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PATIENT EMPOWERMENT NETWORK
ANNUAL REPORT

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MESSAGE FROM OUR BOARD CHAIR

Dear Friends,

Receiving a cancer diagnosis can be one of the scariest and loneliest moments in a person's life. When I was diagnosed with cancer 13 years ago, I had so many unanswered questions and concerns. I didn't know what to do or where to turn. I longed for a community that could help me navigate the health system, answer my questions, and point me to resources to help me understand my options so I could make informed decisions. I longed for a community like the Patient Empowerment Network.

Now, as PEN's Board Chair, it is my honor and privilege to work with an amazing group of volunteers and staff who devote themselves on a daily basis to supporting people impacted by a cancer diagnosis.

Our impact on this community is vast: through our programming this past year, we reached over 362,500 individuals! In the pages ahead you'll learn more about our growing portfolio of programs that support our continued growth and impact.

We attribute our strong growth in large part to our continued strategic focus to grow our Path to Empowerment Framework, which we expanded into four additional cancer areas to include advanced bladder cancer, non-melanoma skin cancer, and two additional non-Hodgkin lymphoma subtype cancers: follicular lymphoma and Waldenstrom's disease. We are now supporting cancer patients and care partners across 18 different cancer types.

I extend my gratitude to my fellow board members who generously volunteer their time and resources towards PEN's mission: LaWanda Byrd, Nancy Gatschet, Alyssa Gutjahr, Sajjad Iqbal, Ray Parisi, Sujata Dutta, Andrea Marquez, and Eric Vicks, and our General Counsel, Tom Pedreira, and a special welcome to our newest board member, Lauri Bolton. Lauri currently serves as the Vice President of Human Resources for OHSU Health Hillsboro Medical Center and brings 25 years of human resources and healthcare leadership experience to PEN's board. We extend a special thanks to Jack Aiello, who became our second Board Member Emeritus in October, for his many years of service.

To the PEN staff and volunteers who comprise our broader community – our Empowerment Leads, program volunteers, donors, and partners – thank you! Know that your passion and commitment make a difference in the lives of those impacted by cancer every day and your efforts ensure we will continue to empower more people impacted by cancer in the years to come.

Sincerely,
Darla Brown



“We attribute our strong growth in large part to our continued strategic focus to grow our Path to Empowerment Framework, which we expanded into four additional cancer areas...We are now supporting cancer patients and care partners across 18 different cancer types.”



WHAT'S NEW AT PEN

4

NEW DISEASE AREAS

4

NEW PROGRAMS

1

NEW STAFF MEMBER

1

NEW BOARD MEMBER

3

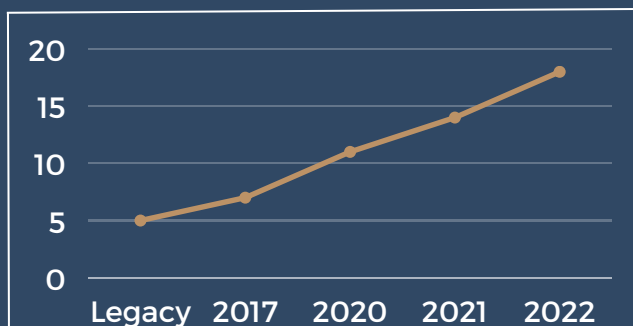
NEW EMPOWERMENT LEADS

WHAT'S NEW AT PEN

In 2022, PEN was able to reach more people with cancer and their care partners than ever. Our wide-range of programs brought informational and educational resources to over **362,500 people**.

We expanded our disease areas to **18** with the additions of Follicular Lymphoma, Waldenström Macroglobulinemia, Bladder Cancer, and Skin Cancer.

