

# **SAVING LIVES** **TEACHING PEOPLE HOW TO** **DETECT CANCER EARLY**



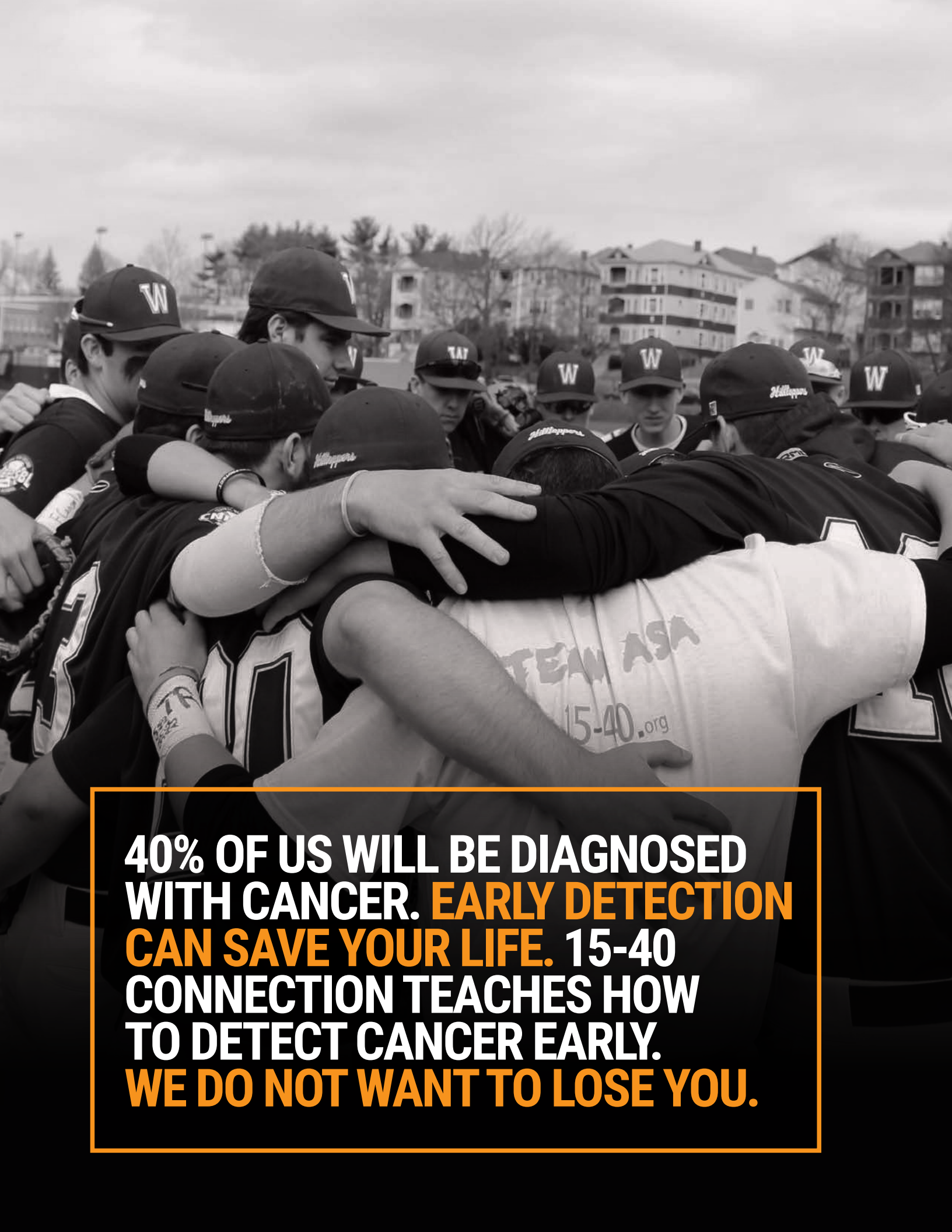
**“ THIS TRAINING IS VITAL ”**

Fire Chief James Vuona



15-40 connection





# A LIFESAVING BENEFIT EVERYONE DESERVES

As 2018 came to a close, the **Massachusetts Society of Clinical Oncologists** awarded us its **Audesse Award for outstanding efforts to educate the public and to enhance and protect the quality of cancer care in Massachusetts**. For oncologists who are familiar with its impact on patient outcomes, a delayed cancer diagnosis is like starting a game many points behind the opposition; but, when patients come to them early, before their cancer has spread, they often see a clear path to victory.

