

PATH TO EMPOWERMENT

HELPING PATIENTS FIND THEIR VOICE AT EVERY STEP OF THE JOURNEY

Not everyone's experience with cancer is the same. While there are commonalities, people tend to approach cancer in different ways, face different struggles, and find different ways of coping.

NEWLY DIAGNOSED

PAIN POINTS

- Feeling betrayed by my body
- How do I tell people?
- Should I seek a second opinion?
- How do I connect with an expert and make them part of my care team?

GAINS

- Have a plan to move forward
- Assemble my care team
- Know what questions to ask my doctor

CRISIS

ACTION

TESTING

GAINS

- Understand my lab tests
- Know what my results mean for treatment options

PAIN POINTS

- What tests should I get for my disease?
- When to test and when to re-test?
- How does testing help me get the right diagnosis and treatment?

INFORMED

UNINFORMED

TREATMENT & CLINICAL TRIALS

PAIN POINTS

- What treatment is right for me?
- Is treatment working?
- Anxiety about side effects
- Is there a clinical trial for me?
- When should I consider a clinical trial?

GAINS

- Understand my treatment goals
- Explore clinical trial opportunities
- Have a plan for managing side effects

NOT ENGAGED

ACTIVELY ENGAGED

ACCESS & AFFORDABILITY

GAINS

- Know where I can find financial support
- Add an expert to my care team

PAIN POINTS

- Will my insurance cover this?
- How and will my insurance cover seeing an expert?
- Staggeringly expensive cost of treatment and medication

CLEAR WAY FORWARD

INDECIPHERABLE

WHOLE PATIENT SUPPORT

PAIN POINTS

- Who can I talk to?
- How do I find/create a support system
- Depression, anxiety, social isolation

GAINS

- Assemble my support system
- Nutritional, wellness, and spiritual support
- Know when to ask for help

NOT EMPOWERED

EMPOWERED

WHAT'S NEXT?

GAINS

- Learn to live well with my disease
- Cancer doesn't define me
- Palliative care

PAIN POINTS

- Is it going to come back?
- Going back to work or school
- End of life planning
- How will my family cope if I die?

REFOCUSED HOPE

HOPELESSNESS