

# LIVESTRONG: SUPPORTING PEOPLE AFFECTED BY CANCER THROUGHOUT THE CONTINUUM

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- To inspire and empower people affected by cancer.
- Founded in 1997 by cancer survivor and champion cyclist Lance Armstrong.
- We serve people affected by cancer and we empower them to take action.

OUR MISSION & OUR APPROACH

**LIVESTRONG**  
LANCE ARMSTRONG FOUNDATION

- Develop and deploy navigation resources, ensuring the best possible experience for all people with cancer, with an increased emphasis on underserved populations.
- Leverage networks of professionals, organizations and institutions to better meet the needs of people affected by cancer.
- Transform research to be patient-centered.
- Establish cancer as a top health priority.
- Build and maintain an engaged community, taking meaningful action on cancer issues worldwide.

“I have found the LIVESTRONG program to be the single biggest source of information and help I have ever seen for any issue. I received info on clinical trials, financial support and emotional support for myself and my family. Even though I was a little hard to get a hold of at times because of my treatment, the staff constantly followed up with phone calls and to make sure I got all of the help I needed. I cannot thank everyone at the organization enough. I no longer feel so alone in my journey”

-- LIVESTRONG Navigation Client

Implement quality strategies for providing support:  
Example 1

**LIVESTRONG**  
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# LIVESTRONG Navigation Services History

**2004**

Services provided  
nation wide via  
phone and e-mail

**2010**

Austin Center is  
constructed and tested.  
The Center sees  
approximately 20 people  
during its soft launch  
(Aug.-Jan).

**2009**

Research and  
planning begin for  
an in-person Austin  
Center

**February 2011**

Grand Opening of  
**LIVESTRONG**  
Cancer Navigation  
Center

LIVESTRONG NAVIGATION SERVICES HISTORY

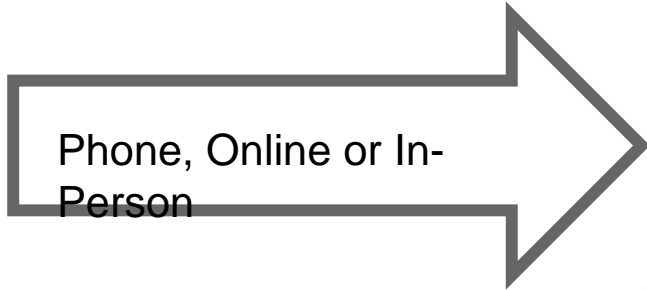
**LIVESTRONG**  
LANCE ARMSTRONG FOUNDATION

- Since 2004, provided free, confidential, bilingual one-on-one support for anyone affected by cancer on the phone and online.
- LIVESTRONG provides support in the following areas:
  - Emotional Support
  - Diagnosis and Treatment Information
  - Cancer and Fertility
  - Alternative Treatment/Wellness Information
  - Financial/Insurance Assistance
  - Work Concerns
  - Post Treatment

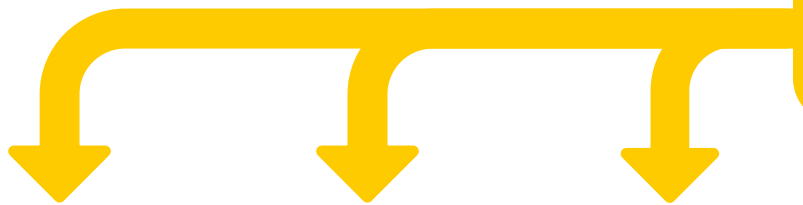
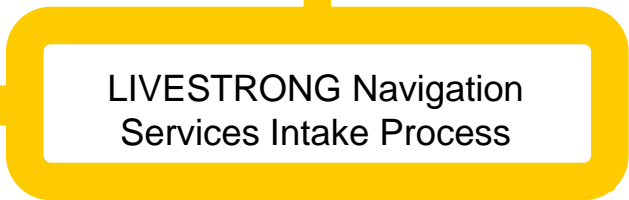


LIVESTRONG NAVIGATION SERVICES

**LIVESTRONG**  
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**LIVESTRONG**



**LIVESTRONG**

- Referrals to local resources
- Access to support groups
- Emotional Support
- Fertility Options
- AYA Resources

**PAF Patient Advocate Foundation**

- Insurance Issues
- Financial Assistance
- Debt Crisis
- Workplace Concerns



- Questions about Clinical Trials
- Clinical Trial Matching

**NavigateCancer Foundation**  
EMPOWERING CANCER PATIENTS AND FAMILIES

- Health Literacy
- Review of medical reports and results
- Help with treatment decision-making

**IMERMAN ANGELS**

- Peer to Peer Matching

**LIVESTRONG NAVIGATION PROCESS**

**LIVESTRONG**  
LANCE ARMSTRONG FOUNDATION

- LIVESTRONG Navigation supported more than 11,000 individuals affected by cancer, connecting them to educational resources, emotional support, fertility preservation options, and financial assistance programs totaling more than \$3 million in savings.
- LIVESTRONG Navigation met its programmatic goals to help people affected by cancer:
  - Learn what to expect during the cancer experience  
(86% of survey respondents agreed)
  - Learn what questions to ask  
(89% of survey respondents agreed)
  - Connect to appropriate resources  
(86% of survey respondents agreed)



- Direct those in need to contact us:
  - At [LIVESTRONG.org/GetHelp](http://LIVESTRONG.org/GetHelp)
  - By phone: 855-220-7777
  - In person in Austin, TX
  - *Coming soon on your ipad*
- Read our soon to be released report on our 2010 LIVESTRONG Navigation Services.

