



7 June 2023



126 visitors to the first 5 clinics

99%

*of visitors to Daily Male clinics are satisfied*

**Harnessing community power to improve access to quality healthcare**



*For* the community  
*By* the community

- Prostate health exams
- PSA Tests
- Urine health exams

- Heart health exams
- BMI Checks

- Dietary advice
- Smoking cessation advice
- Alcohol cessation advice

- Get Support & Referrals







Funded by Bermuda Health Council, we developed a community health model to address Bermuda's prostate cancer and cardiovascular disease health inequalities



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Robinson**  
MPH, MD Candidate

# Cancer inequalities in Bermuda

Up to **12%** of men are uninsured

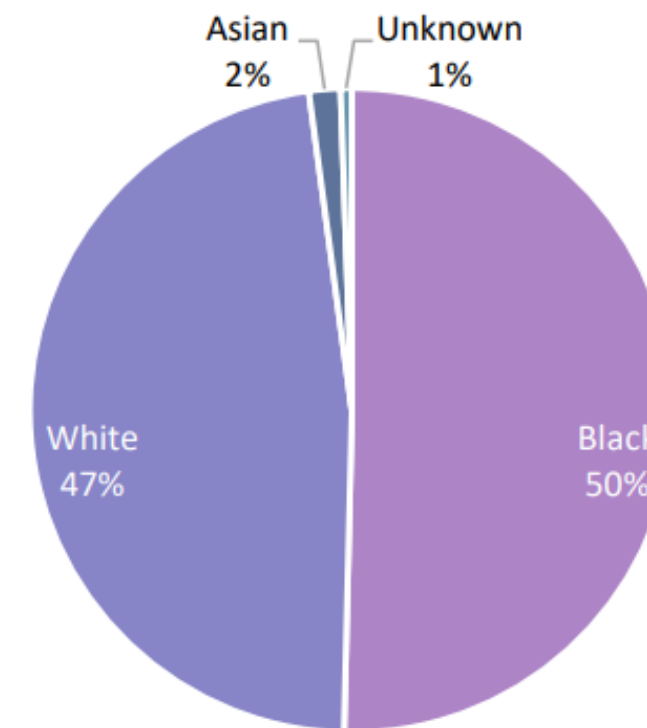
Prostate cancer is the **1#** cancer affecting men in Bermuda.

Its the third most (11%) registered cancer diagnosis (2008 - 2019), and greatly exceeds the OECD average

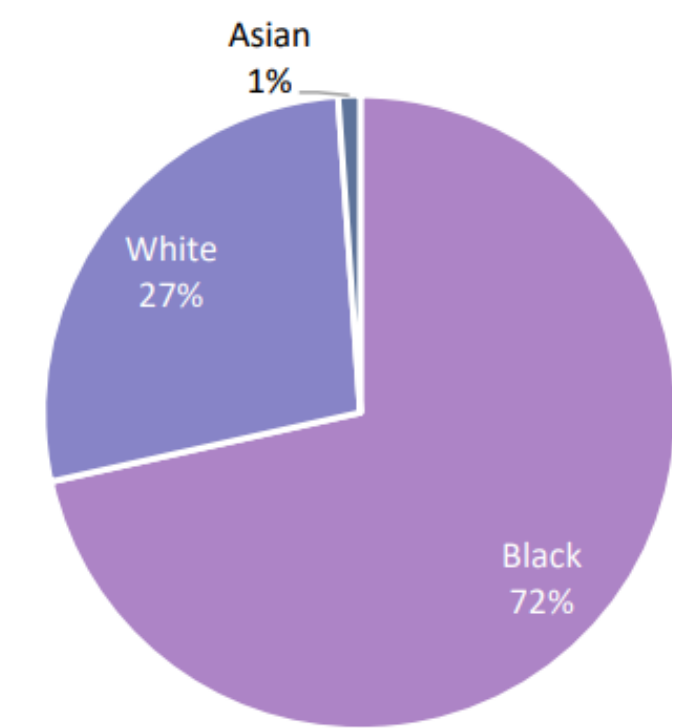
**72%** of Cancer stages III and IV are black

Figure 3-5 Cancer cases 2017-2019 by stage at diagnosis and race

A) Stages 0 and I



B) Stages III and IV



Data source: Bermuda National Tumour Registry, Bermuda Hospitals Board.

