



GRYT[™] HEALTH

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#GVCC19

GLOBAL VIRTUAL CANCER CONFERENCE

Everyone's Experience Matters
10.05.19 • gvcc19.com

LIVE EDUCATION SESSION CATEGORIES

 INNOVATION AND THE FUTURE OF
CANCER TREATMENT

 ADVOCACY AND
SURVIVORSHIP

 CANCER
REHABILITATION

 CONNECTION
AND
QUALITY OF LIFE

 HEALTH EQUITY
AND
COST OF CARE

We have five (5) categories of programs available for you to participate in throughout the day, plus evening sessions, too. Pace yourself and select the sessions that matter most to YOU.

Each category is equally important to your cancer care experience, whether you're currently undergoing treatment, are a warrior survivor, or you're the gentle caregiver making sure your loved one is getting the best quality of care.

ABOUT THE CONFERENCE!

Welcome! The Global Virtual Cancer Conference was created by cancer patients and caregivers for cancer patients and caregivers.

When I was losing my home after a cancer diagnosis because I couldn't pay my bills, I was too ashamed to ask for help.

When we were losing my father to bladder cancer after his treatment stopped working, I didn't know there were other treatment options or how to find them.

We created the Global Virtual Cancer Conference for others like us. We created it for anyone who is facing impossible situations and wants to be around others who understand, and have access to respected experts who can help.

Join us from your computer to interact with the advocates, experts and innovators who are saving lives and improving quality of life.

Our hope is that through your experience at GVCC19, you'll learn new information about treatment, care and survivorship and perhaps, find a voice you didn't know you had.

Dave Fuehrer, CEO, GRYT



FEATURED PRESENTERS INCLUDE



CHRIS AYRES
Artist & Author



DAVID RICHMAN
Author & Endurance Athlete



SHANEY JO DARDEN
Keep A Breast Foundation



DR. MICHAEL STUBBLEFIELD
ReVital



ALEXIS HARRIS
Story Enthusiast



KAMALA MADDALI, DVM PH.D.
Health Collaborations LLC



SUSAN STRONG, MA
Survivor & Author



CARLA TARDIF
Family Reach



LAURA ROMUNDSTAD, RN
*Clinical Trials
Nurse Navigator*



ROGER HOLZBERG
ReImagine Well

HOSTED BY GRYT HEALTH | WWW.GRYTHEALTH.COM

GVCC19 SCHEDULE-AT-A-GLANCE

(ALL LIVE SESSION TIMES ARE EASTERN STANDARD TIME)

EXHIBIT HALL AND CLINICAL TRIALS FAIR HOURS: 9:00am-6:00pm Eastern Standard Time

8:00am Welcome Remarks & Framing GVCC19

Dave Fuehrer | CEO, and Founder, GRYT Health

8:15am Opening Keynote Session | Patient Empowerment: The Shift to Valuing Experience and Patients as the Experts

Presented by Cathy Trzaskawka, Head of Global Advocacy
Bristol-Myers Squibb

8:45am Patient Experience: Tell Your Story

9:00am Digital Health: Enhancing Patient Care

Presented by John O'Donnell, PhD, MPP, VP, Worldwide Health Economics and Outcomes Research | Bristol-Myers Squibb

9:45am Slaying Blood Cancer, One Clinical Trial at a Time

Presented by Laura Romundstad, RN | The Leukemia & Lymphoma Society

10:30am Breakout Sessions

TRACK 1: Evolution, Innovation and Aspiration in Cancer Clinical Trials: How Does That Work, and What's In It for Patients?

A personal perspective.

Presented by Nick Kenny, Chief Scientific Officer | Syneos

TRACK 2: Step-Up After Cancer

Presented by Sean Swarner | World Record Holder, Everest

11:00am Learn About and Find Clinical Trials That Are Right for You

Presented by Elly Cohen, Assistant Professor, UCSF | BreastCancerTrials.org

11:30am Breakout Sessions

TRACK 1: Special Guest Presenter (To Be Announced)

TRACK 2: Financial Education for Newly Diagnosed Families

Presented by Carla Tardif, CEO and Andrea Incudine, MPH | Family Reach

12:15pm Breakout Sessions

TRACK 1: The Patient Centric Revolution: Pharma's Race to Understand Their # 1 Audience

Presented by Ty Curran, CEO and Chairman, Harrison & Star and Biolumina

TRACK 2: Patient Experience: Tell Your Story

12:30pm Breakout Sessions

TRACK 1: Minimal Residual Disease Testing

Presented by Amgen and Stupid Cancer

TRACK 2: How to Live Well Beyond Cancer

Presented by Dr. Michael Stubblefield | ReVital

1:30pm Breakout Sessions

TRACK 1: Inherited Cancers: When Genetic Testing May Be Right For You

Presented by Whitney Ducaine, MGC, CGC, CN-BM | Informed DNA

TRACK 2: How does participating in market research help me?

Presented by Wes Michael, President and Founder | Rare Patient Voice

TRACK 3: "I Want to Want to": Keeping the Sexual Spark Alive after Cancer

Presented by Nick Giallourakis and Marloe Esch, RN | Elephants and Tea

2:15 pm Breakout Sessions

TRACK 1: Patient Experience: Tell Your Story

TRACK 2: AI Chat Bots

A special hello from GRYT Health's own David Aleksandrowicz, CIO

2:30pm Breakout Sessions

TRACK 1: Panel Discussion: Why Should You Know Your Genomics

Moderated by Dr. Kamala Maddali (In Partnership With Bayer)

TRACK 2: A Chatbot-Based Positive Psychology Intervention to

Promote Well-being in Young Cancer Survivors

Presented by Dr. Danielle Ramo & Josh Lavra | HopeLab (with GRYT Health)

TRACK 3: BRASS (BRothers And SiSters) Camp

Presented by Jan Bresch, Executive Director | Special Love

3:15pm Breakout Sessions

TRACK 1: Using Patient Experience to Transform Clinical Trials: What Can 5 Million Clinical Trial Participants Teach Us All?

Presented by Dr. Irfan Khan | CEO, Circuit Clinical

TRACK 2: CRCI 101 (Chemo Brain or Chemo Fog)

Presented by Dr. Todd Horowitz | National Cancer Institute

TRACK 3: Patient Champions Program

Presented by Dr. Jeffrey Myers and Michele Mitchell, Patient Advocate
American Society for Clinical Pathology

4:00pm Breakout Sessions

TRACK 1: Keeping the Doctor at Bay with a Drawing a Day

Presented by Chris Ayers | "The Daily Zoo"

TRACK 2: The Importance of Exercise in Cancer Recovery

During and Post Treatment (Woman-Focused)

Presented by Ilana Gamerman and Michelle Stravitz, Co-Founders | 2Unstoppable

TRACK 3: Filling your Toolbox: Being Your Own Best Advocate

Presented by Mindy Griffith, Executive Director | Bag It

4:30pm Breakout Sessions

TRACK 1: Gamification and The Clinical Benefits of Immersive Education

Presented by Roger Holzberg | Founder, ReImagine Well | My Bridge 4 Life

TRACK 2: Breast Reconstruction Options and Advancements

Presented by Minas Chrysopoulos, MD, FACS, Breast Advocate | PRMA Plastic Surgery

TRACK 3: Patient Advocacy: Learning, Leading, and Creating Change

Presented by Sarah DeBord, Program Manager | Colon Cancer Coalition

5:15pm Breakout Sessions

TRACK 1: Providing a Roadmap From Diagnosis to Well-Being

Presented by Adele Sender, Head of Learn Guide Initiative | ReImagine Well

TRACK 2: Caregivers Count

Presented by Jackie Herigodt, Director of Programs and Outreach | Imerman Angels

TRACK 3: Special Guest Presenter (To Be Announced)

6:00pm: "Stop Cancer. Start Praying!"

