

PATIENT EMPOWERMENT NETWORK (PEN)

2023 Programs Preview



powerfulpatients.org

A 501(c)(3) public charity

WHO WE ARE

- Virtually-operating non-profit organization
- Dedicated to improving health literacy, equity, and treatment outcomes for all cancer patients and care partners
- Pan-cancer focus: Currently representing 15 disease areas
- Programs for every step of of a cancer journey



What differentiates Patient Empowerment Network from other cancer advocacy groups is that we take patient education a step further.

We educate, then activate patients and their care partners to become co-decision makers with their healthcare teams.

WHO WE SERVE

**EMPOWERMENT
METRIC**

345,000+

people impacted
by cancer reached
by 2021 programs

- Most are newly-diagnosed patients (51.3% have been diagnosed within the last 0-5 years)
- Majority are aged 55+; half are 70+
- Many of PEN programs target BIPOC (black, indigenous, people of color), elderly, and other underrepresented populations
- 555,700+ unique annual website visits
- >7,400 newsletter subscribers
- 245% increase of programs from 2020 to 2021

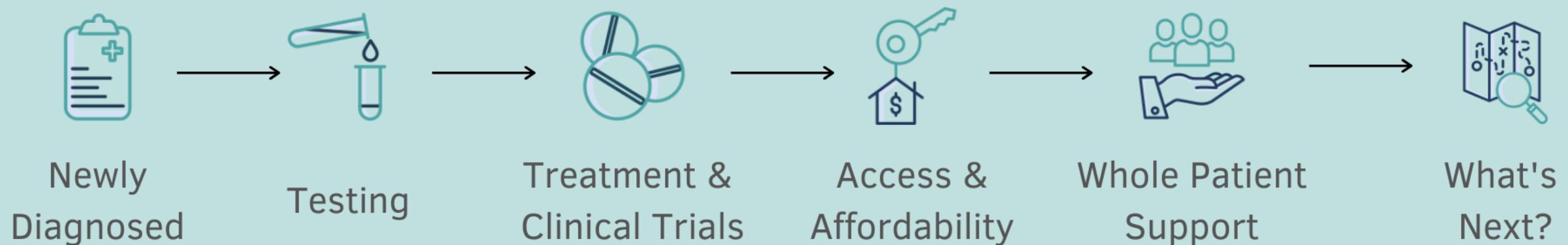
HOW WE REACH PATIENTS & CARE PARTNERS

- SEO (Search Engine Optimization)
- Social media channels
- Partner organization referrals
- Physician referrals
- Empowerment Lead volunteers



PATH TO EMPOWERMENT

All of Patient Empowerment Network's programs are built upon on our Path to Empowerment framework which we developed based on the National Cancer Institute's Cancer Experience Map.





START HERE



Newly Diagnosed



All Current Disease Areas:

- AML
- Kidney
- Bladder
- Lung
- Breast
- Lymphoma
- CLL
- MPNs
- Colon
- Myeloma
- Gynecological
- Prostate
- Head & Neck
- Skin



Cancer patients who are newly-diagnosed, in active therapy, and/or have experienced a reoccurrence and their care partners.

DESCRIPTION:

By participating in START HERE, newly diagnosed cancer patients and their loved ones will be able to use PEN's robust resource library to help create a treatment plan that's right for them.

DELIVERABLES:

- 90-day START HERE Plan: A brief quiz that informs and curates a comprehensive patient treatment plan emailed directly to patients
- START HERE Webinar(s): Expert Q&A interactive webinars informed and developed with pre-submitted patient questions
- START HERE Compass: Brief expert interview(s) serving as a foundational education compass
- START HERE Learning Resource: Downloadable treatment resource guide

OUTCOMES:

Patients and their care partners will feel empowered to create the right treatment plan for them with their health care team.



new

EVOLVE



Treatment & Clinical Trials
+ Health Equity Focus



Disease Areas:

- AML
- Lung
- Breast
- MPNs
- CLL
- Prostate



Cancer patients who are newly-diagnosed, in active therapy, and/or have experienced a reoccurrence.