**15-40 Connection gives people a tremendous lifesaving advantage by teaching them how to detect cancer early.** It also helps to reduce health care costs. In fact, a 2017 study estimated that in the United States, early diagnosis of the top five cancers – breast, lung, prostate, colorectal and melanoma – has the potential to save over \$10.7 billion a year in direct treatment costs.

**The patient's role is critical to early detection.** We often remind people that there are more than 100 types of cancer but only a handful that can be detected through screening. Early detection of the rest is up to us. **Learning how to recognize symptoms, when to act, and how critical your role is to diagnosis is what we call 3 Steps Detect** – and it's a game changer!

**We never tire of hearing "thank you for saving my life."** It causes us to pause, be thankful for what we do, and most of all, become more determined to do it for others.

**Your generosity provides us with the ability to set a bold goal – to empower everyone, coast to coast, with the lifesaving advantage of early cancer detection.** Working together, we are confident that we can dramatically improve outcomes for patients and improve health care for all.

Thank you for joining with us and giving us the opportunity to save lives.

Tricia Jim Nancy



TRICIA LAURSEN  
PRESIDENT



JIM COGLIN, SR.  
CO-FOUNDER













NANCY COGLIN  
CO-FOUNDER

40% OF US WILL BE DIAGNOSED WITH CANCER. **EARLY DETECTION CAN SAVE YOUR LIFE.** 15-40 CONNECTION TEACHES HOW TO DETECT CANCER EARLY. **WE DO NOT WANT TO LOSE YOU.**



15-40 CONNECTION RECIPIENTS CO-FOUNDER JIM COGLIN, SR. AND PRESIDENT TRICIA LAURSEN DISPLAY THE 2018 AUDESSE AWARD

## THE FIVE MOST COMMON CANCERS DIAGNOSED IN THE UNITED STATES EVERY YEAR

TYPE OF CANCER	CANCER SURVIVAL RATES	
	DETECTED EARLY	DETECTED LATE
Colon & Rectal	90% 	14% 
Lung	60% 	6% 
Melanoma	98% 	23% 
Prostate	99% 	30% 
Breast	99% 	27% 

THE IMPACT OF EARLY DETECTION IS CLEAR.



# WELCOME NEW BOARD OF DIRECTORS

“EARLY CANCER DETECTION IS A LIFESAVING ADVANTAGE EVERYONE DESERVES. WE ARE FORTUNATE TO WELCOME OUR NEWEST DIRECTORS TO OUR TEAM. THEIR COLLECTIVE TALENT, EXPERTISE, AND PASSION FOR SAVING LIVES BY TEACHING PEOPLE HOW TO DETECT CANCER EARLY WILL EXTEND 15-40 CONNECTION'S LIFE-SAVING PROGRAMS.”

- TRICIA LAURSEN, EXECUTIVE DIRECTOR



**MICHAEL DAVIN SERVED AS CHAIRMAN, PRESIDENT AND CHIEF EXECUTIVE OFFICER OF CYNOSURE FROM 2003 TO 2017.**

Cynosure is engaged in the development and manufacture of light-based aesthetic and medical treatment systems. During this time, sales grew from \$20 million to \$430 million including significant international expansion. Michael led the company's initial public offering and listing on the NASDAQ and executed key acquisitions. Under his leadership, Cynosure became one of the largest and most profitable companies in the aesthetic industry. Cynosure was sold to Hologic for \$1.65 billion in March, 2017. He was the 2008 recipient of Ernst & Young's Entrepreneur of the Year Award in the Medical Devices category in New England.



