** Informational tables with MSK staff, timed with October breast cancer awareness campaigns.
- **Digital Access:** MSK Direct prominently featured on the internal employee portal and easy access to the MSK Direct website.
- **Personalized Outreach:** Direct mail sent to employees in the tri-state area.
- **Always-On Communication:** Messaging on workplace TVs, including marketing for quarterly MSK Direct webinars.
- **Employee Engagement:** Hosting watch parties for breast cancer webinars, including participation from the HR Leadership Team.



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THE RESULTS:

Higher Engagement and Stronger Outcomes



- **Meaningful Reach:** Since the MSK Direct program's inception, there has been a steady YoY increase in clinical engagement including cancer treatment, second opinions, and screenings.
- **High-Impact Events:** High turnout for MSK Direct webinars and engagement with onsite information, especially during Breast Cancer Awareness Month.
- **Clinical Collaboration:** MSK physicians support ADP with education and expertise.



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LESSONS LEARNED FOR BENEFITS LEADERS

- **Visibility is Key:** Deploying a multi-channel, ongoing communication strategy with a variety of touchpoints highlights the campaign's importance while driving awareness.
- **Leverage Moments that Matter:** Tying engagement to national campaigns like Breast Cancer Awareness Month creates relevance and momentum.
- **Engage Leadership:** When executives visibly participate, it validates the program's importance.



KEY TAKEAWAY

ADP's approach to cancer support shows how employers can create a high-value benefit offering success story.

With MSK Direct, ADP improved employee experience, strengthened clinical outcomes, and supported one of today's most pressing and costly workforce health challenges.

MSK Direct is a cancer benefits solution that expands and accelerates access to the lifesaving discoveries and subspecialized expertise of Memorial Sloan Kettering Cancer Center (MSK). With a singular focus on cancer, we provide support at every stage of the cancer journey and deliver superior outcomes.

Connect with MSK Direct **844.557.5507** | mskdirectinfo@mskcc.org | msk.org/mskdirect



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