Tom Freiling, Founder and Executive Director | World Cancer Prayer Day

6:15pm Breakout Sessions

TRACK 1: How to Create a Cancer Plan That'll Bring You Peace of Mind

Presented by Sharon T. Kim, CEO and Robert Kim CTO, Co-Founders | CanPlan

TRACK 2: Advocates Making sense of our experiences; Patient Advocate Task Force

Dave Fuehrer, CEO and Founder | GRYT Health, Betsy Glosik, Chair | Patient Advocate

Task Force at Society for Integrative Oncology and Teresa Martin | Professional, Scientific and Technical Services

7:00pm Breakout Sessions

TRACK 1: Brothers in Battle: Breaking Down Stigmas Around Men's Health and Cancer's Impact on Mental Health: A Men's Health Panel

Moderated by Justin Birckbichler | A Ballsy Sense of Tumor

Panelists Include: Kyle Smith, Tom Milana, Truitt Taylor, John Falk

TRACK 2: "So, This Is Cancer?"

Presented by J.L. Barker | Cancer Survivor and Author

TRACK 3: Coalition Against Childhood Cancer and Hope Portal

Presented by Vickie Buenger, President | Coalition Against Childhood Cancer

7:45pm Breakout Sessions

TRACK 1: "So, You've Got The Good Cancer?"

Presented by Ellis Emerson | Melanoma Survivor & Ultra Marathoner

TRACK 2: Cancer: "The Queen of Emotional Chaos: Fifteen Remarkable Stories, One 5,000 Mile Bike Ride"

Presented by David Richman | Author & Caregiver

TRACK 3: Coping with Financial Toxicity

Presented by Monica Fawzy Bryant, ESQ. | Triage Cancer

8:30pm Breakout Sessions

TRACK 1: Patient Experience: Tell Your Story

TRACK 2: Decades after Diagnosis: How to Play Strong for Long-term Survivorship

Presented by Susan Strong, MA | Survivor & Author

TRACK 3: Caregiving and Communicating:

Why It's Hard; How to Make It Easier

Presented by Krysten Ford, CEO | Cancer Warrior Alliance | Caregiver

9:00pm Closing Remarks

Dave Fuehrer | CEO and Founder, GRYT Health

EDUCATION SESSIONS PROVIDED BY SUBJECT MATTER EXPERTS FROM REVITAL CANCER REHABILITATION



Cancer-Related Fatigue

Presented by Audrey Stockwell, PT, CLT

Chemotherapy Induced Peripheral Neuropathy

Presented by Megan DeBlieck, DPT, MHA

Pain in Cancer

Presented by Dr. Ashish Khanna

The Role of Exercise in Cancer

Presented by Audrey Stockwell, PT, CLT

Pre-Habilitation and Prospective Surveillance

Presented by Tiffany Kendig, PT, DPT, MPH, CLT and Amanda Hodges, BSN, RN, OCN

Balance and Falls

Presented by Tiffany Kendig, PT, DPT, MPH, CLT and Mackenzi Pergolotti, PhD, OTR/L

Radiation Fibrosis Syndrome

Presented by Dr. Michael Stubblefield

ADDITIONAL PRE-RECORDED EDUCATION SESSIONS GENEROUSLY PROVIDED BY:

Stand Up To Cancer: Health Equity (18 videos)
A Bridge
Alexis Harris
Alison Gray
Boston Cancer Support
Cancer and Careers
Cancer Hope Network
Canopy
Dr. Catherine Benedict, Women's Health
Deep C Mastectomy and Reconstruction
Cliff Devries
Helaine Bader
Hope for Stomach Cancer
Keep-A-Breast/ Shaney Jo: Treasure Chest; Where Artistry Meets Therapy
Lung Cancer Initiative of North Carolina
My Style Matters
Society for Integrative Oncology
Stupid Cancer
True North Treks
UR Medical Center
Young Survival Coalition

EXHIBIT HALL & CLINICAL TRIALS FAIR

OPEN 9:00am-6:00pm EST

VISIT MORE THAN 50 VIRTUAL EXHIBITOR BOOTHS

Be sure to spend some time in our uber-cool virtual exhibit hall, where you can interact with some of the world's leading organizations, experts and advocates. The Main Exhibit Hall and Clinical Trial Fair will be full of resources across the five Educational Categories of the conference.

**visit all the booths
for chances to
win prizes!**

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SESSION DESCRIPTIONS | SPEAKER BIOS



Program Time: 8:00 AM

Dave Fuehrer, CEO and Founder

GRYT Health

Topic: Welcome and Framework for GVCC19

Bio: Dave Fuehrer is a two-time cancer survivor, patient-experience researcher and digital health innovator. He is co-founder and CEO of GRYT Health, a digital health company that connects individuals with similar experiences and engages them to inform, support and facilitate improved disease management and patient well-being. In his recent TED Talk, Dave describes how he has catalyzed personal adversity, patient experience research, and digital technology to create an app to connect, empower and transform the living-with-cancer experience. Dave has a BS in Technical Communication and an MBA in Technology Management, from Rochester Institute of Technology. He has completed Executive Education at Harvard Business School in Building New Ventures and at MIT in Corporate Strategy.



Program Time: 8:15 AM

Cathy Trzaskawka, Head of Global Advocacy

Bristol-Myers Squibb

Topic: Patient Empowerment: The Shift to Valuing Experience and Patients as Experts

Session Description: There are many factors changing the patient advocacy engagement landscape including the FDA's patient focused drug development, the power of online influence for individuals and organizations, the increased need for innovation and transparency, and an increased commitment to personalized medicines. The shift to valuing the patient experience and viewing patients as experts inspires all of our work throughout the healthcare continuum. Learn how BMS is continuing to infuse the patient advocate voice and perspectives into our work, and how we aim to affect change and make a meaningful difference in patients' lives.

Bio: In her current role, Cathy heads global advocacy at BMS, developing and advocating company positions on priority issues to maximize patient access and promote a strong climate of biopharmaceutical innovation, as well as working with advocacy organizations and other key stakeholders about the value of innovative medicines. Cathy leads the BMS Global Advocacy Digital Health initiative, focused on engaging with advocacy organizations to explore FDA patient-focused drug development guidance (21st Century Cures) and other guidance (EMA, HTA) on patient experience data through social media data and companion DH technology partnerships; driving internal and external assessments of early patient engagement to develop strategy; creating an end to end, comprehensive, expert patient engagement process for inclusiveness across the entire BMS continuum.

Ms. Trzaskawka started her career in the New Jersey State House as a communications specialist working with the Assembly Health & Human Services Committee, among others, before moving onto Governor Christie Todd Whitman's team as Deputy Director of Intergovernmental Affairs. From the State House, Cathy continued on as a community affairs lobbyist, to corporate affairs, then took an incredible opportunity as Executive Director of the Leukemia & Lymphoma Society, SNJ. Her move into pharmaceuticals came from her advocacy and patient education work at LLS. She has held several senior positions at pharmaceutical companies including GSK, Endo, and now BMS.

Cathy has an excellent track record of utilizing optimism and strong personal beliefs to overcome social and business challenges, and mobilizing people around a higher purpose, while committed to corporate social responsibility. She currently lives in Medford, NJ with her husband Ed and three children.

Program Time: 8:45 AM

Patient Experience: Tell Your Story

tellyourstory



Program Time: 9:00 AM

John O'Donnell, PhD, MPP, VP, Worldwide Health Economics and Outcomes Research
Bristol-Myers Squibb

Topic: Digital Health: Enhancing Patient Care

Session Description: We are coming upon a time when convergence of digital technologies with health, healthcare, living, and society will enhance the efficiency of healthcare delivery and make medicines more personalized and precise. Learn how Bristol-Myers Squibb uses Digital Health and various technologies to address the health problems and challenges faced by patients. Together we can think about the development of interconnected health systems to improve the use of computational technologies, smart devices, computational analysis techniques and communication media to enhance overall patient care.

Bio: John O'Donnell is Vice President, Worldwide Health Economics and Outcomes Research at Bristol-Myers Squibb. He leads a diverse global team of sixty scientists dedicated to defining, developing and delivering evidence of value to ensure patients, payers and providers have the best possible information about, and optimal access to, BMS' innovative medicines. Over his career he has developed, launched and commercialized over 20 medicines and indications in respiratory, cardiovascular, HCV, transplant, diabetes, and oncology including the industry-leading BMS medicines in immuno-oncology, Yervoy and OPDIVO, and the blockbusters Advair, Crestor, Symbicort, Iressa and Eliquis. He won the BMS BioPharma Leaders Award, the most prominent leadership award in BMS. He is Co-Chair of the Worldwide Access Council at BMS with responsibility for ensuring appropriate market access considerations are incorporated throughout the development process within R&D. He also created and deployed a center of excellence on real-world research.