DISEASE AREAS



NEW PROGRAMS



THRIVE

Shares tools for people impacted by cancer to understand their diagnosis, navigate care, and feel educated and informed when making decisions with their care team



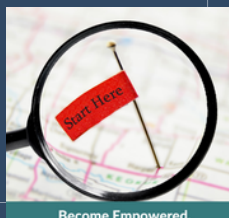
CLINICAL TRIALS 101

Debunks myths and misconceptions about clinical trials to equip patients and care partners with knowledge and confidence when discussing clinical trial options with their healthcare team.



CLINICAL TRIALS 201

A continuation of our Clinical Trials 101 program which provides disease-specific knowledge about clinical trials.



START HERE

Provides a curated, actionable 'Start Here' list of resources from PEN's vast library which is customized for each constituent.



EMPOWERING PROVIDERS TO EMPOWER PATIENTS (EPEP)

Initiative to improve physician-patient communication and shared decision-making and the role that patients, survivors, care partners, and healthcare professionals each play in that process.

NEW TEAM MEMBERS

In 2022, PEN welcomed five wonderful individuals to our team. They each bring diverse backgrounds, experiences, and expertise to help forward our mission.

This year, we also saw a change in our volunteer program name from Network Managers to Empowerment Leads. This change was made to better reflect the impact these amazing volunteers have.



AICHA DIALLO

Senior Programs Director

Aicha Diallo, MPH, CHES has been leading community awareness efforts and improving life sustaining behaviors as a public health practitioner for over 11 years through program planning, implementation and evaluation.



LAURI BOLTON

Board Member

Lauri Bolton is committed to improving the healthcare experience for patients, employees, and providers. She is dedicated to continuous improvement, and is passionate about community-based care and ensuring access to services, support, and high-quality care in rural areas.



ART FLATAU

Acute Myeloid Leukemia Empowerment Lead

As a 30-year survivor, Art Flatau hopes to use his journey with AML as well as his experience with patient advocacy to help others through an AML diagnosis and/or transplant.



JESSICA CATLIN

Colon Cancer Empowerment Lead

Jessica Catlin was diagnosed with young onset stage 3b Rectal Cancer in 2016 after initially being turned away by doctors who thought she was too young for colon cancer. In June 2022, she heard the magic words – CURED! – and remains deeply involved in patient advocacy to help others be successful in their fight.