Note: Excluding non-melanoma skin cancer

# Barriers identified by men in the USA

- Does not trust doctor
- No regular primary care provider
- No information provided by doctor
- Fear of testing positive for prostate cancer
- Low perceived susceptibility to prostate cancer
- Limited access to screening
- Uncomfortable screening procedure
- Low perceived risk of developing prostate cancer
- Lack of information about the disease

# Barriers Daily Male identified in Bermuda



“Lack of coverage for uninsured seniors”



“Health insurance cost is ridiculous”



"They don't treat us as individuals but use same treatment for everyone"



# How we built trust



Community driven and grassroots leadership

Involved local businesses, churches, and people

Focused on compassionate and free healthcare access

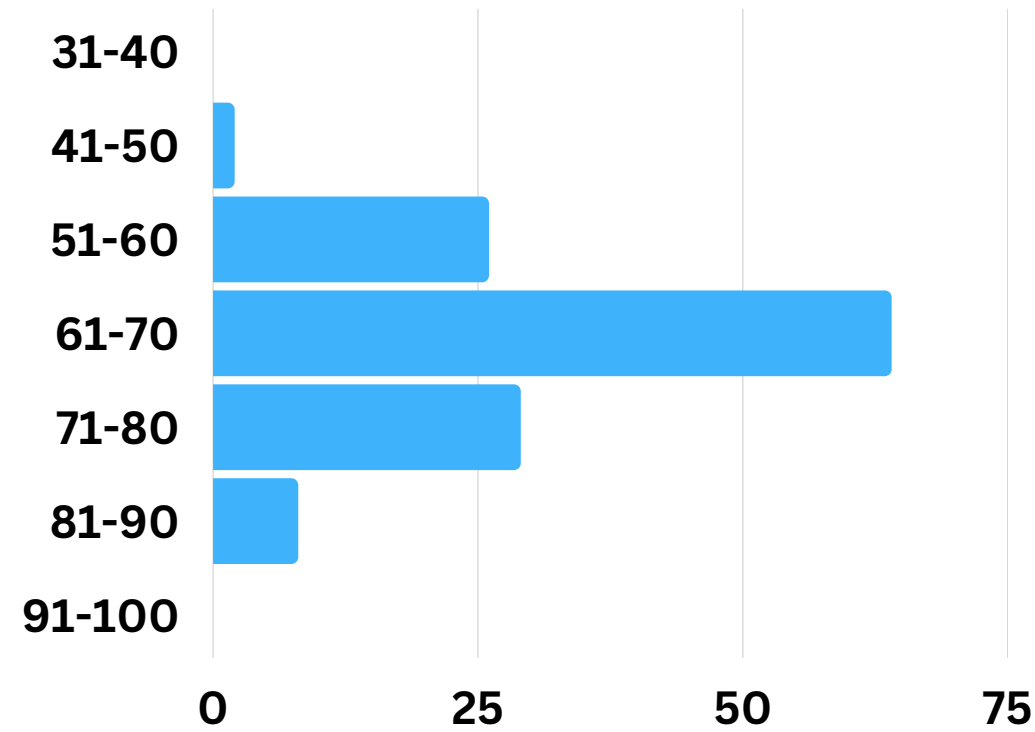
# Six areas across Bermuda



February 4th **B. I. U.**  
March 4th **St George's CC**  
April 1st **Somerset CC**  
May 6th **Warwick Workmen's**  
June 3rd **Bailey's Bay CC**  
July 1st **Pembroke Hamilton Club**



