

# WHERE CAN YOUR EMPLOYEES TURN FOR SUPPORT IN DEALING WITH A CANCER DIAGNOSIS?

## MEET [CANCERCARE.ORG](https://cancer.org)!

**Thursday, April 4, 2019**  
**1:00 – 2:00 PM**



**Christine Verini**  
Chief Operating Officer  
*CancerCare*



**Brian Tomlinson**  
Chief Program Officer  
*CancerCare*



**Trish Goldsmith**  
Chief Executive Officer  
*CancerCare*

~with~

**Dr. Mark Cunningham-Hill**, Medical Director, *Northeast Business Group on Health*



CANCER*care*®

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**NATIONAL** | 275 SEVENTH AVENUE, NEW YORK, NY 10001 | [WWW.CANCERCARE.ORG](http://WWW.CANCERCARE.ORG)  
T: 212-712-8400 OR 800-813-HOPE (4673) | F: 212-712-8495 | E: [INFO@CANCERCARE.ORG](mailto:INFO@CANCERCARE.ORG)

# Our Mission



## **Our Mission**

CancerCare® is the leading national organization dedicated to providing free, professional support services including counseling, support groups, educational workshops, publications and financial assistance to anyone affected by cancer. All CancerCare services are provided by oncology social workers and world-leading cancer experts.

# CancerCare's 75th Anniversary



CANCERcare®

**75 Years of Help and Hope**

## **Celebrating 75 years of CancerCare services**

### **Ten-month campaign includes:**

- Raising awareness of emotional, financial and educational support for people affected by a cancer diagnosis
- Highlighting 75 years of providing help and hope to anyone affected by cancer
- Spreading word about CancerCare's supportive services



# Our Impact: Reach of Services (FY18)



CANCERcare®

75 Years of Help and Hope

Our programs and  
services helped

186,700

people affected  
by cancer in  
every state.

CancerCare  
welcomed



visits to  
our websites.

CancerCare provided  
**\$41.1 million**  
in financial  
assistance to  
**25,499 people.**



MyCancerCircle™  
served  
**36,045  
active  
members**  
in **2,932  
active caregiver  
communities.**



Our professional oncology  
social workers provided  
support to **92,234 people.**



**Distributed  
publications**

to health care  
professionals,  
patients, bereaved,  
and caregivers.

Online Helping Hand  
helped **21,973  
people** affected by  
cancer through  
**37,761 searches.**