DESCRIPTION:

By participating in EVOLVE, cancer patients and their loved ones will feel well informed and confident when asking their healthcare team about the latest treatment options and/or clinical trials.

DELIVERABLES:

- Webinar(s) w/ accompanying downloadable guide
- Expert interview
- Animated explainer video
- Evolve Downloadable Resource Guide
- Program management & marketing

OUTCOMES:

Patients will be confident discussing new therapies and clinical trials with their healthcare team.



new

Care Partner Toolkit: CAR T-Cell Therapy



Treatment & Clinical Trials
+ Health Equity Focus



Disease Areas:

- Leukemias
- Lymphomas
- Multiple Myeloma



Care partners of patients who have
or will undergo CAR-T cell therapy.

DESCRIPTION:

Care partners of patients undergoing CAR T-cell therapy will gain the knowledge they need to actively participate in the patient's care decisions and understand support resources available to them.

DELIVERABLES:

- Webinar(s) w/accompanying downloadable guide
- Expert interview(s)
- Care Partner Toolkit Downloadable Resource Guide
- Program management & marketing

OUTCOMES:

Care partners will have an increased understanding of CAR T-cell therapy and support resources and will actively participate in care decisions.



THRIVE



Whole Patient Support
Access & Affordability
+ Health Equity Focus



Disease Areas:

- Breast • Prostate
- CLL • Option available for other disease areas
- Lung
- MPNs



Newly-diagnosed cancer patients and their care partners, at any stage of disease.

DESCRIPTION:

By participating in THRIVE, cancer patients and their loved ones will feel holistically engaged in their care and treatment decisions. This program will provide them with the tools to understand their diagnosis, navigate their care, and feel educated and informed when collaborating with their healthcare team to make key decisions.

DELIVERABLES:

- Webinar(s) w/accompanying downloadable guide
- Expert interview
- Animated explainer video
- THRIVE Downloadable Resource Guide
- Program management & marketing

OUTCOMES:

Patients and their care partners will learn how to live well with cancer and engage in their care decisions.



new

[ACT]IVATED



Whole Patient Support
Access & Affordability
+ Health Equity Focus



All Current Disease Areas:

- AML
- Kidney
- Bladder
- Lung
- Breast
- Lymphoma
- CLL
- MPNs
- Colon
- Myeloma
- Gynecological
- Prostate
- Head & Neck
- Skin



Cancer patients in underrepresented communities who are newly-diagnosed, and their care partners (and at any stage of disease).

DESCRIPTION:

This program will provide patients and care partners with tools to feel activated and connect with resources to help overcome barriers to accessing care and bridging gaps in underrepresented communities.

DELIVERABLES:

- [ACT]IVATED Expert Video(s): featuring noted oncologists, community providers, and patient opinion leaders on staying activated in their care
- Self-Advocacy Patient Vignette(s): patient interviews on real world experiences and circumstances on the road to equitable care
- [ACT]IVATED Learning Resource: downloadable patient resource guide

OUTCOMES:

Patients and care partners will feel activated and connect with resources to help them access the care that they need.



INSIST!

Expanded
for
2023!



Testing



Disease Areas:

- AML
- Prostate
- Breast
- Option to create
- CLL
- additional disease specific components
- Lung



Cancer patients who are newly-diagnosed, in active therapy, have experienced a reoccurrence, or are survivors.

INSIST!

DESCRIPTION:

After participating in INSIST!, cancer patients and their loved ones will understand the importance of essential biomarker testing before key decisions are made in their care—including following a reoccurrence.

DELIVERABLES:

- Webinar(s) w/ accompanying downloadable guide
- Expert interview(s)
- Animated explainer video
- Insist Downloadable Resource Guide
- Program management & marketing

OUTCOMES:

Patients will understand the impact of key biomarker testing on care decisions and self-advocate for testing before decisions are made.



Equity Rx for Community Wellness



Whole Patient Support
Access & Affordability
+ Health Equity Focus



Pan-Cancer



Newly-diagnosed cancer patients and
care partners, at any stage of disease.