# Demographics

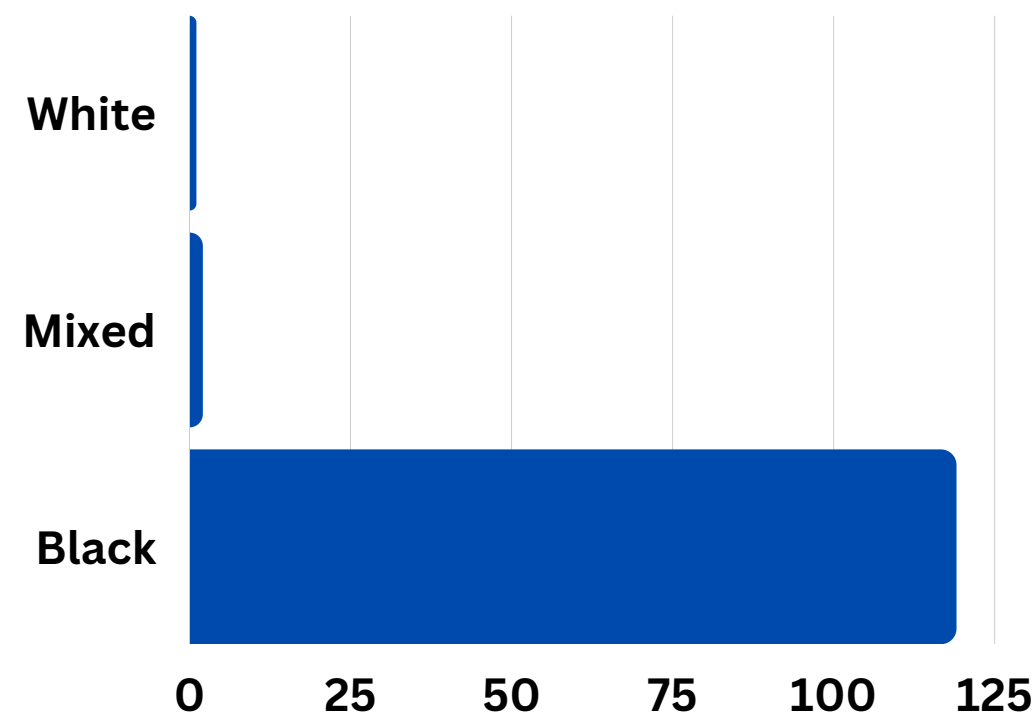
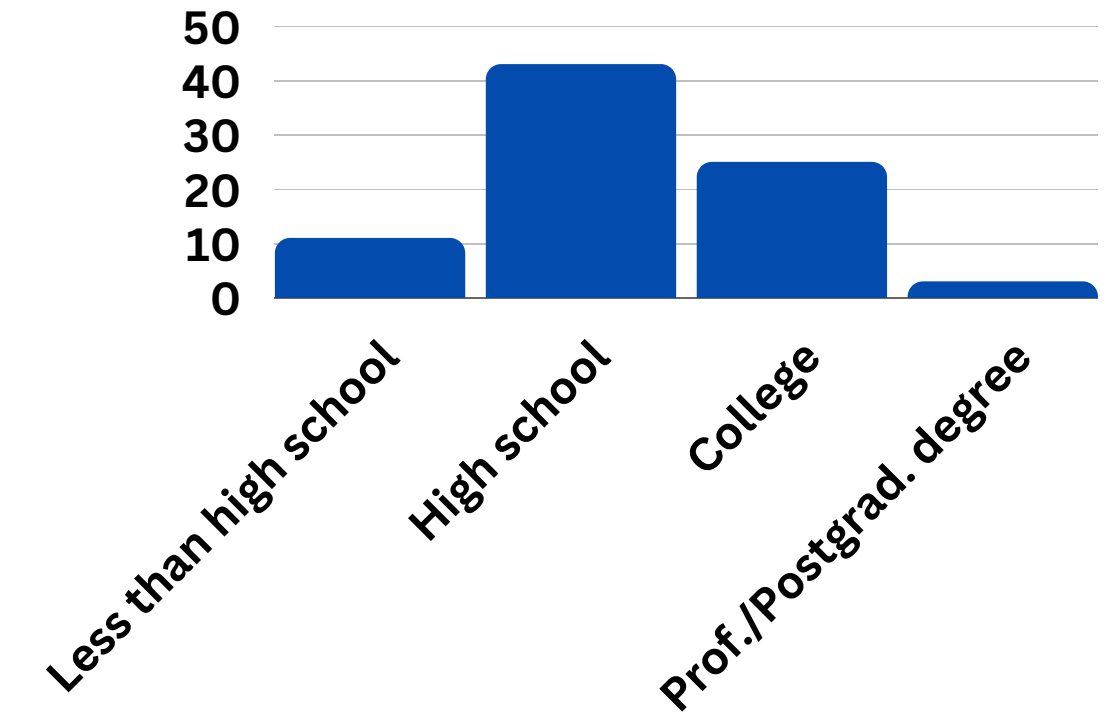


**We have a no one is turned away policy**

From age **49** to **89** we had **129** visitors:

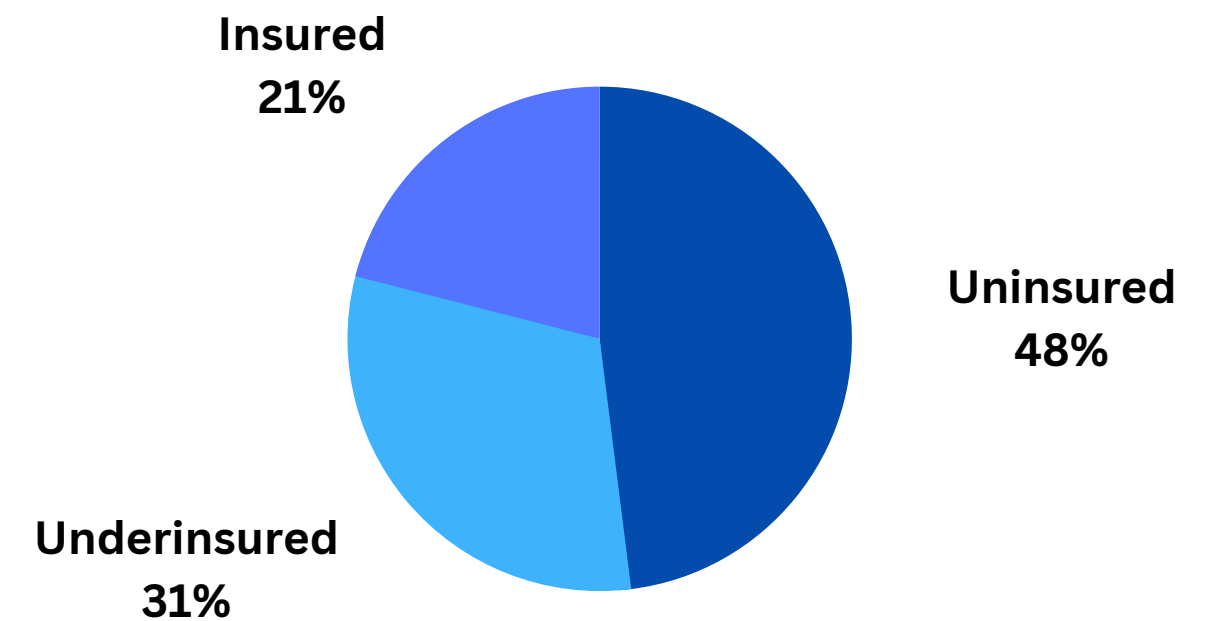
- average age **67**
- medium age **65**

Of **96** who provided their educational background **56%** had less than high school or high school/GED level



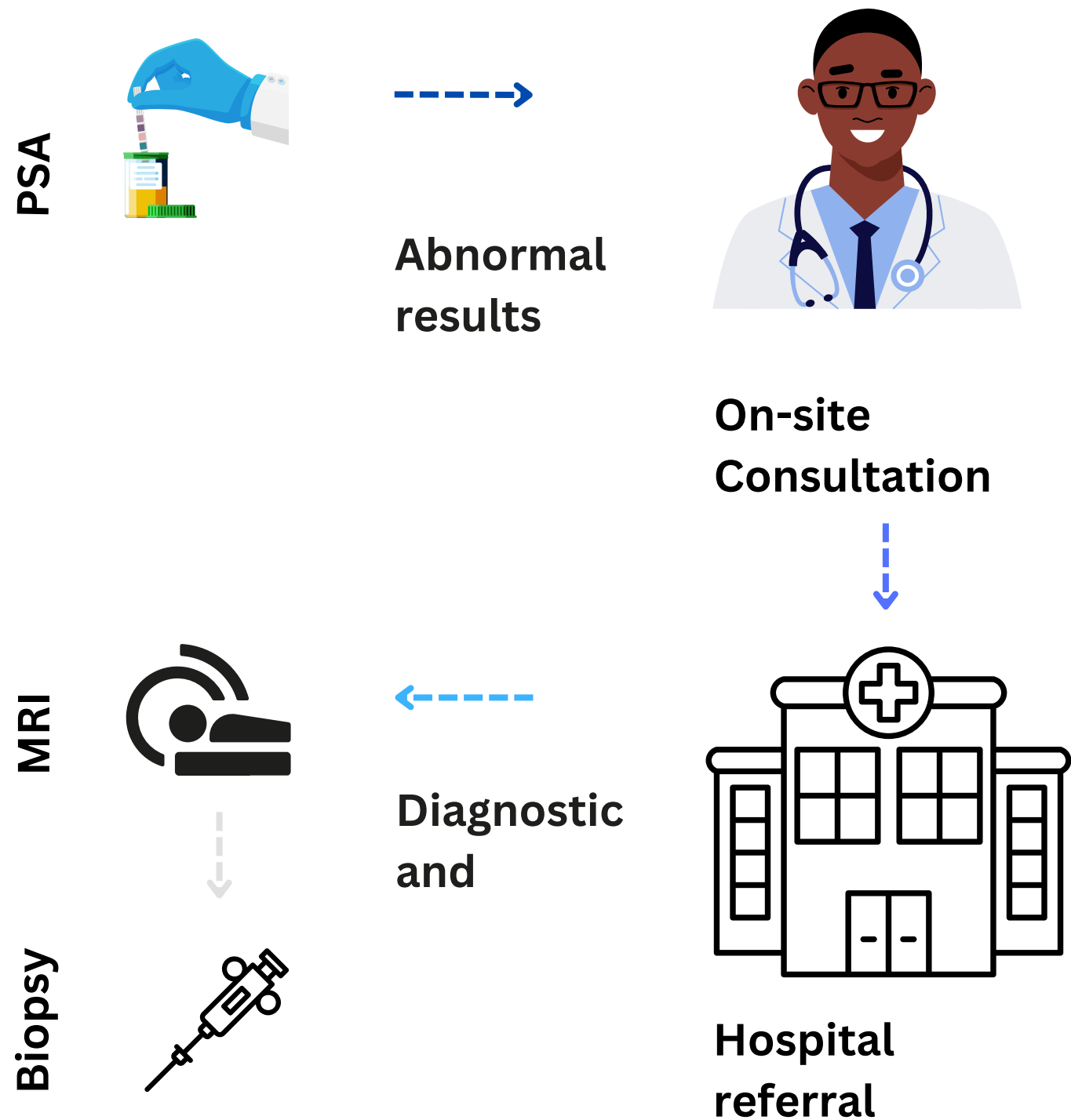
Of **122** who shared their background **97%** were Black Bermudian