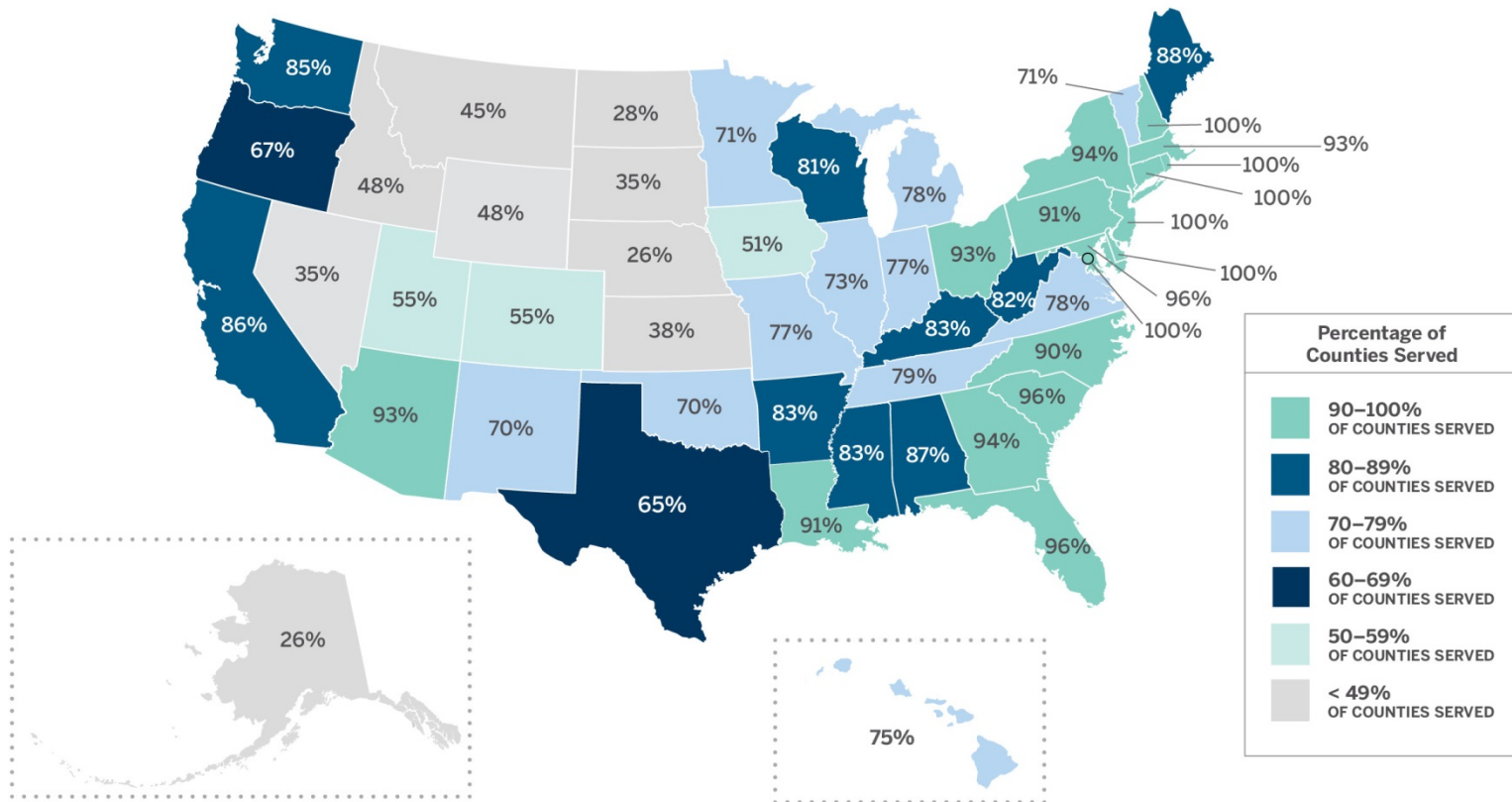
Leading experts in oncology led **68 CancerCare Connect®  
Education Workshops**, featuring **211 faculty members** and  
**93 partner organizations**, drawing **68,979 participants.**



July 1, 2017 – June 30, 2018.

# Our Impact: Reach of Services (FY18)

## Impact Index: Percentage of U.S. Counties Receiving CancerCare Services by State (FY18)





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# Cancer*Care*® Services

# What Is an Oncology Social Worker?



**CancerCare employs 35+ masters' prepared oncology social workers with specialized training in oncology-related issues.**

## **Who can receive counseling?**

- Patients
- Caregivers
- Newly bereaved (in-person at our local offices)
- Children as young as five (in-person at our local offices)

## **CancerCare Oncology Social workers can:**

- Provide cancer-focused support
- Help reduce feelings of anxiety and distress
- Help increase feelings of hope and empowerment
- Assist you in learning new ways of coping
- Help you improve communication with your medical team and loved ones
- Provide you with practical information about treatment
- Provide you with resources in your community



Richard Dickens, LCSW-R, oncology social worker at CancerCare and non-Hodgkin lymphoma survivor



- Professional oncology social workers provide emotional, practical and financial support for anyone affected by cancer
- Available over the telephone or face-to-face
- Spanish-speaking social workers available
- In FY 2018, 76,296 people called our Hopeline