HOW YOU CAN GET INVOLVED

**LIVESTRONG**  
LANCE ARMSTRONG FOUNDATION

“Your cancer treatment is over and all of the focus that was on you during the treatment is now over. You are left with many side effects and no support or answers.”

-- Post-Treatment Cancer Survivor

Implement quality strategies for providing support:  
Example 2

**LIVESTRONG**  
LANCE ARMSTRONG FOUNDATION

Since 2005:

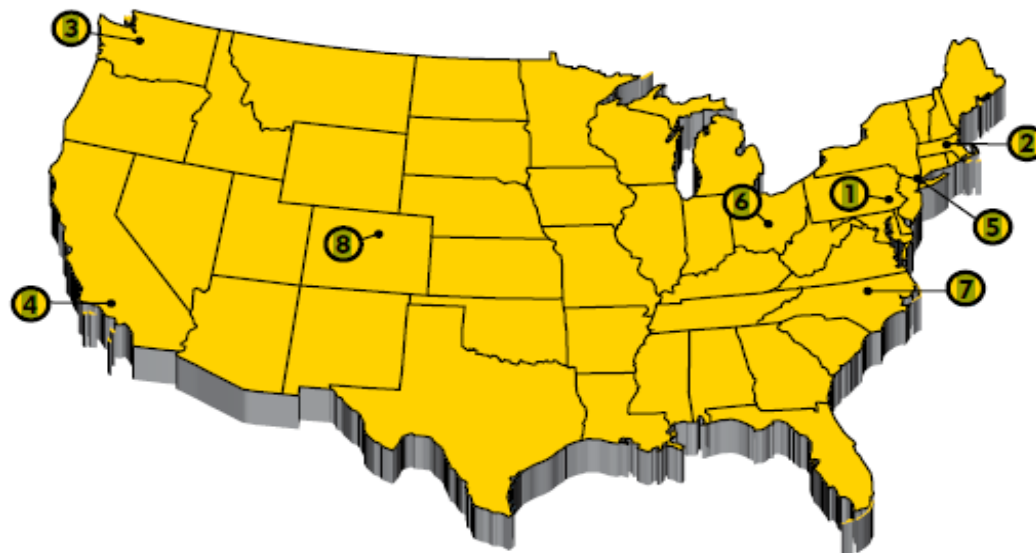
- Expanded knowledge of the field of survivorship
- Pioneered new interventions for cancer survivors and developed
- Evaluated and disseminated survivorship best practices to national and international audiences for instituting a survivorship care program .



**LIVESTRONG SURVIVORSHIP CENTER OF  
EXCELLENCE NETWORK**

**LIVESTRONG**  
LANCE ARMSTRONG FOUNDATION

THE LIVESTRONG SURVIVORSHIP CENTER OF EXCELLENCE NETWORK MEMBERS



① Abramson Cancer Center, University of Pennsylvania  
[penncancer.org/cancerprograms](http://penncancer.org/cancerprograms)

② Dana-Farber Cancer Institute  
[dana-farber.org/pat/surviving](http://dana-farber.org/pat/surviving)

③ Fred Hutchinson Cancer Research Center  
[fhcrc.org/patient/support/survivorship](http://fhcrc.org/patient/support/survivorship)

④ Jonsson Comprehensive Cancer Center at UCLA  
[cancer.ucla.edu](http://cancer.ucla.edu)

⑤ Memorial Sloan-Kettering Cancer Center  
[mskcc.org/mskcc/html/58022.cfm](http://mskcc.org/mskcc/html/58022.cfm)

⑥ The Ohio State University Comprehensive Cancer Center-James  
Cancer Hospital and Solove Research Institute  
[cancer.osu.edu](http://cancer.osu.edu)

⑦ University of North Carolina Lineberger Comprehensive Cancer  
Center, N.C. Cancer Hospital  
[cancer.unc.edu/patient](http://cancer.unc.edu/patient)

⑧ University of Colorado Cancer Center  
[uch.edu/conditions/cancer/index1.aspx](http://uch.edu/conditions/cancer/index1.aspx)

MEMBERS OF NETWORK

**LIVESTRONG**  
LANCE ARMSTRONG FOUNDATION

- Creating a “cultural shift” in the delivery of care to survivors is a major challenge but necessary for successful provision of survivorship services
- Garnering support from diverse institutional leaders is essential to successful integration of survivorship care
- Forging community connections is crucial to reaching underserved populations
- Delineating the essential elements of care—rather than setting forth one specific care model—best ensures quality of care for survivors across diverse service delivery systems.



- Participate in the Essential Elements of Survivorship Care Meeting
  - Washington, DC: September 15-16
- Attend the LIVESTRONG Excellence in Survivorship Training Institute
  - Boston, MA: October 20-21



- Read our recently released report: Defining Survivorship care: Lessons Learned from the LIVESTRONG Survivorship Center of Excellence Network

HOW YOU CAN GET INVOLVED

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- Read about our research, partnerships and programs at:

[www.LIVESTRONG.org](http://www.LIVESTRONG.org)

- Contact

Ruth Rechis, PhD

Director, Research & Evaluation

[research@livestrong.org](mailto:research@livestrong.org)

LEARN MORE

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