Of **124** visitors who shared health coverage **98** were uninsured or had no insurance



# Prostate cancer

## From PSA tests to hospital diagnostics



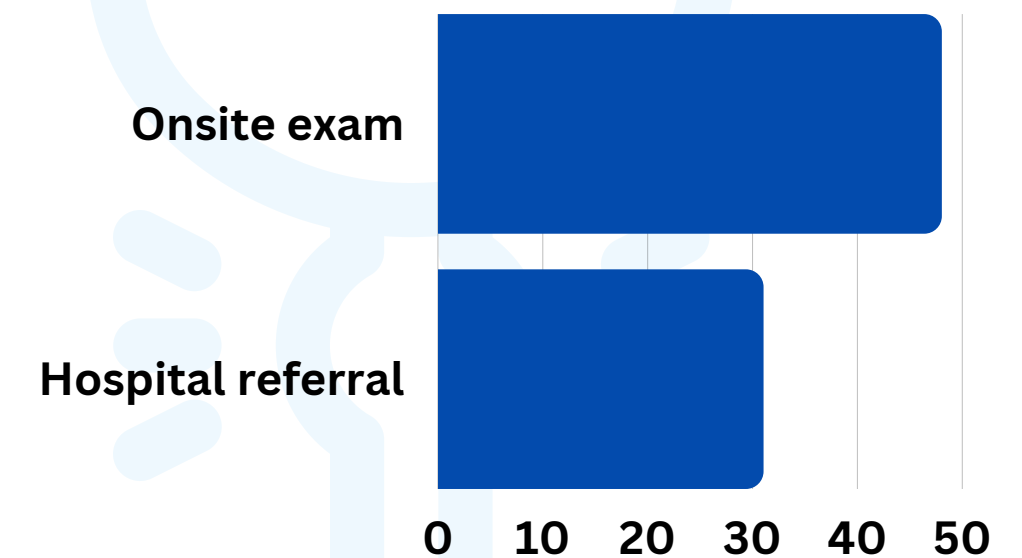
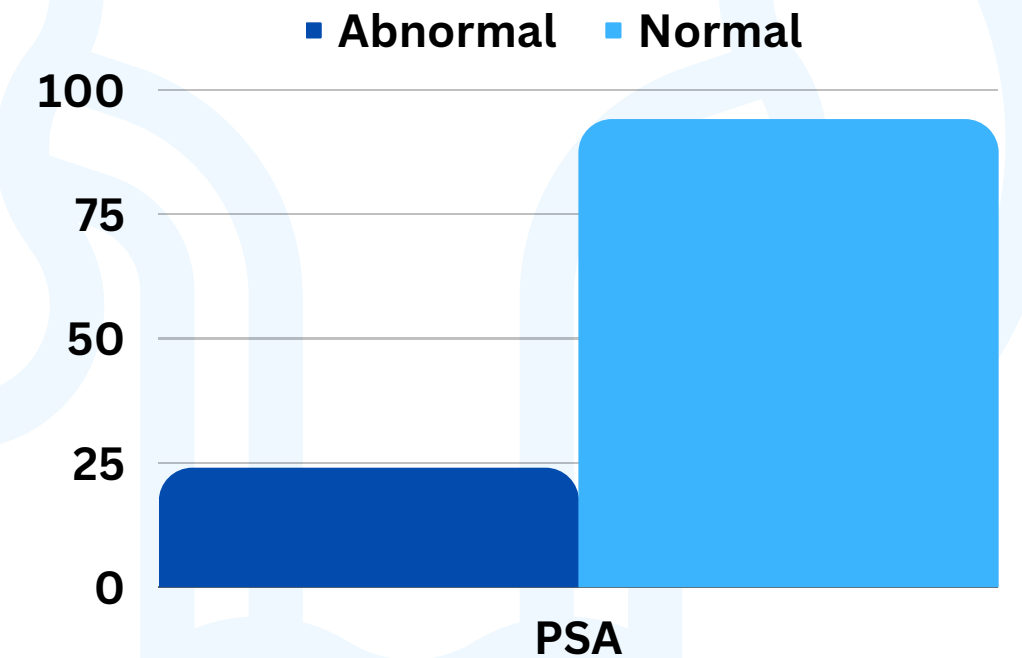
**91%** of all visitors consented to and had a PSA test:

- **20%** [24x] had abnormal PSA levels

Of the 118 tested:

- **41%** [48x] consulted an onsite urologist

Of those seen onsite, the urologist referred **64.5%** [31x] to a hospital where they can provide advanced diagnostics



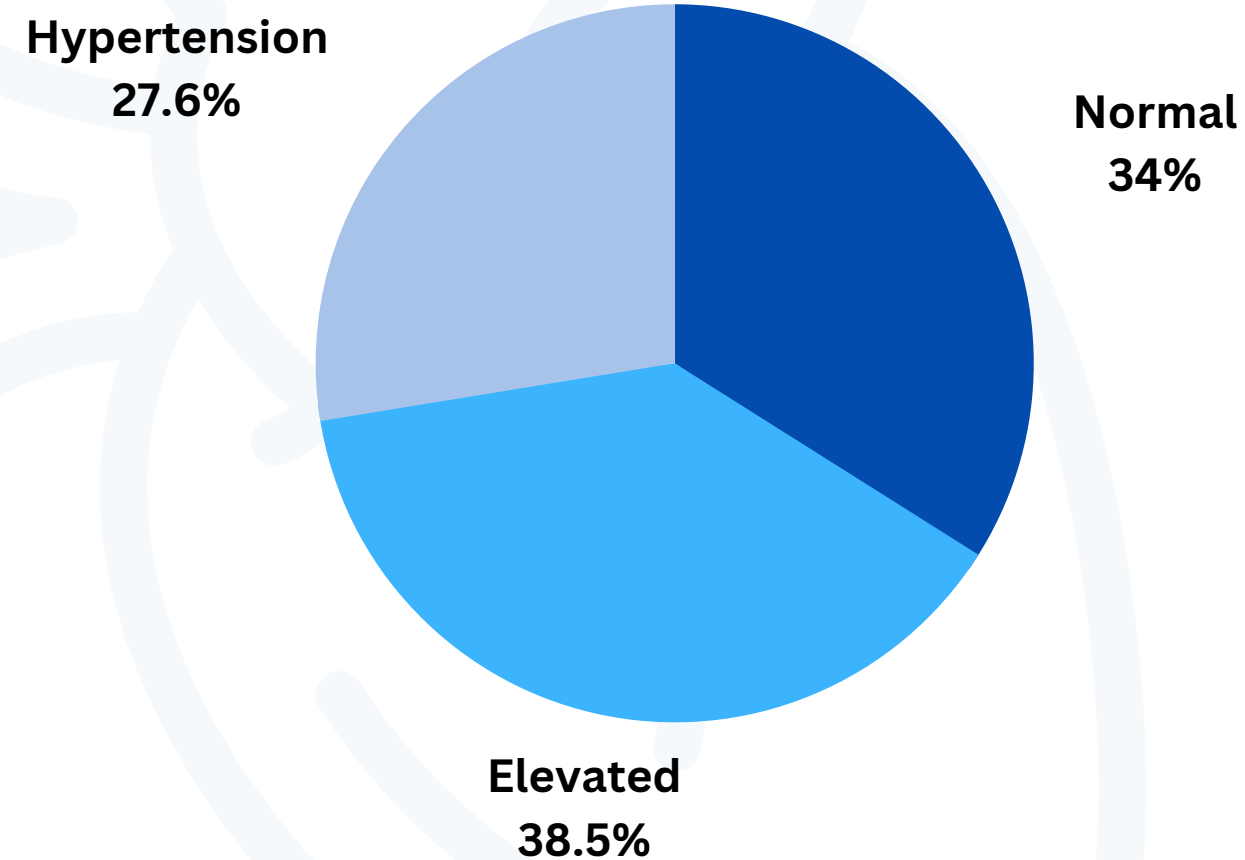


# Cardiovascular health



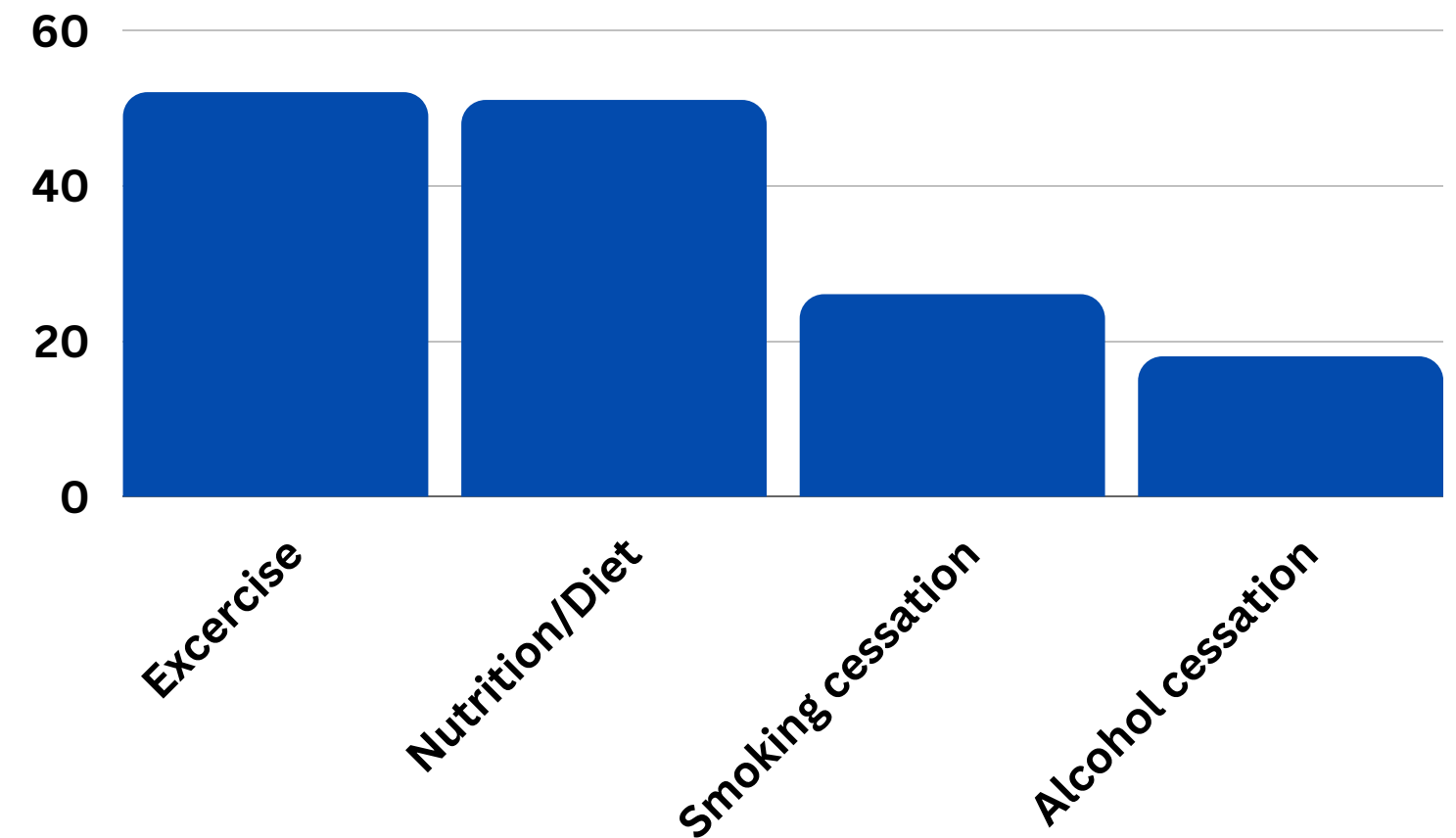
## From access to medication to providing awareness

Of **123** visitors, **79** had hypertension or elevated blood pressure levels



**60** people went to see a GP consultant with **7** referrals. At the consultant's discretion, patients had referrals to a local pharmacist for drugs

Our consultants advised **63** visitors on managing their health in one or more areas:



**AT RISK MALES BEING OFFERED FREE HEALTH CARE AT NEW DAILY MALE CLINIC**  
 Trevor Lindsay January 25, 2023 12:44 pm  
 Medical News, Slider News

**The Royal Gazette**  
**'Amazing turnout' as dozens of men show up for prostate tests**  
 News Staff  
 Created: Feb 08, 2023 07:48 AM

**DailyMale Grand Opening "A Raging Success"**  
 February 7, 2023 | 1 Comment

The DailyMale Men's Health Clinic held a grand opening event on Feb 4 in concurrence with World Cancer Day.

... said, "In concurrence with World Cancer Day, the grand opening of the DailyMale Men's Health Clinic was a success, with the free offering of testing for prostate cancer and other diseases welcomed by several members of the community."