## **Hopeline**

**800-813-HOPE (4673)**

**Monday–Thursday: 10:00 a.m.—6:00 p.m. (ET)**

**Friday: 10:00 a.m.—5:00 p.m. (ET)**





# Support Groups

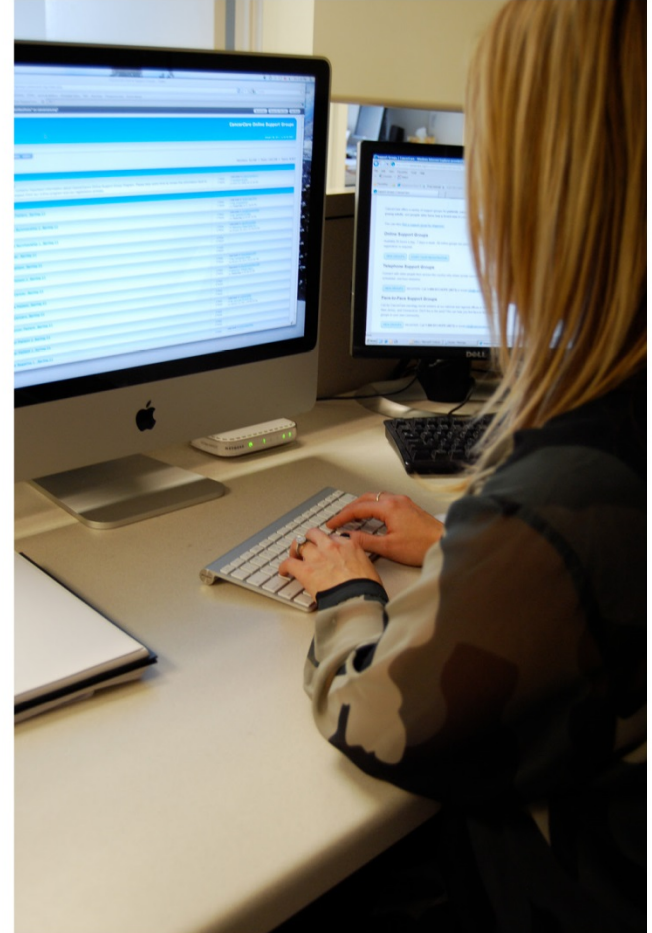
- Offered for people with cancer, their loved ones and for people who have experienced the loss of a loved one
- Available online, over the phone and in person
- Led by professional oncology social workers who provide support and guidance
- Groups meet for approximately 3-4 months
- Members are assessed for groups
- View all current groups:  
[cancerca.org/support\\_groups](https://cancerca.org/support_groups)



# Online Support Group Program



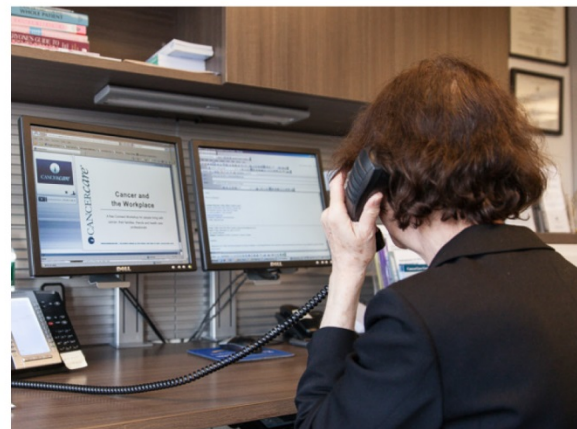
- 130+ online support groups offered each year for specific cancer diagnoses, caregivers and the bereaved
- Led by oncology social workers who provide guidance, resources and support
- Convenient and meaningful way to connect with others coping with similar issues
- Support for people unable to travel—coping with side effects or caring for a loved one
- Password-protected (not an open message board format)



# Connect Education Workshops



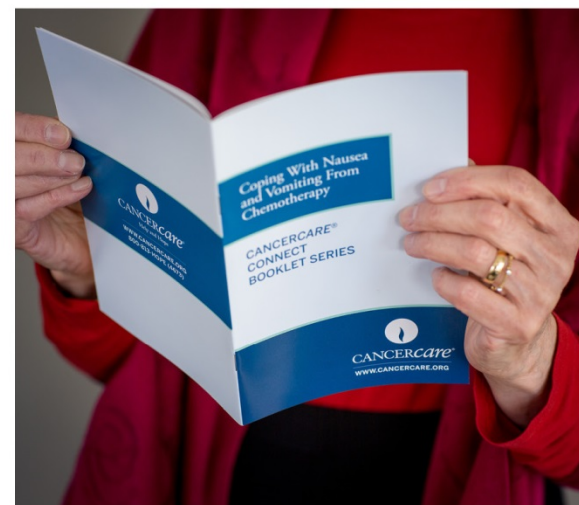
- Leading experts in oncology provide up-to-date information in one-hour workshops conducted over the telephone or online
- Topics include cancer-specific treatment updates, coping with treatment side effects, caregiving and workplace issues
- In FY 2018, over 68,000 people listened to 68 Connect Education Workshops
- Past workshops available via toll-free number or [cancercares.org/connect\\_workshops](https://cancercares.org/connect_workshops)