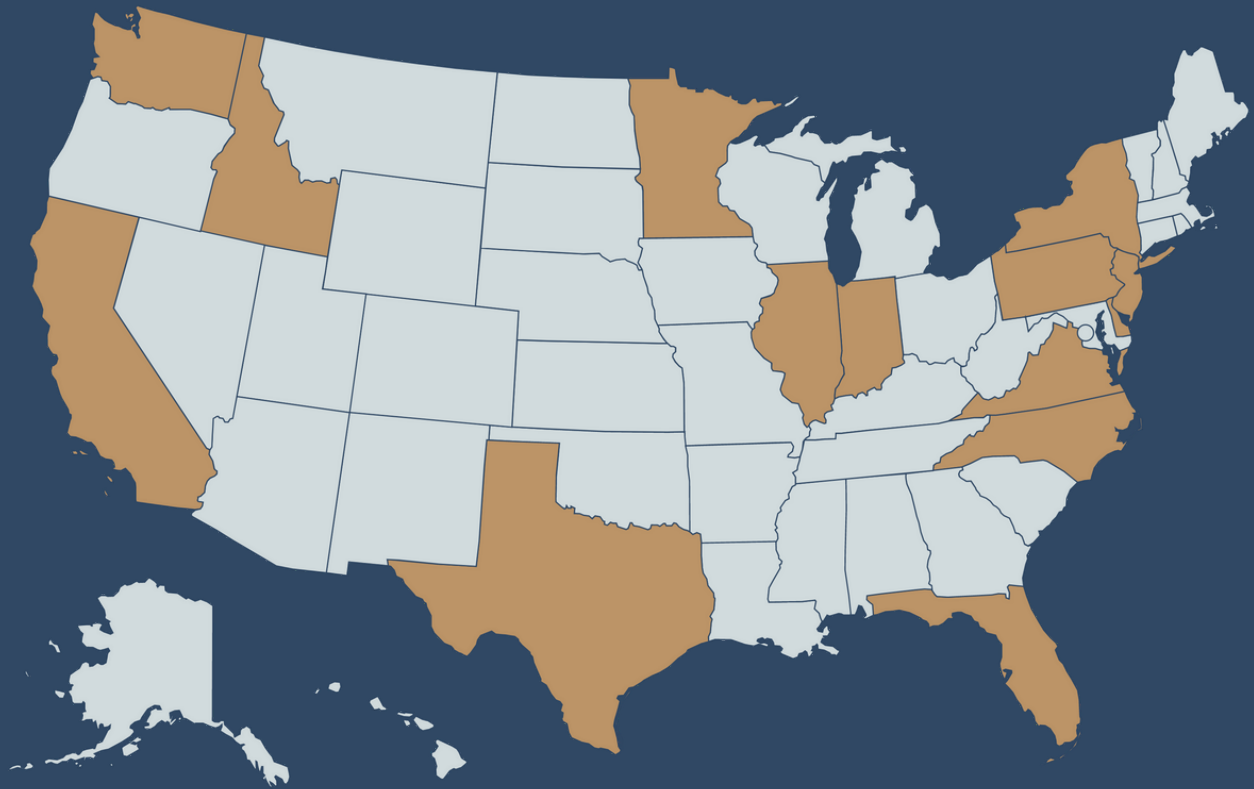
SABRINA OCASIO

Breast Cancer Empowerment Lead

Sabrina “Sabre” Ocasio was diagnosed with Graves' disease which almost proved to be fatal. In 2017 Sabre was faced with yet another health scare, Breast Cancer. All of these life experiences gave birth to Sabre Inc. in 2008 and Auto Immune Metro Style “AIMS” in 2012, which is one of the largest charity fashion events dedicated to raising awareness of autoimmune diseases in the name of fashion.

TEAM PEN

As a digitally operating nonprofit, PEN has been able to recruit talent from across the globe.



5 COUNTRIES:

Canada, Ireland, Morocco, UK, USA



15 U.S. STATES:

CA, DE, FL, ID, IL, IN, MN, NC, NJ,
NY, PA, SC, TX, VA, WA



**6 CORE STAFF
MEMBERS**



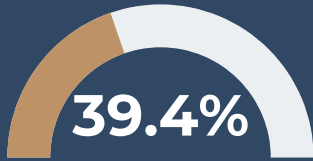
**10 BOARD
MEMBERS**



22 VOLUNTEERS

IMPACT

In 2022, through an expansion of our programs and the disease areas they represent, we impacted more people with cancer than ever before.