Dr. O'Donnell is an international leader in health technology assessment with work experience in the US, Europe and Asia, and as a regional Head based in the UK. He is Chair of the Academy Health's Corporate Council, former Chair of the Institutional Council of the International Society of Pharmacoeconomics and Outcomes Research and was the lead author and editor of the Value in Health Special Issues, Health Technology Assessment in Evidence-Based Health Care Reimbursement Decisions Around the World and Personalized Medicine and the Role of Health Economics and Outcomes Research.

He holds a PhD in Health Policy and Administration from the University of North Carolina at Chapel Hill. He has twenty six years of experience in health services and outcomes research in industry, in academia and in US State and Federal governments, with nearly twenty years of experience in the pharmaceutical industry. While in government and academia, he advanced health policy research in rehabilitation services, veterans' health and the aged through his work with the US Department of Veterans Affairs and Duke University's Center for the Study of Aging and Human Development. He also analyzed optimal social service and primary care delivery models for foster care and geriatric team care. He is Adjunct Professor at the University of North Carolina at Chapel Hill and Adjunct Senior Fellow at Duke University Medical Center for the Study of Aging and Human Development. He has published in the areas of health economic evaluation, health policy, health services research, geriatrics and rehabilitation and is a reviewer for a number of leading journals.



Program Time: 9:45 AM

Laura Romundstad, RN
Leukemia & Lymphoma Society

Topic: Slaying Blood Cancer, One Clinical Trial at a Time

Session Description: Over the past 70 years, LLS has invested more than \$1.3 billion in research, but our approach to curing blood cancers extends well beyond financial contributions. See how LLS is honoring our mission to not only cure leukemia, lymphoma, Hodgkin's Disease, and myeloma, but also improve quality of life through innovative research, patient support, and clinical trial navigation.

Bio: Laura is a Nurse Practitioner by training and recently joined The Leukemia & Lymphoma Society as a Clinical Trial Nurse Navigator. She began her career as a Registered Nurse specializing in critical care and stem cell transplantation. After receiving her Master's degree and certification as a Nurse Practitioner, her focus shifted slightly to the management of patients with aggressive lymphoma and leukemia. She went on to join LLS in March of this year as a part of the Clinical Trial Support Center which focuses on assisting patients and caregivers in locating clinical trials and eliminating the barriers to clinical trial enrollment through personalized communication and support.



Program Time: 10:30 AM, Track 1

Nick Kenny, Chief Scientific Officer, Syneos Health

Cancer survivor (Hodgkin's Lymphoma)

Topic: Evolution, Innovation and Aspiration in Cancer Clinical Trials: How's that work, and what's in it for Patients? A personal perspective.

Session Description: The pace of scientific and clinical understanding of many cancers is exponentially greater now than when the author was diagnosed and treated for lymphoma in the mid-1980s. That knowledge base and pace of change is accompanied by improvements in novel therapy developments, FDA approval of new medicines for cancer far outstripping other illnesses, and significantly better outcomes for many cancers which only a few years ago were rapidly and uniformly fatal. However, this pace of change is a challenge for clinical trials and patients alike. While more and more information is freely available, and more patients are better informed than has been historically seen, it remains true that patient access to - and understanding of clinical trials - remains sub-optimal (including a significant diversity and inclusion gap). Can we close that gap and accelerate patient access and participation? What role do innovations such as "big data/artificial intelligence" and innovative regulations play in our aspiration to improve? And how and where can and should the patient voice be heard? We'll explore many of these items from the perspective of a cancer survivor working on the inside of the clinical trial system.

Bio: Over 21 years of experience in clinical development and consulting. Passionate about rapidly moving compelling new science for unmet medical needs through the development process to arrive at early and innovative decisions. Nick has been with the company since 2006 where he grew and led the Oncology team until moving to the CSO role in 2018 where he oversees the Medical Team for Syneos Health, the Consortia Models for e.g. Rare Diseases and Cell and Gene Therapies and is a leader on Governance for our Dynamic Assembly of cutting edge data assets. Drives Thought Leadership for the company. Senior representative to the Clinical Trials Transformation Initiative (CTTI) Steering Committee and Forum for Collaborative Research. Early career in biomedical research in the UK, US and Canada. Faculty appointment at the University of Vermont Medical School for several years. Past experience in biopharma consulting.



Program Time: 10:30 AM, Track 2

Sean Swarner

World Record Holder-Everest

Topic: StepUp After Cancer: Your personal, 7-Day Challenge of creating opportunities from your cancer experience and breaking through the fear holding you back.

Session Description: You are not your cancer, so why should you live in fear of it? You're not defined by your past, you can't change it, but you can choose any direction you want to go. Sean Swarner guides you to understanding your personal core values, and gives you the steps necessary for creating a fearless life of abundance.

About Sean: His first goal was to crawl 8 feet from the hospital bed to the bathroom. He went on to Redefine Impossible by climbing 29,035 feet to the top of Mt. Everest with one lung! From there he stood atop the highest point on all 7 continents, skied to the South and North Poles, and completed the Hawaii Ironman. Sean Swarner has been dubbed one of the most powerful speakers ever by institutions such as IBM, Roche, Unilever, The New York Giants, and countless other organizations around the globe. With his motto of Redefining Impossible, after hearing Sean speak, your life will never be the same. His documentary True North: The Sean Swarner Story is currently available on Amazon Prime.



Program Time: 11:00 AM

Elly Cohen, Assistant Professor, UCSF

BreastCancerTrials.org

Topic: Learn About and Find Clinical Trials That Are Right for You

Session Description: BreastCancerTrials.org (BCT), a non-profit provider of online trial matching services, empowers individuals to find trials personalized to their situation. Developed in consultation with patients, BCT features a user-friendly experience that is supported by over 20 cancer advocacy organizations. BCT makes it easy for patients to consider trials as a routine option for their personal care as well as contributing to the advancement of breast cancer care for all.

Bio: Ellyn Cohen, Ph.D. is a UCSF Assistant Professor of Surgery and Program Director of BreastCancerTrials.org (BCT), a user-friendly clinical trial matching service dedicated to helping patients find clinical trials personalized to their situation. She has led BCT through its development, pilot evaluation, and successful launch as a nationwide, non-profit service in 2008. In 2015, Dr. Cohen and her team launched Metastatic Trial Search, a matching tool designed for patients with metastatic breast cancer and which is currently supported by 20 advocacy organizations. In 2018, the team launched Metastatic Trial Talk, an online portal to news and features about breast cancer research to raise public awareness about the importance of clinical research. Dr. Cohen is frequently invited to talk about clinical trials to patient groups and is actively involved in the Metastatic Breast Cancer Alliance. She has a BA in Biology from Brooklyn College and a Ph.D. in Pathology from Cornell University. Dr. Cohen is a breast cancer survivor.

Program Time: 11:30 AM, Track 1

Special Guest Presenter (To Be Announced)

Program Time: 11:30 AM, Track 2

Carla Tardif, Chief Executive Officer

Andrea Incudine, MPH

Family Reach

Topic: Financial Education for Newly Diagnosed Families

Session Description: No one budgets for cancer so a diagnosis can hit a person's financial situation hard. Family Reach knows cancer, the financial pitfalls it can create as well as strategies to get beyond it.



Bio for Carla Tardif: Running enthusiast, patient advocate, and CEO of Family Reach, Carla Tardif is a spirited leader who isn't afraid to go the distance. She's been leading the charge against Cancer-Related Financial Toxicity (CRFT) for over ten years, making tangible impacts for cancer patients and their families through innovative solutions and collaboration. Tardif led Family Reach from a family-founded organization to a national nonprofit with the mission of preventing and reducing the financial burden of cancer for families today, while developing collaborative solutions to enable systemic change tomorrow. Under her leadership, Family Reach increased its hospital network from five east coast sites to more than 400 top-tier hospitals and cancer centers nationwide, expanding from \$200,000 annually to over ten million dollars annually. Such tremendous growth means Family Reach can impact more than 40,000 people affected by cancer each year.