**40+ MEN TAKE ADVANTAGE OF FREE TESTING OFFERED BY DAILYMALE CLINIC**  
 Trevor Lindsay February 6, 2023 6:23 am  
 Medical News, Slider News






# Daily Male experience

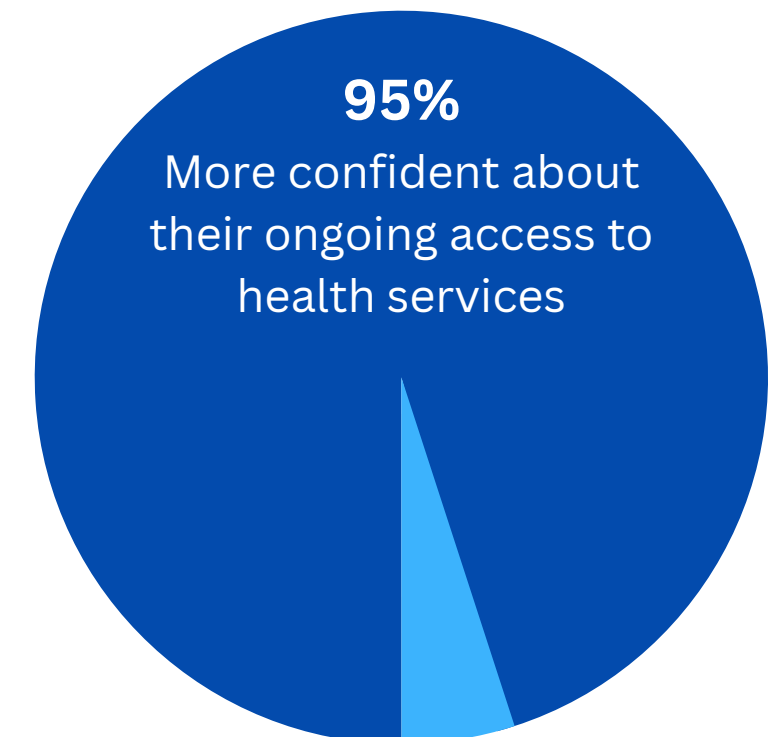






# Our impact

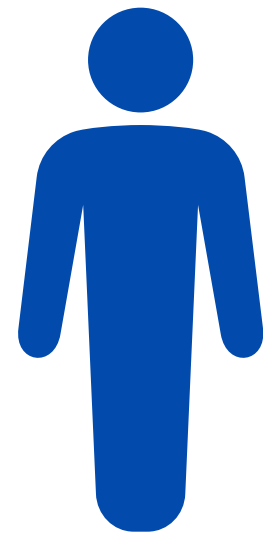
## Beyond prostate and heart health





# Two service patient journey

(anonymised)



Mike (alias)  
Male  
Black  
61  
Self employed  
**Uninsured**



He discovers Daily Male through his daughter hearing about the clinic on social media



Mike visits the first clinic and learns he has a high PSA. After consulting the urologist, he's given a hospital referral



He has an MRI scan and biopsy at the hospital, which finds intermediate to high-risk prostate cancer – the urologist books surgery



Someone without insurance who rarely visits his GP had an early diagnosis, **decreasing the risk of cancer spreading, and saving Mike and the healthcare system money**



Junior (alias)  
Male  
Black  
71  
Semi retired  
**Underinsured**



He hears about Daily Male clinics via a conversation in his local Church



Junior attends the first clinic and learns he has a high PSA. After consulting the urologist, he's given a hospital referral



He shares his home phone number and is without an email or mobile. With limited capacity, Daily Male faced a challenge reaching him



Daily Male aims to hire administrative support to improve operations processes and patient services

# Saving money and improving quality of life



## What's covered:

- PSA Tests
- MRI
- Biopsy
- Chemotherapy

## What's not covered:

- Chemotherapy drugs at **\$5,000** per month

## What's unaccounted for:

- Loss of income
- Social and emotional toll on family and friends

## What we can save:

- Preventing a patient from advanced cancer requiring chemotherapy drugs saves **\$60,000** per year

## Daily Male has shown it can minimise this risk:

- If we prevent **ten patients** from advanced prostate cancer, we can save **\$600,000** per year

# Our strategy



## 2023

- Complete our pilot across Bermuda
- Obtain charitable status to raise funds
- Private, public, and third sector partnerships

## 2024-25

- Raise funds to purchase a mobile clinic
- Offer extended services in heart and mental health
- Provide PSA screening to **400+** men in Bermuda

## 2028

- **Become the #1 men's health charity in Bermuda**





**We are more than a charity**



**We are a movement**

# Imagine

Imagine how we can reduce cancer inequalities

Imagine how much money we could save our country

Imagine how we can improve Bermudians quality of life

**Imagine if we could not**

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**100%**  
Want our clinic  
permanently  
available



