



World Class Thinking... Local Impact

The Tri-Cities Cancer Center's Cancer Crushing Executives is an exclusive group of the Columbia Basin's most influential chief executives who serve as the most senior leader in any given organization: CEO, Executive Director, President, Chancellor, Superintendent, Owner, Managing Partner and the like.

Cancer Crushing Executives and the Tri-Cities Cancer Center will work in partnership to identify pathways to prevent cancers in the workplace and our region while increasing screening rates to find cancers early, when treatment to cure is most attainable.

Member Benefits

- Exclusive group
- Improve employee productivity
- Improve employee morale
- Decrease insurance premiums
- An investment in employees by caring for their wellbeing
- Opportunity to positively impact community wellness
- Executive member highlighted regionally through a marketing campaign for their personal commitment to workplace wellness – with far reaching community impact
- Member organizations highlighted regionally through a marketing campaign for their contribution to community wellness
- Opportunity to partner with the Tri-Cities Cancer Center, a nationally accredited cancer treatment facility and treasured community resource

Expectations of Cancer Crushing Executives

Act as a catalyst for the identification of pathways to prevent cancer in our region as well as increasing cancer screening rates to find cancers early.

- Identify how we can improve the health of your business as it relates to cancer prevention and early detection
- Act as a champion of the Cancer Crushing Executive program to your peers
- Facilitate opportunities for Cancer Center leadership to meet other executives in your network
- Provide opportunities to work with your HR/Benefits/Employee Engagement departments to affect positive change in your organization

Impact

Prevention: Lung, colorectal and skin cancers. Not only are lung and colorectal cancers the number one and number two causes of cancer deaths respectively, our region is plagued by a higher incidence of these two diseases when compared to state and national findings. Families are adversely impacted by these diseases. Businesses are adversely impacted by these diseases. Our community is significantly impacted by these diseases. Additionally, skin cancer is the most frequently diagnosed cancer. Partnering for prevention is the key to making meaningful impact locally. A benefit of cancer prevention is: the same activities that prevent cancer can also help prevent many other non-cancerous diseases such as heart disease and diabetes.

Early Detection: Together, we can increase the early detection of the leading causes of cancer death in the Columbia Basin and the nation. Early detection provides more treatment options and greater success treating to cure.



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TRI-CITIES
*Cancer
Center*

7350 W. Deschutes Ave
Kennewick, WA 99336
(509) 783-9894
www.TCCancer.org

The Tri-Cities Cancer Center is a partnership of
Kadlec, Lourdes Health,
Trios Health and our community.