



Skin Cancer Risk Report

June 2015

Look at the data and there's a clear trend: The incidence of skin cancer is on the rise. In fact, the number of people diagnosed with a melanoma has doubled over the past 30 years, despite a whole generation of education campaigns.

Nationally, one in five Americans will develop skin cancer over the course of a lifetime. It's more often diagnosed than cancer of the breast, prostate, lung and colon – combined!

The cost to treat just those millions diagnosed with skin cancer: A whopping \$8.1 billion annually.

There are several reasons the rate of skin cancer has increased. For one, the prevalence of sunburns has risen steadily over the past five years. Couple that with the fact that barely one-third of Americans wear sunscreen when outdoors.

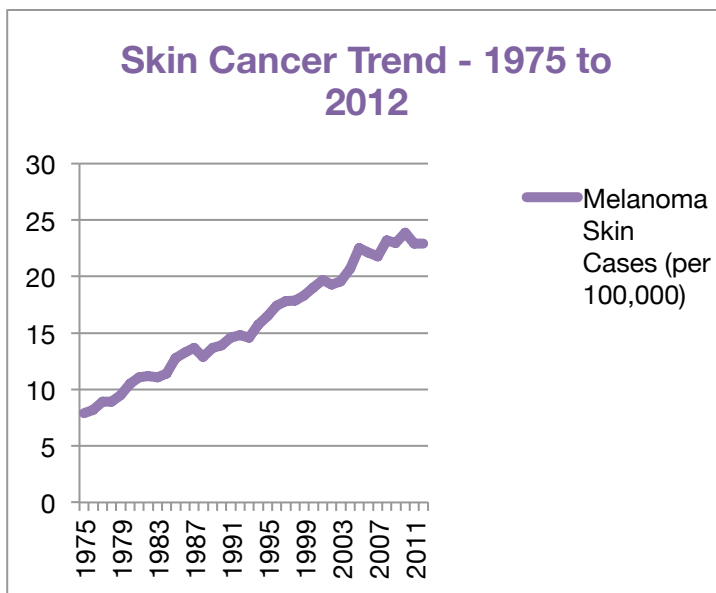


Figure 1 Source: National Cancer Institute

But while we're failing as a nation to heed the warnings, some states are making significant strides against skin cancer. They're reducing sunburn rates, keeping skin cancer rates steady and attracting more dermatologists, doctors who commonly screen for skin cancers.

Vitals examined the most recent data available to find out which states are faring

the best – and those that still need to get the message out that skin cancer kills.

METHODOLOGY

The Vitals Index Skin Cancer Risk Report is based on proprietary and third party data sources. The report takes into account quality ratings for dermatologists, the change in the number of dermatologists, as well as per capita numbers of dermatologists by state. It also considers statewide skin cancer change in sunburn incidence rates, as well as overall sunburn rates and race compositions by state.



ACCESS TO DERMATOLOGY SPECIALISTS

Dermatologists are specially trained to recognize and diagnose early skin cancer. They can also check for new moles, and monitor changes in old ones. The American Academy of Dermatology recommends visiting a dermatologist annually for a skin cancer screening, as early detection greatly increases the survival rate.

But not all states have equal access to dermatologists - and the number of dermatologists can change year-to-year. In addition, some state residents report greater satisfaction with their dermatologists.

States with most dermatologists (per capita)

State	Dermatologists	State Populations	Per Capita
Massachusetts	527	6,745,408	1:12,800
Rhode Island	77	1,055,173	1:13,704
Connecticut	250	3,596,677	1:14,387
New York	1281	19,746,227	1:15,415
Florida	1184	19,893,297	1:16,802
Maryland	350	5,976,407	1:17,075
California	2186	38,802,500	1:17,750
South Dakota	46	853,175	1:18,547
Pennsylvania	651	12,787,209	1:19,642
Minnesota	273	5,457,173	1:19,990

States with the least dermatologists (per capita)

State	Dermatologists	State Populations	Per Capita
Arkansas	14	736,732	1:52,624
Mississippi	69	2,994,079	1:43,392
Wyoming	14	584,153	1:41,725
Oklahoma	99	3,878,051	1:39,172
Nevada	76	2,839,099	1:37,357
West Virginia	52	1,850,326	1:35,583
Nebraska	53	1,881,503	1:35,500
Kansas	82	2,904,021	1:35,415
Arkansas	86	2,966,369	1:34,493
Indiana	197	6,596,855	1:33,487

*** If access to a dermatologist isn't feasible, your primary care physician can perform a routine skin exam.*



Highest-Ranked Dermatologists

State	Overall Rank
NH	4.25
WY	4.25
SD	4.19
RI	4.15
LA	4.12
MN	4.10
OK	4.06
DC	4.04
ND	4.03
MO	4.02

Lowest-Ranked Dermatologists

State	Overall Rank
DE	3.42
ID	3.63
NM	3.67
AK	3.68
ME	3.73
IA	3.76
MI	3.76
NJ	3.77
NY	3.80
OR	3.81

ETHNIC EQUALITY

There is no ethnic divide when it comes to skin cancer. Caucasians are more susceptible to developing a melanoma – making skin color a determining risk factor. Yet, people of color are often diagnosed with a melanoma at later stages, making it harder to treat their cancer successfully.

Therefore, it's important for people of all ethnicities to reduce their sun exposure.