## Connect Booklets and Fact Sheets

- 300+ publications written by experts provide reliable, easy-to-read information on cancer-related topics
- Wide range of topics (e.g., cancer types, coping with cancer, caregiving, managing side effects and speaking with children)
- In FY 2018, more than 1.1 million print and digital publications were distributed—all free of charge
- Publications can be easily ordered online: [\*\*cancercares.org/publications/order\*\*](https://cancercares.org/publications/order)



# Financial Assistance



**CancerCare provides limited financial help for cancer-related costs, including:**

- Transportation to/from treatment
- Home care
- Child care
- Co-payment assistance

**For women or men with breast cancer, assistance also includes:**

- Pain and anti-nausea medication
- Oral hormonal medication
- Lymphedema support
- Durable medical equipment

**In FY 2018, \$41.1 million was distributed to over 25,499 people.**

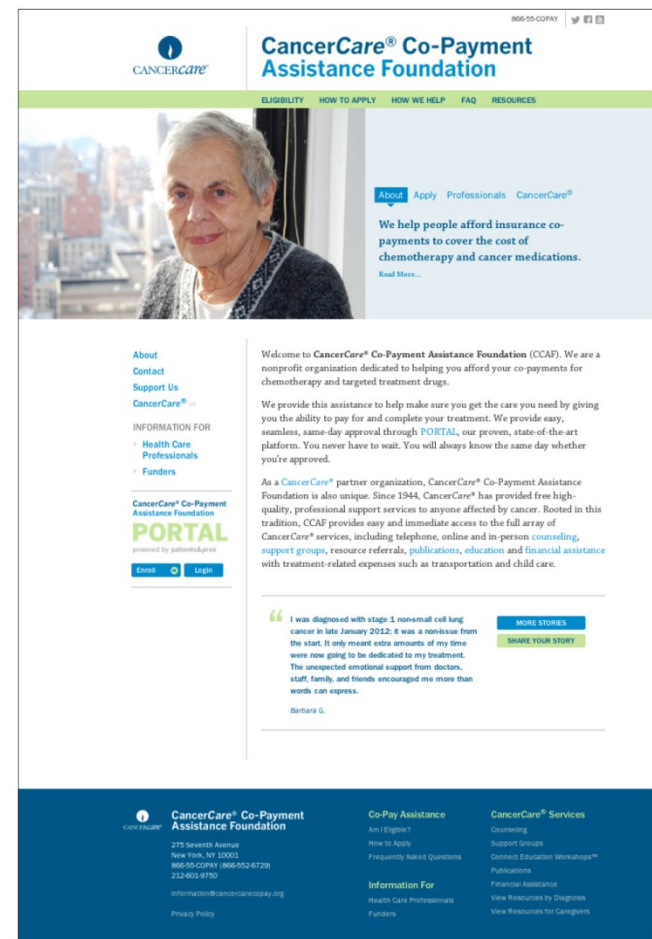
**To apply, call CancerCare and a customized application will be sent.**



# CancerCare Co-Payment Assistance Foundation (CCAF)



- Helps people afford insurance co-payments for chemotherapy and targeted treatment drugs
- Covered diagnoses have included: breast, colorectal, gastric, glioblastoma, head and neck, lung, pancreatic and renal cell
- For both privately insured and Medicare patients
- \$140 million has been distributed since its inception in 2007
- Apply online (**[cancercarecopay.org](http://cancercarecopay.org)**) or over the phone, **866-55-COPAY (866-552-6729)**



# Community Programs



## **Wig and Breast Prosthesis Clinics**

Help people better cope with body changes

## **Mindful Meditation and Guided Imagery**

Help alleviate stress and anxiety

## **Reiki**

Relaxing energy balancing

## **Art and Writing Workshops**

Discover creative and expressive sides

## **LegalHealth Clinic**

Focuses on assisting people with health care-related legal needs.