**PETER DECKERS, MD, IS A HIGHLY RESPECTED SURGEON WITH A FOCUS ON BREAST AND GASTROINTESTINAL TUMOR SURGERY.**

Peter is dean emeritus of the University of Connecticut's School of Medicine and former executive vice president of the University's Health Center. He is Executive Director of Perioperative Services at UConn Health. During his 15-year tenure as dean, he was responsible for a major transformation at the medical school by supporting the development of a new educational curriculum. He oversaw a dramatic increase in patient care provided by John Dempsey Hospital and the UConn Medical Group; and spearheaded strong growth in public and private research awards to biomedical scientists and clinicians. He continues to be involved with the University's Health Center, sees patients, and teaches.



**BILL DURGIN HELD THE POSITIONS OF VP, BUSINESS AFFAIRS/TREASURER AND THEN CHIEF INVESTMENT OFFICER AT THE COLLEGE OF THE HOLY CROSS IN WORCESTER, MA.**

Under Bill's stewardship, the College's endowment grew from a few million dollars to more than \$550 million. He also oversaw the day-to-day management of financial assets and worked with the Board of Trustees to make long-term investment decisions for the College. Bill retired in 2010 and is currently a self-employed management and investment consultant. He works with senior management teams and boards on strategic and tactical financial, general management and investment management strategies and operational improvements.

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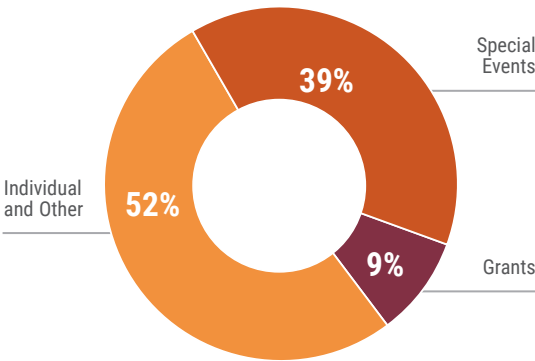
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# FINANCIAL OVERVIEW

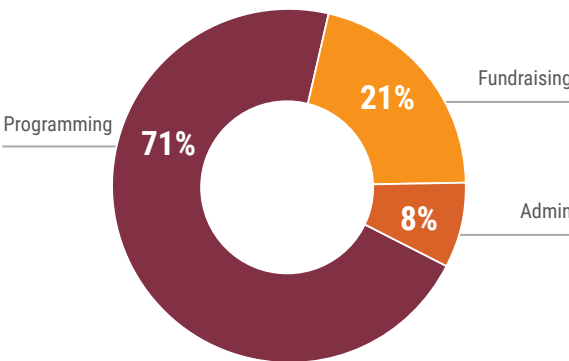
## KEY SOURCES OF INCOME

INCOME TOTAL=1,360,630



## ALLOCATION OF EXPENSES

EXPENSES=\$1,344,863



2018 NET ASSETS \$2,343,354

AS A PROUD MEMBER OF THE 2018 JOHN HANCOCK BOSTON MARATHON NON-PROFIT PROGRAM, TEAM 15-40 CONNECTION RAISED

► \$79,396

TEAM MEMBER **DELANEY BENISON**



2018 MARKED OUR FIRST YEAR AS PART OF THE NEW BALANCE FALMOUTH ROAD RACE NUMBERS FOR NONPROFITS. OUR TEAM RAISED

► \$9,837

TEAM MEMBERS **NIKKI CONNORS  
DOMINIC SESTITO  
SUSAN BOURQUE**



COORDINATED BY BLACKSTONE VALLEY TECH DECA STUDENTS, THE 2018 TREES FOR HOPE FESTIVAL RAISED

► \$3,000



COORDINATORS **ANDREW FLOYD AND  
KATIE HOUSKEEPER WITH  
JIM COGLIN, SR.**



A "NO-SHAVE NOVEMBER" BY THE WORCESTER STATE POLICE OFFICERS RAISED

► \$1,085



# 2018 IMPACT & REACH

## SEIZING THE POWER OF 3 STEPS DETECT

STEP **01** | Know Your Great



STEP **02** | Use the 2-Week Rule



STEP **03** | Share With Your Doctor



# 110,000

PEOPLE TAUGHT 3 STEPS DETECT

Expanded outreach and growth across all social media platforms means **we have reached more people than ever** before with our early detection education.