Bio for Andrea Incudine, MPH: As Senior Manager of Programs and Evaluation at Family Reach, Andrea Incudine has been instrumental in the success of the organization's Financial Planning for Cancer program, matching over 350 families with pro-bono financial planners across the country. With a dedication to quality data and evaluation, plus a background in public health, she has both the numbers brain and the passion that keeps her team focused and proactive in eradicating the financial burden of cancer.



Program Time: 12:15 PM, Track 1

Ty Curran, CEO and Chairman

Harrison & Star and Biolumina

Topic: The Patient Centric Revolution

Session Description: Pharma's Race to Understand their # 1 Audience

Bio: Named President of Harrison and Star in 2004 and CEO on 2011, Ty leads and motivates a growing team, of over 300 employees, that always gives 110% to its clients. Prior to joining Harrison and Star, Ty was Managing Director at NCI Communications, where he helped build brands for Hoechst Marion Roussel, Glaxo Wellcome, Teva Marion Partners, Galderma, Boehringer Ingelheim, Parke-Davis, and SmithKline Beecham. Ty earned his BS in Sociology and Psychology at the State University of New York at Albany and an MBA from Old Dominion University.

Program Time: 12:15 PM, Track 2

Patient Experience: Tell Your Story

tellyourstory



Program Time: 12:30 PM, Track 1

Panel Discussion: Minimal Residual Disease Testing

Moderated by Dave Fuehrer

Session Description: This session will bring together scientific, medical and patient leaders in the hematology space for a panel discussion on MRD testing, as well as provide online resources for patients and caregivers.

Sponsorship for this session is provided by Amgen, Inc.



Program Time: 12:30 PM, Track 2

Dr. Michael Stubblefield

ReVital Cancer Rehabilitation

Topic: How to Live Well Beyond Cancer – Understanding the Role of Comprehensive Cancer Rehabilitation in Restoring Function and Quality of Life

Session Description: This presentation will define for learners what is cancer rehabilitation and why it is needed. It will review issues that may benefit from cancer rehabilitation and how cancer rehab can improve function and quality of life. Finally, it will provide resources for accessing cancer rehabilitation services.

Bio: Dr. Michael D. Stubblefield is the former Chief of Cancer Rehabilitation at Memorial Sloan-Kettering Cancer Center. He now serves as Medical Director of Cancer Rehabilitation at Kessler Institute for Rehabilitation, and National Medical Director for Select Medical's ReVital Cancer Rehabilitation Program. He is a Clinical Professor in the Department of Physical Medicine and Rehabilitation at the Rutgers New Jersey Medical School. He is board certified in Physical Medicine and Rehabilitation (PM&R), Internal Medicine, and Electrodiagnostic Medicine. His primary clinical expertise is in the identification, evaluation, and rehabilitation of neuromuscular, musculoskeletal, pain, and functional disorders resulting from cancer and its treatment, particularly those caused by radiation and neurotoxic chemotherapy. Dr. Stubblefield is an accomplished researcher who has published extensively, not only in the rehabilitation literature, but in oncology, pain management, palliative care, neurophysiology, and other journals. He has authored numerous review articles and book chapters in the field of cancer rehabilitation and is the editor of Cancer Rehabilitation: Principles and Practice, the only comprehensive textbook in this emerging field now in its second edition. Dr. Stubblefield is a fierce advocate for the development of cancer rehabilitation and survivorship programs and champions their role in restoring function and quality of life to cancer patients.



Program Time: 1:30 PM, Track 1

Whitney Ducaine, MGC, CGC, CN-BM

Informed DNA

Topic: *Inherited Cancers - When Genetic Testing May Be Right For You*

Session Description: Participants will learn the following: The difference between inherited versus non-inherited cancers, When an individual may qualify for genetic counseling and potential testing, The benefits and limitations of inherited genetic testing, including how testing may alter an individual's cancer risks and management recommendations, The difference between tumor profiling genetic testing and inherited genetic testing, and Common myths and misconceptions about inherited genetic testing.

Bio: She was always interested in a healthcare field that helped people. That ability to partner with patients in order to help them understand their risk and what they can do to improve their health makes me love being a genetic counselor.



Program Time: 1:30 PM, Track 2

Wesley Michael, President and Founder

Rare Patient Voice

Topic: *How Does Participating in Market Research Help Me?*

Session Description: How would you like to find a way to share your opinions about your disease, help improve treatments, and get paid for it? All without exposing your personal information. Market Research is a way to do that, and we'll discuss what it is, how it works, how you can take part. You can decide if it is right for you!

Bio: Wes has been involved in market research for more than 30 years. Wes earned his MBA from the University of Chicago Booth School of Business and a BA in English from the University of Pennsylvania. He saw the need for rare patients to be included in market research and created Rare Patient Voice in 2013 to enable patients and caregivers to share their experiences with decision makers. Wes has been amazed at the great reception Rare Patient Voice has gained from both patients and the market research industry. Over the past three years, Wes has grown Rare Patient Voice by personally reaching out to patients across the country and by leading a team that provides excellent and personalized customer service to hundreds of research firms. As President, Wes hopes to see Rare Patient Voice panels grow to include 500 different disease/conditions by 2020. He hopes that what we do can improve the lives of patients who are able to participate in our studies, and of those who come after.



Program Time: 1:30 PM, Track 3

Nick Giallourakis, President, Elephants and Tea
Marloe Esch, RN

Topic: "I Want to Want to...!" Keeping the Sexual Spark Alive after Cancer

Session Description: If you are one of the many survivors wondering why your libido has come to a grinding halt after cancer, don't despair! Changes to sexuality and intimacy are common after diagnosis and treatment, but that doesn't mean you'll never get your groove back. In this webinar, we'll review some of the reasons behind changes in sexual desire after cancer and take a look at some things that you can do to find a new groove.



Bio for Nick Giallourakis: Nick is the President and co-founder of Elephants & Tea. He is the brother of a two time cancer survivor, Steven, who is his inspiration for starting the new media magazine Elephants & Tea, where Nick provides his point of view as a brother of a cancer patient and survivor. When not working on the magazine he is out playing sports or kayaking with his wife. Let's be honest, he is probably with their french bulldog Aubrey who essentially owns Nick and his wife Camilla.

Bio for Marloe Esch, RN, BSN: Marloe is an Oncology Certified Nurse (OCN), and young adult cancer survivor, graduated from the University of Wisconsin-Madison School of Nursing (Go Badgers!) in 2008. An enthusiastic supporter of sexual health and wellness, she has had the opportunity to spend time in her community educating both survivors and healthcare professionals on the topic of cancer and sexuality, including presenting for the Young Survival Coalition, the Oncology Nursing Society Wisconsin Capitol Chapter, and Planned Parenthood of WI. She holds a certificate from the Sexual Health Certificate Program through the University of Michigan, training in both Sexuality Education and Sexuality Counseling, and has made it her mission to bring sex into the survivorship spotlight. Currently, Marloe is a Breast Care Nurse Navigator in Milwaukee, WI. She lives in the Bay View neighborhood her husband and their cat, Princess Leia, in a fixer-upper that has "a lot of potential." When she's not at work or supervising her husband's house projects, you're likely to find her reading, writing, running, playing guitar, or enjoying a cold beverage and contemplating life. She's also fairly competent at crochet, which comes in handy during the cold, dark Wisconsin winters.

Program Time: 2:15 PM, Track 1

Patient Experience: Tell Your Story

tellyourstory



Program Time: 2:15 PM, Track 2

A special hello from GRYT Health's own David Aleksandrowicz, Chief Information Officer

Session Description: GRYT Health's own, DAZ will introduce our chat bot and how she's decreasing anxiety and increasing resiliency in our community. And how his own family experiences with cancer influence everything he does with GRYT.

Bio: Dave serves as the Chief Information Officer of GRYT and says it is an exciting and rewarding position and not a day goes by that he is not thankful he found this great bunch of people. Dave has spent his career working in the design, build and support of cloud-based field task management solutions, using DotNet and Java technologies, including integration with handheld devices.