# Healing Hearts Family Bereavement Camp



- Free weekend overnight retreat at a dude ranch in Milford, PA for families who have experienced the loss of a loved one to cancer
- For the entire family—  
parents and children attend
- Fun recreational activities (swimming, fishing, horseback riding and games) are combined with therapeutic grief activities





# Magnolia Meals at Home

- Magnolia Meals at Home is a meal delivery program that provides a nutritious foundation for patients living with breast cancer, thyroid cancer, kidney cancer, or soft-tissue sarcoma, and their families.
- Meals are available in and around Woodcliff Lake, NJ, Andover, MA and Raleigh-Durham, NC (as well as in areas in New York, New Hampshire, and Boston, MA).





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# Cancer*Care*®

## Specialized Programs



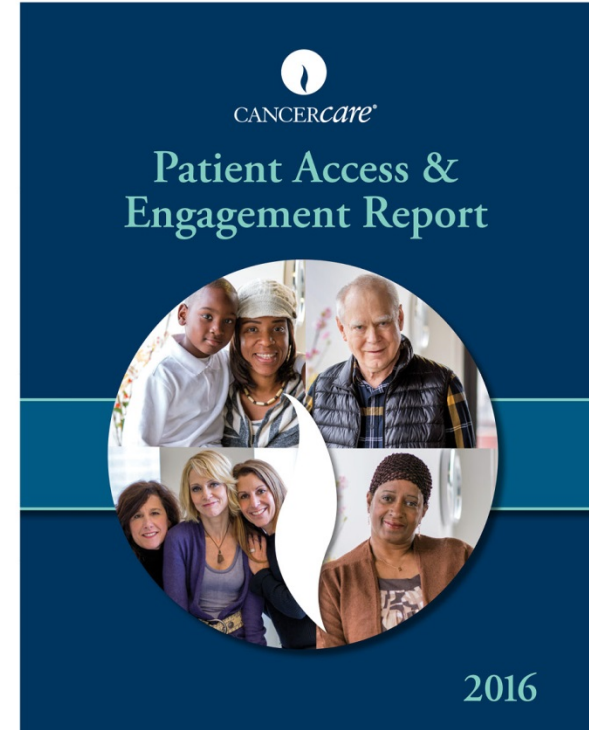
# CancerCare Patient Access and Engagement Report (CAPER)



The 2016 CancerCare Patient Access and Engagement Report illustrates the many physical, emotional, financial, practical and informational needs cancer patients experience during and after clinical treatment.

It reflects the perspectives of more than 3,000 patients diverse in ethnicity, income, education, geography, age, insurance, cancer type and treatment stage.

CancerCare conducted this study to learn more about how patients experience life after a cancer diagnosis, in order to inform our program development and most accurately represent and address the needs of patients throughout their continuum of care and after clinical treatment is complete.

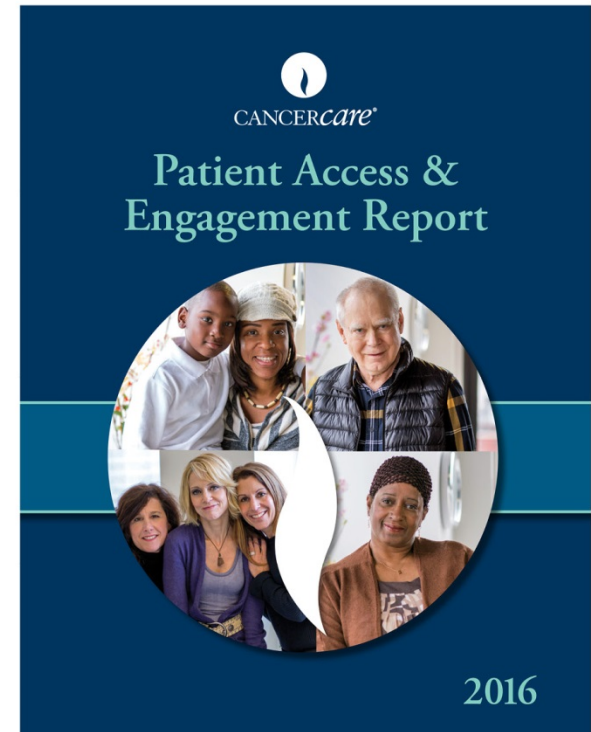


# CancerCare Patient Access and Engagement Report (CAPER)



## Through fielding six national surveys, this report:

- Defines engagement specifically as it relates to cancer patients
- Identifies barriers to cancer patient engagement with care providers
- Characterizes the financial, emotional, social and quality-of-life costs of cancer to patients and families
- Recommends strategies and programs to promote cancer patient access and engagement