2018 saw the release of our new film, **"What's the worst cancer diagnosis? And how to avoid it."** The film's title poses a great question and provides the answer through the powerful stories of cancer survivors. It's had a tremendous impact with 286,000 views.

# 94%

MORE EDUCATION PROGRAMS DELIVERED

We know **3 Steps Detect** education saves lives and lowers healthcare costs. But to realize these benefits, these steps need to be taught. More communities are delivering **3 Steps Detect** programs to give their members their best chance for surviving cancer.

Our multiple educational models meet the needs of each audience. In 2018, our **"Train the Trainer"** model allowed us to increase the number of high school and university students taught. Programs align the Department of Education's skills-based framework that teachers follow.

# 1,444

FIREFIGHTERS EDUCATED IN JUST 6 MONTHS

Firefighters need **3 Steps Detect** now. Firefighters are at a 9% higher risk for being diagnosed with cancer and at a 14% higher risk of dying from cancer than the general population.

**15-40 Connection** has taken the lead in identifying occupations with a higher incidence of cancer that can greatly benefit from **3 Steps Detect**. Our program aligns with the Massachusetts' Firefighting Academy's **"Taking Action Against Cancer in the Fire Service"** course.



CHICOPEE, MA FIRE DEPARTMENT



**"** I have lots of family history of cancer, so I've been hearing, 'You're at high risk, maybe you should check yourself for cancer', but I just thought 'ok, but how?' and didn't know what that meant. The 3 Steps Detect is actually going to help because now I know what to do. **"**

- STUDENT



**"** A few minutes in, the kids are hooked and engaged. This is an invaluable tool to teach kids about paying attention to their bodies and advocating for themselves at the doctor's office. **"**

- TEACHER



**"** This training is vital in educating our firefighters... And I would like to thank 15-40 Connection for providing such valuable information. **"**

- FIRE CHIEF

**WHAT IS THE WORST  
CANCER DIAGNOSIS?  
AND HOW TO AVOID IT.**

VISIT  
[www.youtube.com/watch?v=kHLpctBa-b0&t=55s](http://www.youtube.com/watch?v=kHLpctBa-b0&t=55s)



EDUCATION IN ACTION



# THANK YOU TO OUR PASSIONATE ADVOCATES FOR THE OPPORTUNITY TO TEACH PEOPLE HOW TO DETECT CANCER EARLY.

## TOGETHER WE ARE SAVING LIVES.



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Wachusett Mountain

\* Deceased

Mark & Karyn Wagner  
Wagner Motors  
Wexford House Restaurant  
Wheatleigh  
Willy's Steakhouse Grill & Sushi Bar  
Worcester Restaurant Group  
Yama Zakura Corp  
Yummy Mummy Bakery

MEMORIAL GIFTS

In Memory Of:

Sue Bellino  
Jane and Larry Barbash  
Jerry Bourque  
Jason G. Bourque  
Joan and Frank Brown  
David and Gayle Shelby  
Sheila Carbone  
James Carbone  
Carl A. Caraway  
Ruth Caraway  
Henry Carr  
Anonymous  
Comics4Carr  
Laurie and James Hoey  
John "Chuck" Caputo  
Patrick and Kristine Maloney  
Ted Coghlin  
Maureen Coghlin  
Dr. Thomas and Elizabeth Coghlin  
Ted Coghlin and Michael Ratte  
James Cosgrove  
Vincent Cuevas  
Coghlin Family  
Scott Sanjurjo  
Anthony Zampello