States with the least % of whites

State	% of White
HI	26.6
DC	43.4
MS	59.8
MD	60.5
GA	62.5
LA	63.5
AK	67.3
SC	68.3
AL	69.8
VA	70.8

States with the highest % of whites

State	% of White
ME	95.2
VT	95.2
NH	94.2
WV	93.8
ID	93.7
WY	92.7
IA	92.5
UT	91.6
NE	89.7
ND	89.6



PREVALENCE OF SUNBURNS

Nationally, more people over a five-year time period report experiencing at least one sunburn in the previous year – a 2.9 percent increase to 42 percent of the adult population. According to the Skin Cancer Foundation, a person’s risk for melanoma doubles if he or she has had more than five sunburns.

Yet, at a time when cosmetics come fortified with sunscreen and the variety of sun block rivals cereal, the prevalence of sunburns has increased about 2 in 5 people report having sustained at least one sunburn during the preceding year. Four states with the lowest prevalence of sunburns also had low skin cancer rates.

Highest Prevalence of Sunburns

State	Prevalence of Sunburns in %
Utah	49.9
Minneapolis	48.7
Wisconsin	48.6
Idaho	48.5
Wyoming	48.3
Vermont	47.1
North Dakota	46.4
South Dakota	46.1
Michigan	45.6
Missouri	45.2

Lowest Prevalence of Sunburns

State	Prevalence of Sunburns in %
Kentucky	27
North Carolina	28.1
Louisiana	30.5
Tennessee	32.6
Alaska	34.1
California	34.8
Florida	37.7
Texas	37.7
West Virginia	38
Nevada	38.3

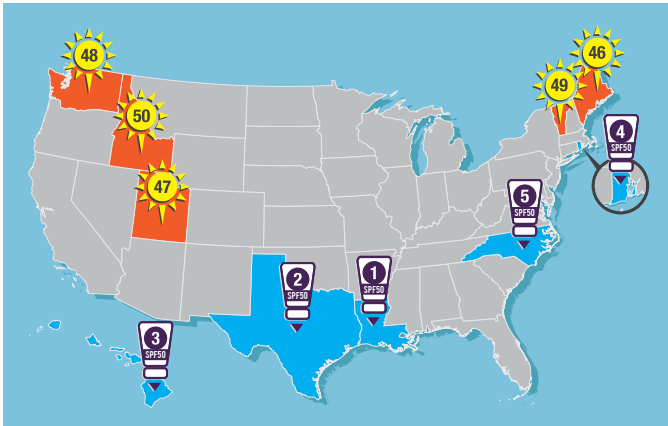
Highest Five-Year Increase in Reported Sunburns

State	Difference
Arizona	+16.4
Oklahoma	+11.3
New York	+9.9
Connecticut	+9.8
South Carolina	+8.9
Montana	+8.7
North Dakota	+8.1
Vermont	+8
New Jersey	+7.4
Massachusetts	+7.4

Source: Centers for Disease Control

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FINAL SCORES



It's telling that some of America's sunniest and well-known beach destinations like Hawaii, Florida and California are home to residents at least risk for skin cancer. In contrast, residents in states least synonymous with summertime fun, like Idaho, Vermont, Washington and Maine have the highest risk of skin cancer.

The results point to the failure of awareness campaigns to

resonate with the general population. This is especially true in colder-climate states, where, absent the hot sun, populations may have fooled themselves into a sense of false comfort.

Overall Rank – From Lowest to Highest Rank

- | | |
|-------------------|--------------------|
| 1. Louisiana | 26. Colorado |
| 2. Texas | 27. New York |
| 3. Hawaii | 28. Maryland |
| 4. Rhode Island | 29. New Mexico |
| 5. North Carolina | 30. Massachusetts |
| 6. South Dakota | 31. Oregon |
| 7. Alabama | 32. Wisconsin |
| 8. Florida | 33. New Jersey |
| 9. Georgia | 34. Michigan |
| 10. California | 35. South Carolina |
| 11. Arkansas | 36. Nebraska |
| 12. Illinois | 37. Pennsylvania |
| 13. Mississippi | 38. Wyoming |
| 14. Ohio | 39. West Virginia |
| 15. Nevada | 40. Delaware |
| 16. Virginia | 41. Kansas |
| 17. Arizona | 42. Montana |
| 18. Indiana | 43. North Dakota |
| 19. Oklahoma | 44. Minnesota |
| 20. Missouri | 45. Iowa |
| 21. New Hampshire | 46. Maine |
| 22. Connecticut | 47. Utah |
| 23. Kentucky | 48. Washington |
| 24. Tennessee | 49. Vermont |
| 25. Alaska | 50. Idaho |



SUN SAFETY TIPS

No matter where you live or who you are, you're at risk for skin cancer. Follow the tips below to reduce your risk.

1. Sunscreen – Every Day

No matter whether it's raining or sleeting, sunscreen is mandatory 365 days a year. That's because UVAs are present no matter the time or day or season. UVAs are responsible for causing premature aging and causing skin cancer.

2. Reapply Often

Even if you're not working up a sweat, your skin is still breathing – and that causes sunscreen to evaporate. Reapply every two to three hours if you're lounging. More often if you're actually working up a sweat.

3. Check the Protected

Areas that don't normally see the sun are also susceptible to skin cancer. Melanomas have been found inside the mouth, nose and bellybutton and are common on groin areas, too.

4. Keep Poolside Drinking in Check

It's a cocktail for disaster: Alcohol dilates the blood vessels, putting blood cells closer to the surface, which makes it easier to absorb the sun's UV rays. Keep libations to a minimum when in the sun.

5. Annual Skin Exams

Dermatologists have special training that includes the diagnosis and management of skin cancers. Make sure you visit a dermatologist annually so they can check for new moles or changes to old ones. To find a dermatologist, visit www.vitals.com

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