Program Time: 2:30 PM, Track 1

Dr. Kamala Maddali, President

Health Collaborations LLC

Panel Discussion: Why should you know your genomics

Session Description: "Know your genome" to personalize treatment. This panel will discuss the importance of genomics in cancer treatment with perspectives from pharma, genomics, and patient delegates.

Bio: Dr Kamala K Maddali is a passionate global precision medicine executive and her mantra for leadership is to "spread some sunshine" by being passionate and positive about her commitment to patient's health. Dr. Maddali's cross collaborative mindset comes from her versatile professional background across pharma like Merck and Co, clinical trial organizations like Quintiles and diagnostics companies like Quest Diagnostics, Cancer Genetics etc. She holds a Ph.D. in Pharmacology from University of Missouri-Columbia and a doctorate in Veterinary Medicine from Acharya N.G. Ranga Agricultural University in India. As an ongoing warrior with Multiple Sclerosis (Like) Dr. Maddali's vision includes "Educate global communities with hope from science and innovation" which will foster awareness towards precision treatments plus early disease diagnosis and prevention. She is a board member for several US based patient advocacy organizations like "Paltown", "Cancer NJ" etc. Dr. Maddali serves as an executive advisor for several healthcare technology companies focused in artificial intelligence, blockchain genomics, nutraceuticals, bioinformatics, biotechs focused on unique biomarker driven drug targets.



Program Time: 2:30 PM, Track 2

Dr. Danielle Ramo and Josh Lavra

Hopelab (in conjunction with GRTY Health)

Topic: Vivibot: A Chatbot Based Positive Psychology Intervention to Promote Well-being in Young Cancer Survivors

Session Description: Vivibot is a mental well-being chatbot for teens and young adults who have been treated for cancer. It was developed by cancer survivors, designers, behavioral scientists, and an expert panel of advisors who work with young people with cancer. Join Josh and Dr. Ramo as they share how the team at Hopelab developed Vivibot and the science behind her impact.



Bio for Dr. Ramo: Dr. Danielle Ramo is Director of Research at Hopelab, where she oversees the design and implementation of research efforts across Hopelab's projects. Danielle is also Adjunct Associate Professor in the Department of Psychiatry and the Helen Diller Family Comprehensive Cancer Center at UC San Francisco and a licensed psychologist.

Bio for Josh Lavra: Josh is the Product Lead at Hopelab, where he helps lead the design, development, and distribution of digital tools to support the mental health and well-being of teens and young adults. He was previously at IDEO, helping leaders build creative teams and organizations.



Program Time: 2:30 PM, Track 3

Jan Bresch, Executive Director

Special Love

Topic: BRASS (BRothers And SiSters) Camp

Session Description: BRASS Camp stands for -BRothers And SiSters- of children with cancer. As a sibling of a pediatric cancer patient a child can feel isolated, alone and in the shadow of their sibling with cancer due to long hospital stays, treatments or periods of time their brother or sister is just not feeling like themselves. Special Love Inc. recognized the strain on this special group of young people

and created a siblings only program, which welcomes those ages 7-16 two times a year at a weekend camp session in the spring and full week of camp each summer.

Bio: Jan is the Executive Director of Special Love, and previously served as the Executive Vice President and Chief Operating Officer of the Prevent Cancer Foundation. She is a skilled leader with over 25 years experience in non-profit management, innovative partnerships, marketing, fundraising, strategic planning, as well as board governance. Described as "a motivated and charismatic individual who thrives in proactive work environments, focused on creating meaningful partnerships and work environments that support an organization's mission, vision, and values." She has provided consultation and pro bono services to various non-profits focused on serving children and families, as well as for-profit startups.



Program Time: 3:15 PM, Track 1

Dr. Irfan Khan

CEO, Circuit Clinical

Topic: *Using Patient Experience to transform Clinical Trials: What can 5 million clinical trial participants teach us all?*

Session Description: Five million Americans have participated in clinical trials in the last 10 years. Yet we have no real understanding of what they think of the experience. How can we engage these people to help us all better understand clinical trials as a care option?

Bio: Dr. Irfan Khan is the founder and CEO of Circuit Clinical, an Integrated Research Organization (IRO) headquartered in upstate NY. Over the last four years he has overseen Circuit Clinical's growth to more than 1 million patients, involving 30+ multi-specialty physician practices and partnering with multiple Accountable Care Organizations.

Dr. Khan is a board-certified cardiac electrophysiologist who has served as a principal investigator on both therapeutic and device clinical trials for more than a decade. He is a Fellow of both the American College of Cardiology and Heart Rhythm Society and served as Director of Electrophysiology for Catholic Health of Western New York for 8 years, developing the program into one that successfully performs more than 2000 procedures annually. Dr. Khan is passionate about community engagement and patient education and empowerment. He is a frequent speaker at both academic and public health conferences, including TEDx. His key areas of interest are barriers to participation, patient experience, and the intersection of technology and care delivery. Most recently his work at Circuit Clinical is centered on the development and deployment of technologies to assist patient experience and engagement in clinical trials through the launch of TrialScout, the first-ever platform that provides patient ratings and reviews of clinical trials sites.



Program Time: 3:15 PM, Track 2

Dr. Todd Horowitz, Program Director

National Cancer Institute

Topic: *CRCI 101 (Chemo Brain or Chemo Fog)*

Session Description: You may call it "chemo brain" or "chemo fog". Todd will give a brief layman's overview of the scientific research on "cancer-related cognitive impairment", or CRCI

Bio: Todd Horowitz is a cognitive psychologist and vision scientist who studies how our brains perceive the world around us. He grew up in Toledo, OH, and earned his B.S. from Michigan State University before moving to California to study for his Ph.D. at UC Berkeley. From 1995 to 2012, he worked at Brigham and Women's Hospital and Harvard Medical School, where he was Assistant Professor of Ophthalmology. His program of research included basic problems in cognition and vision, as well as applications to the study of Parkinson's Disease, autism, driving, and airport baggage screening. In 2012, he moved to the National Cancer Institute, where he is now a Program Director in the Division Cancer Control and Population Sciences. His mission is to engage other cognitive psychologists and vision scientists with problems in cancer control. For example, how can we help radiologists read images more accurately? How can we use visual media to help communicate ideas about risk and probability to cancer patients? What is the nature of the cognitive difficulties experienced by cancer survivors, how can we best measure these problems and use that knowledge to help survivors?

Program Time: 3:15 PM, Track 3

Dr. Jeffrey Myers and Michele Mitchell, Patient Advocate

American Society for Clinical Pathology

Topic: Patient Champions Program

Session Description: Our program empowers, patients, caregivers and advocates through education and awareness about laboratory diagnostics, lab tests, and pathology follow-up care through sharing real life stories of patients. Hear from pathologist, Dr. Myers, and breast cancer survivor Michele Mitchell about the empowering impact that understanding lab results has on managing a cancer diagnosis and the laboratory resources available to patients.



Bio for Dr. Jeffrey Myers: Jeffrey Myers, MD, is A. James French Professor of Diagnostic Pathology, Vice Chair for Clinical Affairs and Quality, and Director of MLabs in the Department of Pathology at Michigan Medicine. Following residency training in anatomic pathology at Washington University in St. Louis and a fellowship with his mentor and lifelong friend, Anna-Luise Katzenstein, at the University of Alabama at Birmingham, he was a member of the Mayo Clinic staff in Rochester, Minnesota where he served for a decade as Division Chair in Anatomic Pathology. His interest in surgical pathology with a focus in thoracic pathology is complemented by a strong commitment to quality, safety, service excellence and innovation. His current focus is understanding the value of working directly with patients and families to transform their experience of care. Together with Michele Mitchell, a Patient and Family Advisor (PFA) in Michigan Medicine's adult Patient and Family-Center Care (PFCC) program, he co-chairs the Department of Pathology's Patient and Families Advisory Council (PFAC). Their vision is to create and nurture a patient and family-centered culture of diagnostic medicine and personalized pathology care.