Deena Coplin  
Kathryn Fitzpatrick  
Joel and Harriet Selig

Charles Ells, Sr.  
Anonymous

Brad Fisher  
Sarah and Ryan Foley

William M. Gibbons  
Patricia Gibbons

Willie Hamblin  
Thomas Crosbie

Richard Hoey  
Kathleen Hoey

Janine Holston  
Jim and Nancy Holston

Ingrid Kilper  
Inge Trzoniec

Richard Krusz  
Denis and Karen Leclerc

Robert LeBlond  
Jenique Leblond

John "Lee" Plank  
Robert and Mary Kilcoyne

Joy Mammen  
Dr. Elizabeth Mammen Prasad

Domenic Mancini  
James Ahern  
The Mancini Family  
Anne Toye

Louis R. Marchese  
Margaret Marchese

Samuel Marks  
Annette Marks

Elizabeth McCarthy  
Gregory Donnelly

Joseph McDonough Jr.  
Elizabeth McDonough

Peter and Mary McWeeney  
Gregory McWeeney

Our Parents  
John and Leona Zawacki

Danny, Mary and Steve  
Lauren Flaherty

Danny Remen  
Brian and Patricia  
Flaherty - Donahue

Virginia B. Rowe  
Timothy and Joyce Cooney

Matthew Shea  
Philip Shea

Larry Sironen  
Ron and Jane Berube

Helen E. Sullivan  
Mary-Ellen Boyle

Michelle Tuck  
Pamela Brown

Mary Lynne (Moynihan) Wilson  
Daniel and Jane Moynihan

Theodore H. Wolf Jr.  
Eric MacDonald

Nancy H. Zamarro  
St. Mary's Credit Union

HONORARY GIFTS

In Honor Of:

Joseph Andruzzi  
Jen Andruzzi

Samara Apelian  
Michelle and Robert Gilberti

Kari Buisch  
Craig Jeppesen

Zack Coggins  
Joseph and Maryellen Coggins

Chris & Kim Coghlin  
Steven Gallo and Tricia Lyons-Gallo

The Coghlin Family  
Thomas and Marianne Kearney

Jim and Nancy Coghlin  
Susan and Darryl Cyr

Stephen A. Davis  
Tricia and Doug Laursen  
Michael and Bridget Welch

Galen Comerford  
Steven Shipman

Stephen A. Davis  
Jim and Nancy Coghlin

Kenneth DeFeudis  
Gene and Julie DeFeudis

Bryan DeMarco  
Theresa and L. Keith Hayward  
Chris and Sarah Espinosa  
Sean and Melissa Jameson

All our family members & friends  
with cancer  
Patricia Gibbons

Asa Floyd  
Edward Adamson  
Patricia Bates  
David and Jodi Brunelle  
The Law Offices of  
Dean J. Cariglia, P.C.  
Ann Marie Connolly  
Laura and Christopher Dawe  
Joseph D. Early  
Geoffrey and Linda Filker  
Eugene and Christine Garcia  
Sam and Debra Hokkanen  
John Johnson  
Valerie Kerxhali

Andre and Cheryl Labrecque  
Gerald and Heidemarie Latham  
Medical Resources  
Home Health Corp  
MTV Painting  
Merle Olson

Patricia Peterleitner  
Kenneth and Irene Polito  
Kathryn Premo  
Timothy and Dina Rassias  
Pasquale and Kathleen Sacco  
Stress Reduction &  
Counseling Center  
Worcester Academy  
LAX Athletic Dept.

Asa & Deb Floyd  
Francis A. Ford and Shirley A. Doyle

Lou & Wendy Griffith  
Adele Krumpholz

Jessica Kemp  
Shelley D. Yeager

Kate Mastro  
Karen Tomao

Ryan Morgera  
Elisabeth and Michael Morgera

Susan O'Connor  
Mary L. Maher

Sarah Sullivan  
Dale and Erin Lorrain

Ryan Turner  
Thomas and Jen Cullen

Michael and Bridget Welch

Kelley Tyan  
Colleen Potenti



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