



HEALTHIER, LONGER,  
BETTER LIVES

# CANCER INSIGHTS



**Know more,  
be more proactive  
in preventing cancer**

This article is extracted from the research report published by the The Centre for Health Systems & Policy Research,  
The Jockey Club School of Public Health and Primary Care, The Chinese University of Hong Kong





HEALTHIER, LONGER,  
BETTER LIVES



PREVENT CANCER  
**LEARN MORE ABOUT  
CANCER PROACTIVELY**



CANCER INSIGHT :

# **70% OF HONG KONG PEOPLE DO NOT KNOW WHAT THE 3 MOST COMMON CANCERS ARE**

Only 27% of respondents in the study knew what the 3 most common cancers are. Around 40% of them were unable to identify the appropriate screening method for colorectal cancer, and only 16.9%\* could answer all the cancer knowledge questions correctly. These results indicate that Hong Kong people's knowledge about cancer prevention has a lot of room for improvement.



**Hong Kong Top 3 cancers (by incidence rate) are lung cancer, colorectal Cancer and breast cancer<sup>^</sup>. Get yourself prepared by understand more about cancer and uplift the knowledge about cancer prevention.**





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PREVENT CANCER  
**MAKE FINANCIAL  
PREPARATIONS PROACTIVELY**



CANCER INSIGHT :

# **COST OF CANCER TREATMENT PROJECTED TO INCREASE 5 TIMES IN 15 YEARS**

A study conducted in the US predicts a 590% increase in the total medical cost borne by patients of chronic lymphocytic leukaemia from 2011 to 2025\*. Although frequent advances are being made in cancer treatment, new medicines are generally expensive and often cannot be provided by public hospitals for free during the early stages. Unless they are financially well-prepared, most people will not be able to afford these treatments and medications. Acquiring medical insurance is a popular option, but not all insurance plans cover new treatments expenses such as drugs undergoing clinical trials.



**When selecting an insurance plan, do pay attention to whether the insurance coverage covers the related expenses of some new treatments, such as experimental drugs.**





**PREVENT CANCER  
UNDERGO CANCER  
SCREENING PROACTIVELY**



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CANCER INSIGHT :

## **SUBSIDIES CAN BOOST THE UPTAKE OF CANCER SCREENING**

**Cancer screening is a cost-effective way of fighting the disease. Early detection of cancer can not only bolster a patient's chances of making a full recovery but significantly lower the medical costs as well. The study, however, has found that 61.3% of respondents have never been screened for any type of cancer. The cost of cancer screening is believed to be one of the deciding factors. Over 85% of respondents agreed that government subsidies or insurance coverage can effectively encourage more adoption of cancer screening as a protective measure\*.**

**AIA  
TIPS**

**Based on your need, be proactive to participate in the cancer screening to protect your health.**





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**PREVENT CANCER  
SHOW THAT YOU  
CARE PROACTIVELY**



CANCER INSIGHT :

# **YOUR MENTAL HEALTH AND YOUR FAMILY'S NEEDS ARE EQUALLY IMPORTANT**

**Psychological intervention and counselling can have a positive impact on cancer patients' mental health and treatment outcomes. In the study, both patients and carers pointed out that they were under considerable psychological stress throughout the treatment and recovery journey and were in need of psychological help\*.**



**To ensure more comprehensive support in the fight against cancer, particular attention should be paid to whether relevant value-added services are covered by a policy.**





**PREVENT CANCER  
LOOK FOR SUPPLEMENTARY  
TREATMENT PROACTIVELY**



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CANCER INSIGHT :

## **RISING TREND : COMBINING CHINESE AND WESTERN MEDICINES TO FIGHT CANCER AND RELIEVE SIDE EFFECTS**

Some of the cancer patients we interviewed had taken Chinese medications during their treatment journeys. All of them agreed that Chinese medicine can play an effective supporting role, relieving pains and other side-effects of such cancer treatments as chemotherapy. The value of Chinese medicine in complementing established cancer treatments has been well-documented in the literature. In addition to Chinese medications, acupuncture and therapeutic massage (tui-na) are also proven effective in relieving symptoms\*.



**There are only very few medical insurance plans extend comprehensive coverage to Chinese medical services. When enrolled a plan, do take a look on the coverage and policy clause!**





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**PREVENT CANCER  
BE PROACTIVE**

**70% OF  
HONG KONG PEOPLE  
DO NOT KNOW WHAT THE  
3 MOST COMMON  
CANCERS ARE\***

Learn more about cancer  
proactively, start a healthy  
lifestyle

CANCER INSIGHT:  
**5 KEY  
LEARNINGS**

**Have regular check-ups  
Get adequate protection**

**COST OF CANCER  
TREATMENT PROJECTED  
TO INCREASE 5 TIMES  
IN 15 YEARS\***

Get medical protection  
proactively, review your  
plans regularly

**YOUR MENTAL HEALTH  
AND YOUR FAMILY'S  
NEEDS ARE  
EQUALLY IMPORTANT\***

Seek psychological help  
proactively, relieving the  
stress of both the patient and  
the carer can improve the  
effectiveness of treatment

**RIISING TREND :  
COMBINING CHINESE AND  
WESTERN MEDICINES TO  
FIGHT CANCER AND  
RELIEVE SIDE EFFECTS\***

Look for supplementary  
treatments proactively,  
improve quality of life

**SUBSIDIES CAN BOOST  
THE UPTAKE OF  
CANCER SCREENING\***

Undergo cancer screening  
proactively according to  
your needs, make use of  
government subsidies and  
insurance coverage for  
cancer screening (if any)



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