Bio for Michele Mitchell: Michele Mitchell is a wife, a Stepmom of 4 and a proud Grandmother of 9. Until 2009, she worked at Blue Cross Blue Shield of Michigan for 25 years as Director of the Corporate Project Management in the Information Systems Division where she ran multi-million dollar projects. Since retirement, she has devoted her time to Patient Advocacy. She is a breast cancer survivor and has assumed the role of caregiver for family members. Her volunteerism includes supporting the American Cancer Society breast cancer "Reach to Recovery" program where she speaks to newly diagnosed breast cancer patients. Michele also serves as an Officer of the Kachin Strong non-profit to honor her Stepdaughter, Tricia's journey and ultimate passing of Non-Hodgkins Lymphoma. The generous donations the foundation receives are used to provide wigs to cancer patients at the UofM

Cancer Center. Michele began her Patient Advocacy work at the University of Michigan in 2013 where she was a member of the Cancer Center Patient and Family Advisory Committee (PFAC). She currently serves on the University Hospital and the Women's Services PFAC(s). But Michele's passion is her current role as Co-chair of the Department of Pathology PFAC. Michele has been involved with the ASCP since 2016 in various capacities and has recently joined the ASCP Patients Champion program. She is dedicated to advancing the patient voice.



Program Time: 4:00 PM, Track 1

Chris Ayers

The Daily Zoo

Topic: Keeping the Doctor at Bay with a Drawing a Day

Session Description: Cancer survivor and Disney Animation artist Chris Ayers shares the story of his journey with acute myeloid leukemia and the whimsical animal art that it yielded.

Bio: Born and raised in Minnesota, Chris Ayers moved to California shortly after college to fulfill his childhood dream of working in the movies. As a character designer and concept artist, he has participated on projects such as Penguins of Madagascar, Men in Black II, The Santa Clause 2, and is currently working for Disney Animation on their upcoming Monsters Inc. spinoff series. Pursuing this dream was harshly interrupted, however, when he was diagnosed with acute myeloid leukemia on April Fool's Day in 2005. After treatment he started a sketchbook called The Daily Zoo. Combining two of his passions, animals and drawing, he created a sketch each day to aid his recovery. He has since had the opportunity to publish five books in The Daily Zoo series, with more on the way. Chris now lives in Los Angeles with his wife, son, and one large drawer of pencils. And he still draws an animal-a-day.

Program Time: 4:00 PM, Track 2

Ilana Gamerman and Michelle Stravits, Co-Founders

2Unstoppable

Topic: *The Importance of Exercise in Cancer Recovery During and Post Treatment (Woman-Focused)*

Session Description: Exercise has been proven to positively impact cancer treatment and cancer outcomes. Yet, most patients and survivors are not exercising nor are they aware of its benefits. We present the research and share practical guidance, tips, and resources to help patients and survivors keep moving and stay strong. We know it's hard and we can help you get started!



Bio for Ilana Gamerman: Ilana a Registered Nurse with a master's degree in Nursing Informatics. Her combined passion for helping people and for exercise is what drives her motivation to help every woman diagnosed with cancer become unstoppable.

Ilana's co-founding of 2Unstoppable is driven by her dedication to fitness, healthcare and helping others.



Bio for Michelle Stravits: Michelle is a PCI-Certified Parent Coach, holds an MS from The GWU, and BS Engineering and BS Economics degrees from the University of Pennsylvania. Founding 2Unstoppable brings together a wealth of experience and passion advising and serving on the boards of various non-profit organizations and running a small management consulting firm. Michelle is the CFO of Spectrum Management Consulting and is also a professional event coordinator. She has served as a peer supporter for women of all ages undergoing treatment for breast cancer, both informally and through organizations such as Sharsheret and Life With Cancer.



Program Time: 4:00 PM, Track 3

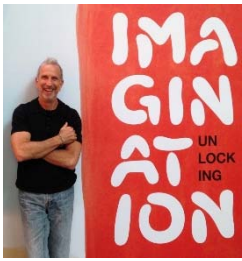
Mindy Griffith, Executive Director

Bag It Cancer

Topic: *Filling your Toolbox: Being Your Own Best Advocate*

Session Description: This session will provide you with the Essential Tools for Self-Advocacy that will help you play an active role in your own healthcare, improve your relationships with your healthcare team, receive better quality of care, and improve your long-term health and well-being.

Bio: Mindy has overall strategic and operational responsibility for Bag It. Mindy joined the Bag It team in 2016 and was selected to be the Executive Director in April 2017. With overall strategic and operational responsibility for Bag It and the Escape to THRIVE programming, Mindy is responsible for the overall strategy and operations of the organization and is truly inspired to work with such a dynamic and committed group of individuals. Mindy, previously an elementary school teacher and administrator, is passionate about education and the role of lifetime learning. A native of Ohio, Mindy moved to Arizona in 1998. While she loves to travel, she also loves having Tucson as her home.



Program Time: 4:30 PM, Track 1

Roger Holzberg, Founder

RelImagine Well | My Bridge 4 Life

Topic: Gamification and The Clinical Benefits of Immersive Education

Session Description: Large percentages of young patients are sedated for procedures like MRIs and radiation treatments, resulting in long-term side effects. Immersive Education enables patients to acclimatize in gamified virtual facilities, reducing the need for sedation.

Bio: Roger is the founder of My Bridge for Life™ and served as the first (consulting) Creative Director for the National Cancer Institute (NCI) where he led a multi-discipline Team to concept and build NCI's vision of how to educate patients, researchers and healthcare professionals. The "evolution" of cancer.gov, the NCI Facebook, Twitter, and YouTube networks are all projects that his creative team took from concept through launch. He teaches the Healthcare by Design class at the California Institute of the Arts. Previously, Roger spent 12 years as an award-winning Creative Director / Vice President at Walt Disney Imagineering where he had the opportunity to lead the creative development for a broad portfolio of projects ranging from PlayStation® games to theme park icons and several Disney World Celebrations; from mass audience interactive experiences and rides; to the MMOG Virtual Magic Kingdom. In "classic media," Roger has written and directed feature films and television, but is genuinely proud of researching and writing "The Living Sea" (Academy Award nomination for best documentary – Imax). Personally, Roger is a proud father; a 15+ year cancer survivor; and a competitive triathlete (3 events yearly), using the sport to raise research dollars for causes he supports.



Program Time: 4:30 PM, Track 2

Minas Chrysopoulos, MD, FACS, Breast Advocate

PRMA Plastic Surgery

Topic: Breast Reconstruction Options and Advancements

Session Description: Learn about your breast reconstruction options after a lumpectomy or mastectomy, and how to ensure your voice is heard in your treatment decision-making.

Bio: "Dr. C", as he is fondly called, is a plastic surgeon and microsurgeon, certified by the American Board of Plastic Surgery, and President of PRMA Plastic Surgery. He specializes in state-of-the-art breast reconstruction. He is a strong advocate for shared decision making (SDM) and believes SDM is an extremely effective and ethical approach for delivering patient-centered, high quality healthcare and have built a very successful practice based on this approach. To empower as many patients as possible, Dr. C created the Breast Advocate® App, the first shared decision-making app for breast cancer surgery and breast reconstruction. Breast Advocate® is a free app that provides anyone with a breast cancer diagnosis, or at risk of developing breast cancer, a much-needed voice in their breast cancer surgery decision making. Outside the clinical arena, he has a strong interest in facilitating how new technology connects with the real healthcare world, digital health and disruptive healthcare technologies.



Program Time: 4:30 PM, Track 3

Sarah DeBord, Communications & Program Manager

Colon Cancer Coalition

Topic: Patient Advocacy: Learning, Leading, and Creating Change

Session Description: Many impacted by cancer are inspired to turn their experience into action, and provide support, elevate a cause, and create change. In this panel session, learn from advocates who have become agents of change in their own care and work to improve care for others.

Bio: A California girl at heart, Sarah spent 8 years working in Hollywood as a location manager for film shoots. After a stint as a stay-at-home-mom, she is back to work and bringing with her a passion for the cause after her own stage IV colon cancer diagnosis in 2011. When not out redefining people's perceptions about colon cancer, Sarah can be found hanging out with her 2 boys and looking at the extended forecast in hopes that flip flop weather is on the radar.



Program Time: 5:15 PM, Track 1

Adele Sender, Head of Learn Guide Initiative

RelImagine Well

Topic: *Providing a Roadmap From Diagnosis to Well-Being*

Session Description: Guides help consolidate educational material across the patient journey into a single dynamic resource. From diagnosis, to treatment, then on to healing and wellbeing, Learn Guides are rich media experiences with video, photos, resource links and much more. They can be utilized as Ebooks on phones, tablets and computers, able to be used when and where they are needed.