To learn more, visit [www.cancercare.org/accessengagementreport](http://www.cancercare.org/accessengagementreport)

# Why the PAW Program Matters

The most vulnerable patients are often in the greatest need of support from their companion animals. However, these patients – without a strong support system, the elderly, low income or uninsured – are also at the greatest risk losing their pets.



# PAW Program Components



- Financial assistance
- Educational webcasts focused on caring for pets throughout the cancer journey
- Wide dissemination of print/digital materials
- Access to free services such as counseling services, information and referrals



# Disaster Response Program



- Provides financial assistance to cancer patients in active treatment who have been evacuated from their homes and/or otherwise prevented from accessing treatment
- Financial assistance can be used for medical bills, homecare, childcare, transportation, lodging and treatments
- Oncology providers can order appointment transportation and medication delivery for patients, with direct billing to CancerCare





# Cancer*Care* for Kids



- Children and teens affected by cancer have special needs and concerns that can be addressed by social workers who have specialized training
- Offers practical support, education and advice to parents and caregivers, and counseling to children and teens to help them better understand cancer
- Provides financial assistance to families to help with transportation, child care and other treatment-related costs
- Holds therapeutic recreational events and educational workshops that teach children and parents how to talk to each other about cancer
- Services are free of charge and are available in both English and Spanish



# Young Adult Program



- Approximately 70,000 adolescents and young adults (age 15–39) are diagnosed with cancer each year in the U.S.
- Cancer incidence in adolescents and young adults has increased more than any other age group
- Psychosocial concerns include dating and relationships, fertility preservation, body image, sexuality, financial stress, workplace issues and long-term effects of treatment
- CancerCare's Young Adult Program: free professional support services, including young adult-specific counseling, support groups and publications



"I sought support from CancerCare when the psychological burden of my treatment became too much to bear. My social worker at CancerCare helped me gather the pieces of my life and start to reassemble them."  
–Jonah E.

# Older Adult Program

- As cancer risk increases with age, the number of older adults seeking treatment is increasing dramatically with the aging population
- People are living longer with cancer and must cope with long-term effects of treatment
- Issues for older adults may include: managing side effects, anxiety, depression, multiple medical conditions, family concerns, financial stress and isolation
- CancerCare recognizes the unique needs of older adult patients and caregivers and the importance of providing support, information and resources





# Caregiver Program

- Caregiver-specific services include support groups, counseling, publications and Connect Education Workshops
- Help caregivers better understand their roles and identify strengths to best manage the difficulties of caring for a loved one with cancer
- Issues for caregivers include fatigue, relationship concerns, financial difficulties, isolation and lack of self-care
- My Cancer Circle is a free, private support community for caregivers of people facing cancer



"One of the challenges that I was facing as a caregiver was feeling the need to be 'on' all the time, feeling that I had to be the one who remained strong and healthy. The caregiver support group really gave me an outlet to talk to people who were going through the same thing that I was going through. I could be completely honest, and didn't have to put any sort of a façade on it." –Kathryn



# Women's Cancers Program



- Free counseling and support groups help women cope with anxiety and sadness, communicate with their family and medical team, balance treatment and other responsibilities (e.g., work, parenting) and make treatment decisions
- Groups are also available for young women, LGBT community and Spanish-speaking women
- CancerCare partners with Susan G. Komen and the Triple Negative Breast Cancer Foundation to provide specialized services
- Offers a wig and breast prosthesis clinic in NYC-area—women receive personalized fittings, free products to improve their confidence and sense of well-being, and psychosocial support from an oncology social worker. Wig clinics are offered in our regional offices.