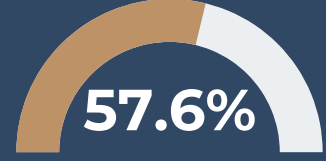


**INCREASE IN
PEN SUBSCRIBERS**



362,500+

**LIVES TOUCHED BY
2022 PROGRAMS**

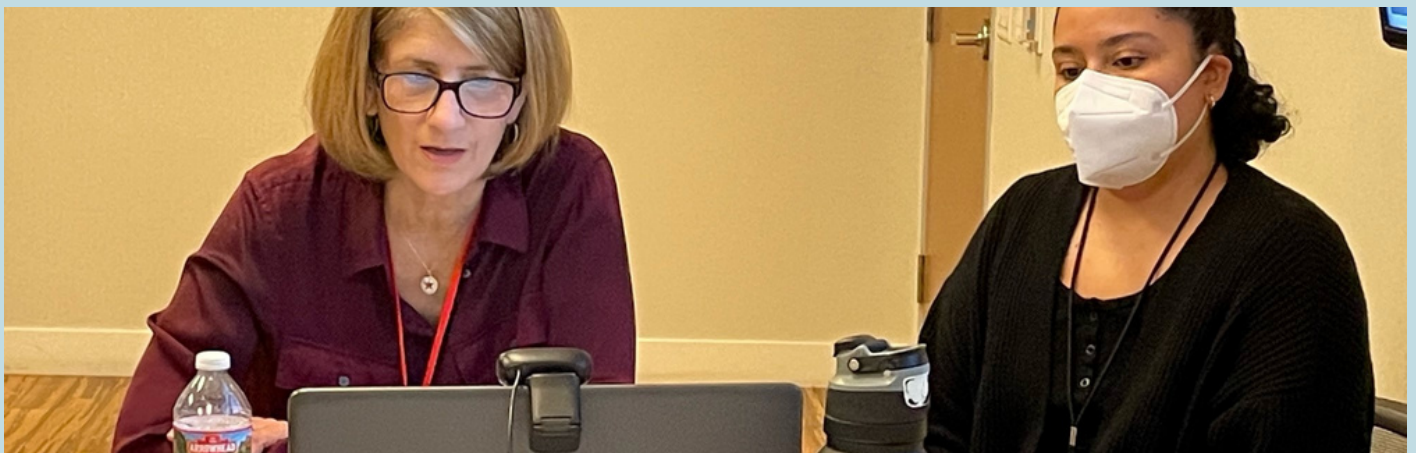


**INCREASE IN
PROGRAM RESOURCES**

“PEN has been my go-to site for information for several years. The webinars are exceptional and very informative on updated information and care. This site brings me comfort and peace of mind in keeping up with new treatment information and education. I'm very grateful because doctor appointments don't allow the time to learn and ask questions, so PEN has been there for me always.”



This year, our Empowered Blog received the honor of being named the 2022 Medigy HITMC Awards Blog of the Year. This award is given to the best blog of the past year based on quality of content, frequency of updates and overall presentation.



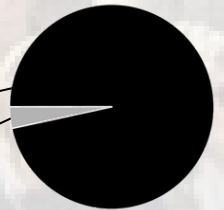
FUNDRAISING

Empowered patients achieve better treatment outcomes.

Thanks to your charitable investments, Patient Empowerment Network is able to help hundreds of thousands of people impacted by cancer to quickly become educated, then activated as co-decision makers with their healthcare teams. As a virtually-based nonprofit organization, we're highly efficient in the delivery of our mission: **more than 88%** of our annual revenue goes directly to programs.

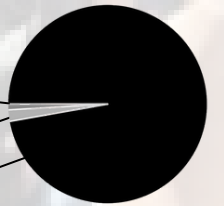
2022 INCOME

\$2,142,656 Total Income
\$2,069,985 Total Expenses
\$72,761 Net Income



ANNUAL GIVING

\$19,000 Foundation Giving 0.9%
\$38,457 Individual Giving 1.8%
\$1,994,743 Corporate Giving 97.3%



EMPOWERED WELLNESS CHALLENGE

Very special thanks to everyone who swam, ran, gardened, meditated, and more in response to the EMPOWERED Wellness Challenge fundraiser—your wellness activities inspired us all!

Because of the generosity of our volunteers and sponsors, this peer-to-peer fundraiser raised **\$14,500** in support of PEN's free online programs to increase health literacy, equity, and treatment outcomes for people living with cancer.