Bio: Adele has developed clinical systems for healthcare software for complex chemotherapy regimens for diseases including HIV/AIDS and leukemia, and designed training modules for technology resource poor environments as well as expert systems. She has a BS in Physical Therapy, and serves on both education and patient advocacy boards.



Program Time: 5:15 PM, Track 2

Jackie Herigodt, Director of Programs and Outreach

Imerman Angels

Topic: *Caregivers Count*

Session Description: This session will speak about the journey of Caregiving. Questions that may run through your mind as a Caregiver might include: "Where do I begin?" "What do I do?" "Who do I talk to about this?" "How do I fix it?" "Why is this happening?" Come join into this conversation with a group of Caregivers from Imerman Angels!

Bio: Jackie has been a caregiver to several loved ones with cancer including her mother, who lost her battle with lung cancer in 2004. These experiences fuel her passion for the Imerman Angels' mission. Jackie has been with Imerman Angels since 2012. In her current role as Director of Programs and Outreach, she oversees the Mentor Angel training process, the matches made between Mentor Angels and support seekers and the organization's outreach efforts. Jackie was responsible for the creation of the outreach initiative at Imerman Angels. This program has helped strengthen partnerships with other cancer organizations and cancer centers to better serve more people who have been impacted by cancer. Additionally, she established the global Ambassador initiative, made up of volunteers who dedicate their time to spreading awareness about the Imerman Angels mission and pursuing partnership opportunities to ensure that no one faces cancer alone. Jackie graduated from Northeastern Illinois University with a Bachelor of Arts in Psychology. She has worked in the fields of animal training, customer service and education. Her diverse background has proven to be beneficial for her role with Imerman Angels.



Program Time: 6:00 PM

Tom Freiling, Founder and Executive Director

“Stop Cancer. Start Praying!”

Session Description: Cancer is more than a physical, mental, and emotional crisis. It's also a spiritual crisis. Tom will share from his experience, and the experiences of others, how prayer and spirituality can help patients through treatment and toward hope and healing.

About Stop Cancer. Start Praying: We started our Facebook page as a place for cancer fighters to connect with each other in prayer, faith, and spiritual support. Word spread quickly on Facebook and thousands joined us in prayer. Today we reach more than 1,000,000 people daily with inspirational and uplifting stories. The stories we post, and the stories our users post, have become a source of healing and hope. While the spiritual side of a cancer diagnosis is not often the first-line concern in medical treatment, it's a significant aspect of healing for many patients. Research shows that prayer and spiritual support has real-life benefits for patients. It reduces anxiety and stress, emotional distress and depression, fatigue, and even the experience of pain. Its benefits include improvements in mood, self-image, ability to cope with stress, and feelings of control. Most of all, prayer works. God is bigger than cancer! If you're a cancer fighter, or if your friend or loved one is fighting cancer, please share your story with our community. We're here 24/7 to pray with you, support you, and give you the faith you need for the fight.



Program Time: 6:15 PM, Track 1

Sharon T. Kim, CEO and Co-Founder

Robert Kim, CTO and Co-Founder

CanPlan

Topic: How to Create a Cancer Plan That'll Bring You Peace of Mind

Session Description: When patients are thrown headfirst into the world of cancer, they often feel so overwhelmed by all the changes, they end up believing the lie that they no longer have control over their own lives and thus rely on external rather than internal sources to determine their destiny.



This then pushes them into depression, hopelessness, and a passive rather than active approach to treatment. This session will clarify what we as humans can and cannot control, and coach patients/caregivers on how to create a cancer plan that'll allow them to bring the future into the present so that they can do something about it today.

About CanPlan: CanPlan is a one-of-a-kind planner designed specifically for cancer patients and their caregivers. It provides daily reminders, guidelines for positive living, and methods for monitoring and tracking all of the details of your illness every step of the way. This isn't simply a planner: it's a

roadmap to recovery, a book that will return control of your life back into your hands. Once you're sick, you know you need a hand. With CanPlan, you'll have one.



Time: 6:15 PM, Track 2

Dave Fuehrer, CEO and Founder, GRYT Health

Betsy Glosik, Chair, Patient Advocate Task Force at Society for Integrative Oncology

Teresa Martin, Professional, Scientific and Technical Services

Topic: Advocates: Making Sense of Our Experiences/Patient Advocate Task Force

Session Description: The role of patient advocates in cancer care is often not well understood by patients, healthcare providers, researchers or the public. Research findings on the who, what, where and how of patient advocates will be presented via a live webinar.



Bio for Betsy Glosik: Betsy considers her life script to be helping others find purpose and awareness in their own stories. Cancer has been part of her experience as a survivor of breast cancer and melanoma. The careers and curveballs in her life have taught her that while work can really be work, just living can be real work as well. Betsy is passionate about communication issues surrounding a cancer diagnosis and helping others find new pathways to physical, mental and spiritual wellness. To her, daily servings of humor, yoga and music are essential. Betsy has a Bachelor of Science from Miami University. "Survivorship" should be more like "surTHRIVORship!"



Bio for Teresa Martin: Teresa Martin is the founder of Options Patients Advocacy and is an integrative patient advocate who helps cancer patients find specialists and integrative healthcare professionals close to where they live. Scientifically educated, and passionate about patient-centered care, Teresa's focus areas include Integrative Oncology, Chronic Lymphocytic Leukemia and condition-specific applications of medical cannabis.



Program Time: 7:00 PM, Track 1

Moderated by Justin Birckbichler, Founder, A Ballsy Sense of Tumor

Panelists Include: Kyle Smith, Tom Milana, Truitt Taylor, John Falk

Topic: *Brothers in Battle: Breaking Down Stigmas Around Men's Health and Cancer's Impact on Mental Health: A Men's Health Panel*

Session Description: Five men, collectively missing two testicles, part of a colon, a prostate, and some of their chest, walk into a health conference. Their goal? Share their stories openly and honestly in hopes of changing the narrative around men's health and mental health.

Bio: Justin Birckbichler is a men's health activist, testicular cancer survivor, and the founder of aBallsySenseofTumor.com. In November 2016, he was diagnosed with stage II testicular cancer at the age of 25. Throughout his diagnosis, surgery, chemotherapy, and being cleared in remission in March 2017, he has been passionate about sharing his story to spread awareness about testicular cancer, promote open conversation about men's health, and talk about the unspoken realities of being a cancer survivor. In addition to his work through ABSOT, Justin's has written over 160 articles, appearing in Cure Magazine, I Had Cancer, The Mighty, The Good Men Project, Stupid Cancer, and more. His work with men's health awareness has been featured by over 60 different companies and organizations, including British GQ, Livestrong, Healthline, The Mayo Clinic, The Movember Foundation, National Foundation for Cancer Research, and various other groups.



Program Time: 7:00 PM, Track 2

J.L. Barker, Cancer Survivor and Author

Topic: *So, This Is Cancer?*

Session Description: In this session, J.L. shares her personal story along with words of wisdom about living life during and after cancer. Cancer doesn't have to be your life and fighting the battle isn't always about getting to the end. Your life is yours at all stages, during and after cancer.

Bio: Author and speaker J.L. Barker has decided to do something a little crazy; provide young adults with wisdom and guidance that you won't find in any other book or magazine article. Life is real, life is raw, and she is ready to share exactly what young adults need to hear (with slight hints of sarcasm and a few movie quotes sprinkled in the mix). If you're ready to get real, come check out what is being said by a young adult whose lived it.



Program Time: 7:00 PM, Track 3

Vickie Buenger, President

Coalition Against Childhood Cancer

Topic: *Coalition Against Childhood Cancer and Hope Portal*

Session Description: The Coalition Against Childhood Cancer (CAC2) is a collaborative network of more than 175 nonprofits, corporations, and individuals from 34 states and five countries, supporting and serving the childhood cancer community. CAC2 effectively advances a variety of childhood cancer causes by unifying the childhood cancer community through educational efforts and by creating processes to help us choose, refine, and complete collaborative projects together. CAC2 offers childhood cancer patients, survivors, and their families a "one-stop" source of information and brings together professionals and advocates working to accelerate advances in pediatric cancer research to discover new and better treatments – and, ultimately, cures. One of their most recent collaborative projects is the Hope Portal, a centralized and comprehensive cloud-based tool designed to assist families and health care professionals with fast and simple navigation of organizations that provide childhood cancer support services and information. This project upholds both our mission to foster collaboration and coordinated action AND to reinforce our highest priority to put the children and families first in all that we do.