# Bereavement Program

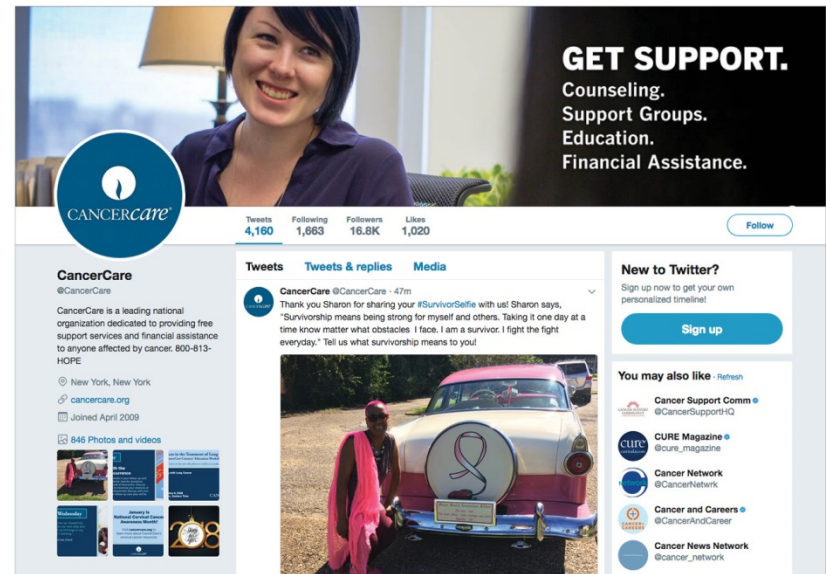
- Provide much-needed support for people who have experienced the loss of a loved one to cancer—spouses, children and family members
- Individual bereavement counseling at our offices
- Support groups—face-to-face and online bereavement support groups connect people with others
- Offer publications that provide guidance about coping with loss



# Social Media

## Twitter

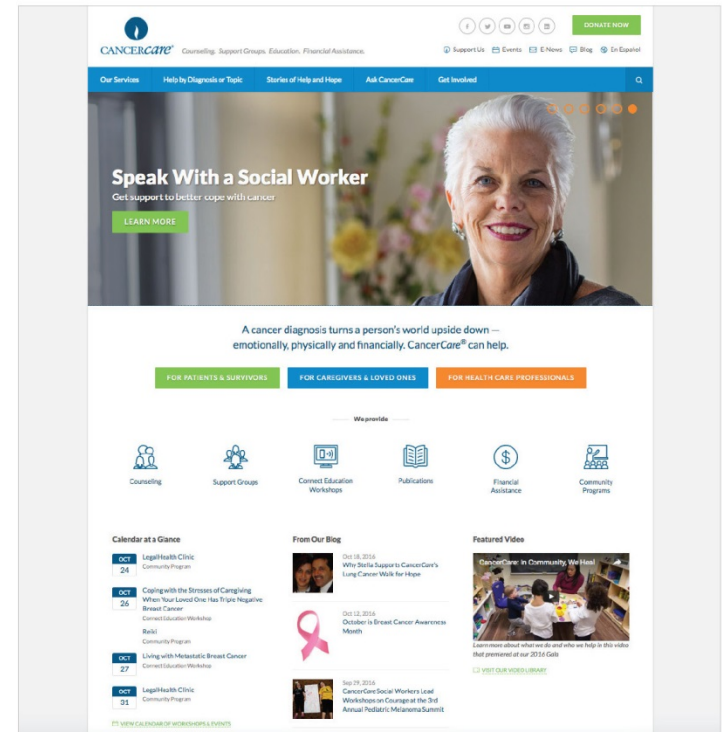
- Provide instant updates about our services, upcoming educational workshops, events and partnerships
- Engage people affected by cancer, health care professionals and institutions, media outlets, public figures and donors
- Participate in national “tweet chats”
- Share timely and relevant oncology news



**twitter.com/cancercare**

## cancer care.org

- Provides up-to-date cancer and CancerCare service information
- In 2018, received 2 million visits
- Most viewed pages: financial assistance, support groups, educational workshops and publications
- Ask CancerCare—features CancerCare social workers
- Stories of Help and Hope—people share their cancer experiences
- Online Helping Hand







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