THANK YOU TO OUR SPONSORS

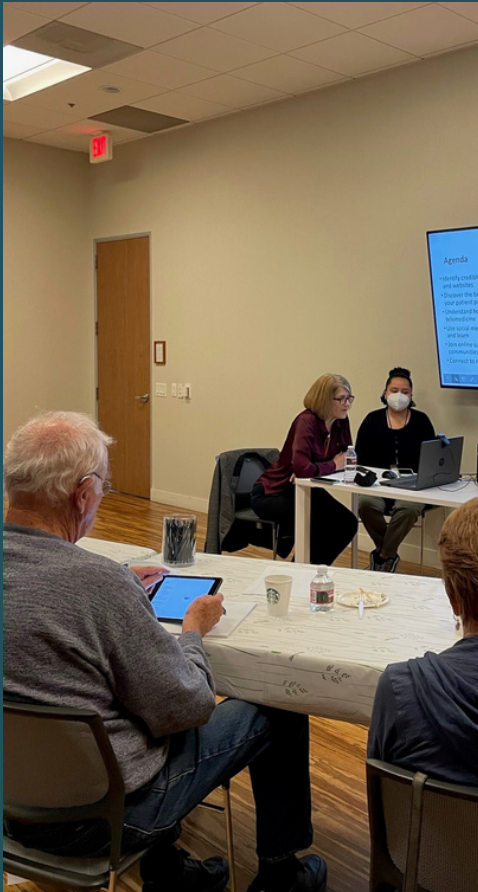


EMPOWERED T-SHIRT CAMPAIGN

We received many wonderful design submissions for PEN's 2022 EMPOWERED shirt campaign. Kathy Sobb's design won the popular vote of our constituents, and was produced into a series of limited-edition shirts as a fundraiser for our nonprofit organization.

Thank you to everyone who submitted a design or bought a shirt for yourself or a loved one!





“We love the digital sherpa™ workshop and what it has to offer! The participants enjoyed connecting with our young volunteers and gaining digital skills!
- CANCER Who?

Through completion of this program the participants seemed empowered to actively engage and navigate the online tools available to them to access, learn and register for activities that support their emotional health while on a cancer and/or grief journey.
- Gilda's Club Grand Rapids



PARTNERSHIPS

Thank you to all of PEN's partners who collaborated to empower those impacted by cancer. By working with partners, PEN can reach many more individuals through advocacy and education.

26
NEW PARTNERS

82
TOTAL PARTNERS

DIGITAL SHERPA™ TRAIN-THE-TRAINER

The digital sherpa™ Train-the-Trainer program enables community-based organizations and healthcare institutions to provide digital literacy training workshops to empower their communities. PEN provides a one-time grant plus personalized training to program partners on how to implement the program so that cancer patients and their families can learn to effectively navigate their diagnosis through using technology.

To-date, this program has empowered **more than 10,000 individuals impacted by cancer across the U.S.**

10
NEW PARTNERS

156
PROGRAM PARTICIPANTS

27
WORKSHOPS

15
VOLUNTEERS

LOOKING AHEAD

NEW 2023 PROGRAMS

EVOLVE

Feel well-informed and confident when asking your healthcare team about the latest treatment options and/or clinical trial.

CARE PARTNER TOOLKIT

CAR T-Cell Therapy: Provides care partners with the knowledge they need to actively participate in their loved ones' care decisions and access support resources .

[ACT]IVATED

Receive tools to feel activated and connected with resources to help overcome barriers to accessing care and bridging gaps in underrepresented communities.

2023 FOCUS AREAS



New Disease Areas



Treatment & Clinical Trials



Underrepresented Groups



Biomarker Testing



Healthcare Professionals



Wellness



Reoccurrence During Survivorship



Translating Materials

STAY CONNECTED



facebook.com/power4patients
facebook.com/groups/empoweredpatient



twitter.com/power4patients
twitter.com/patientchat



instagram.com/power4patients



pinterest.com/power4patients



youtube.com/PatientEmpowermentNetwork



linkedin.com/company/power4patients

BE INFORMED

Receive tools to boost your confidence and take control of your healthcare journey from weekly and/or monthly newsletters. Sign up at today at powerfulpatients.org/connect

GET INVOLVED

Explore the ways you can help to empower people impacted by cancer at powerfulpatients.org/get-involved

DONATE

Support the development of free programs that help people with cancer and care partners achieve health equity and the best possible outcomes at powerfulpatients.org/donate