Bio: Vickie Buenger serves as Clinical Professor at the Mays Business School with a joint appointment to the Professional Program for Biotechnology at Texas A&M University. She teaches competitive and cooperative business strategy and project management. Vickie's daughter, Erin, fought neuroblastoma for seven years. Since Erin's death in 2009, Vickie has devoted time and energy to launching the Coalition Against Childhood Cancer (CAC2) on behalf of the many dedicated organizations and individuals striving to make a difference for children with cancer. She currently serves as President of CAC2. She combines her academic background with her interest in the science and policy of childhood cancer and has spoken before gatherings of scientists, clinicians, regulators, industry representatives, and advocates in the United States and Europe. Vickie also serves as the Board Chair of the Hospice Brazos Valley Living Endowment and on the Executive Committee of the Brazos County Democratic Party. She volunteers as an ordained Elder in the Presbyterian Church-USA.



Program Time: 7:45 PM, Track 1

Ellis Emerson, Melanoma Survivor & Ultra Marathoner

Topic: “So, You’ve Got The Good Cancer?”

Session Description: A Conversation on Not Feeling Cancery Enough and Defending Your Diagnosis
Moderated by Ellis Emerson

Bio: Ellis Emerson is a Badwater 135 finisher and started running before her diagnosis. She jumped in, fully. Running was how she processed feelings/fears and so it was also a part of her early cancer experience. Ellis describes Badwater as “maybe the hardest thing I’ve done. It came in the middle of treatment—body puffy from steroids. Unfamiliar, but I needed to prove I was still me.” Ellis was diagnosed 10/30/17 and entered into the cancer community quickly because it’s how she made sense of her experience.

“I feel like the community made all the difference. If we never share our story, we feel so alone because we don’t realize how shared our experiences are.” On her website <https://www.cancerpurgatory.com/> it says “our experiences, while unique, are not different.” Ellis believes sharing connects us. Both the one sharing and the one hearing. She believes it is a gift to share her experiences. Ellis also serves on GRYT Health’s Board of Advisors.



Program Time: 7:45 PM, Track 2

David Richman, Author & Caregiver

Topic: Cancer: “The Queen of Emotional Chaos: Fifteen Remarkable Stories, One 5,000 Mile Bike Ride”

Session Description: David spent hundreds of hours getting into the heads of fifteen compelling people whose lives were profoundly impacted by cancer. The result? A better understanding of the one thing all hadn’t dealt with - the emotions behind their experiences. Join David as he discusses shares some of the insights gathered from these remarkable people.

Bio: An entrepreneur, author, public speaker, athlete, and philanthropist, David Richman uses the lessons learned in his life to enrich and inspire others. As a former sedentary, over-weight, smoker, David knew that he needed to focus not on what others wanted out of him, but on what he wanted out of life. With his first book, “Winning in the Middle of the Pack,” David discussed how to get more out of ourselves than ever imagined. Over the last 10 years, David has completed over 50 triathlons, including 15 Ironman-distance triathlons (2.4-mile swim, 112-mile bike, 26.2-mile run), more than 50 runs longer than marathon distance, including several 24-hour runs, running 85 miles in Mexico in the heat of the summer, and ran four consecutive marathons (104 miles) from Santa Barbara to Manhattan Beach.

About His New Book *Cancer: The Queen of Emotional Chaos – Fifteen Remarkable Stories, One 5,000-Mile Bike Ride*.

David introduces us to fifteen unique, evocative, relatable people, whose diverse and wide-ranging experiences shed light on the human experience and emotions related to the trauma of cancer.



Program Time: 7:45 PM, Track 3

Monica Fawzy Bryant, ESQ.

Triage Cancer

Topic: *Coping with Financial Toxicity*

Session Description: This session will explain steps that can be taken to reduce the financial impact of a cancer diagnosis. As we enter open enrollment for different types of health insurance, attendees will learn how to pick the best plan to reduce out-of-pocket expenses, as well as other ways to reduce the financial burden of cancer

Bio: Monica Fawzy Bryant is a cancer rights attorney, speaker, and author. Monica is the co-founder and Chief Operating Officer for Triage Cancer, a national, nonprofit organization that provides education on the practical and legal issues that may impact individuals diagnosed with cancer and their caregivers, through events, materials, and resources. Throughout her career, Monica has provided hundreds of educational seminars, written articles, blogs, and co-authored a book published by the American Bar Association called Cancer Rights Law: An Interdisciplinary Approach. Additionally, Monica is an Adjunct Law Professor at John Marshall School of Law in Chicago, teaching a class on Cancer Rights. Monica currently serves on the Executive Committee of the American Bar Association’s Breast Cancer Task Force. Monica received a Bachelors of Arts degree in Law & Society, with an emphasis in criminal justice, and Psychology from the University of California Santa Barbara and a Juris Doctor from The George Washington University Law School. She is a member of both the California and Illinois State Bars.



Program Time: 8:30 PM, Track 2

Susan Strong, MA, Survivorship Activist, Patient Advocate, Speaker

Topic: *Decades after Diagnosis: How to Play Strong for Long-term Survivorship*

Session Description: Life AFTER Cancer is still mostly uncharted territory. Learn how to navigate survivorship to create a life that you love. Susan Strong, a 36-year survivor of two different cancers, shares insight from her experience to help you live your BEST life forward. How to take charge of your anxiety, self-care, lifestyle, & follow up care.

Bio: The day Susan Strong was diagnosed with breast cancer, her trip home included the purchase of a fine champagne. With a toast, she broke the news to her partner: "Here's to kicking cancer's ass--AGAIN!" She left her job as a middle school teacher to follow her heart's call: sharing her secrets how to PLAY Strong, empowering her audiences to create the life they love and to LIVE with joyful resilience. As a childhood cancer survivor, Susan plans to die young, "as late in life as possible" because until then, she has work to do helping patients facing life after cancer.



Program Time: 8:30 PM, Track 3

Krysten Ford, CEO

Cancer Warrior Alliance (and Caregiver)

Topic: *Caregiving and Communicating: Why it's hard and how to make it easier!*

Session Description: A panel discussion in and amongst other caregivers that understand the toll that caregiving can take on some relationships as well as the great changes that can come about between caregiver and patient. Understanding how communication is key can help maintain and change these relationships. Breaking down how best to communicate your feelings and emotions as a caregiver and being able to express them can help make a big difference in the cancer journey you're in together...Let's get to it!

Bio: Krysten has been a caregiver since 2004 and has background in justice studies, behavioral health, social work, and accounting. She has been very passionately advocating for the cancer community going on four years now. Krysten is also an author and has experience with business accounting.

Education Sessions provided by subject matter experts from Revital Cancer

Rehabilitation Cancer-Related Fatigue

Presented by Audrey Stockwell, PT, CLT

Chemotherapy Induced Peripheral Neuropathy

Presented by Megan DeBlicke, DPT, MHA

Pain in Cancer

Presented by Dr. Ashish Khanna

The Role of Exercise in Cancer

Presented by Audrey Stockwell, PT, CLT

Pre-Habilitation and Prospective Surveillance

Presented by Tiffany Kendig, PT, DPT, MPH, CLT and Amanda Hodges, BSN, RN, OCN

Balance and Falls

Presented by Tiffany Kendig, PT, DPT, MPH, CLT and Mackenzi Pergolotti, PhD, OTR/L

Radiation Fibrosis Syndrome

Presented by Dr. Michael Stubblefield

Additional PRE-RECORDED Education Sessions generously provided by:

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Cliff Devries

Helaine Bader

Hope for Stomach Cancer

Keep-A-Breast/ Shaney Jo: Treasure Chest; Where

Artistry Meets Therapy

Lung Cancer Initiative of North Carolina

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