DESCRIPTION:

By participating in this program, cancer patients and care partners will gain actionable insights into how best to improve their care through meaningful coping techniques to help maximize their well-being.

DELIVERABLES:

- Equity Rx Webinar(s)
- Equity Rx Resource Guide(s)
- Wellness Rx Video Series

OUTCOMES:

Patients and care partners will learn how to improve their cancer care and maximize their well-being by utilizing key coping techniques.





PEN Empowerment Leads



Whole Patient Support



Pan-Cancer



Cancer patients and care partners at any stage of disease.

DESCRIPTION:

Our Empowerment Leads are passionate volunteers from all over the country who have been impacted by a cancer diagnosis in various ways. The Empowerment Leads provide support to others who are facing a cancer diagnosis by creating up-to-date and personalized content, and encouraging connection through various platforms including PEN's support text-line, email, and social media.

DELIVERABLES:

- Quarterly Activity Guides ([Examples](#))
- #patientchat tweetchats
- Blogs
- Videos
- Community surveys and more

OUTCOMES:

Patients and care partners will hear from peers who have had similar experiences and will feel more equipped to improve their health literacy and cancer outcomes.



digital sherpa™ Train-the-Trainer



Whole Patient Support
Access & Affordability
+ Health Equity Focus



Pan-Cancer



Cancer patients and their loved ones in underrepresented communities who are at any stage of disease.

DESCRIPTION:

This program aims to provide digital literacy skills training to older cancer patients and underrepresented communities across the U.S. by building the capacity of community-based organizations (CBOs) to deliver educational workshops through a 'Train-the-Trainer' initiative of our established digital sherpa™ program. To date, this program has empowered more than 7,000 older individuals across America and has provided a \$2500 start-up grant to each CBO to administer the program.

DELIVERABLES:

- This initiative catalyzes a multiplier effect that will create upstream solutions to the inequities faced by cancer patients and caregivers who are not yet digitally empowered, while building the capacity of locally-focused nonprofits to serve the cancer patients in their communities.
- In 2023, at least 10 nonprofit delivery partners will be trained to lead digital sherpa™ workshops for the cancer patients and care partners in their communities.

OUTCOMES:

Patients and their loved ones will feel more equipped to navigate online resources to improve their cancer outcomes.



new

Empowering Providers to Empower Patients (EPEP)



Access & Affordability
+ Health Equity Focus



Disease Areas:

- Pan-Cancer
- Breast Cancer
- MPNs



Healthcare professionals serving newly-diagnosed cancer patients and care partners in underrepresented communities, at any stage of disease.

DESCRIPTION:

This program will provide healthcare providers/professionals with the tools to feel empowered about shared decision making and connect patients in underrepresented communities with resources to help them overcome barriers to accessing care and improving their cancer outcomes.

DELIVERABLES:

- Provide programs and resources to improve physician-patient communication and shared decision-making and the role that patients, survivors, care partners, and providers each play in that process.
- Resources will include a resource library for providers, video series, and infographics

OUTCOMES:

Healthcare providers/professionals will encourage shared decision making and connect patients and care partners with resources to further improve their cancer outcomes.

TESTIMONIALS

“ Being an empowered patient means being educated, identifying your expectations, and asking questions. Patient Empowerment Network helps you to ask the right questions, at the right time.

- Liz Sarris, cancer thriver ”

“ PEN has educated me further along than if I went at this alone. I look for reliable sources, and PEN is where I can get questions answered from knowledgeable people in oncology.

- Allan Rosenthal, cancer thriver ”

TESTIMONIALS

“ Patient Empowerment Network brings me peace of mind in keeping up with new treatment information and education. I'm very grateful, because Dr. appointments don't allow the time to learn and ask questions, so PEN has been there for me, always.

- Judith L., cancer thriver

”

“ Educating yourself can change your prognosis, outlook, and outcome. It changed mine. Patient Empowerment Network's resources provide empowerment and boost hope.

- Lisa Hatfield, cancer thriver

”