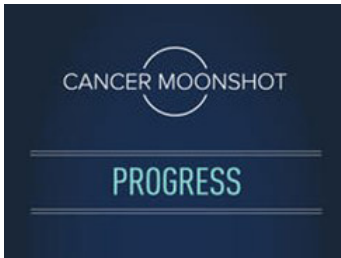


HEALTH EQUITY IN ACTION: BRIDGING THE DIGITAL HEALTH DIVIDE

"The time is long overdue to take what we have known about health care and cancer care disparities and convert that knowledge into action."

CSC CEO Debbie Weir



This document provides an overview of the Cancer Support Community's (CSC) efforts to improve healthcare access and advance health equity. It also highlights a partnership with a health IT solution provider, Equiva Health,

whose platform supports healthcare organizations seeking to expand initiatives to advance health equity, improve health outcomes, and achieve financial success

Committed to Reducing Cancer Care Disparities

Underserved communities have endured a long history of disparate access to quality cancer care and a lack of culturally appropriate supportive services. CSC is committed to reducing disparities associated with cancer diagnoses. The organization focuses on creating solutions to improve health services and outcomes for communities whose members are disproportionately affected by cancer.

CSC believes in equity for all, including in health care, and fights every day to ensure that all people are treated with dignity and respect and have the opportunity to live healthy and safe lives — physically, mentally, and emotionally.

CSC listens, learns, and stands in solidarity with all to create and maintain a climate of inclusion. CSC holds leaders, policymakers, and those in positions of power accountable with the expectation and conviction that these measures will end the inequalities we struggle with today and ensure that the opportunity to lead healthy and safe lives is within reach for all of us.

For decades, CSC has publicly announced its support of important legislation affecting those impacted by cancer, such as the Build Back Better Act, the 21st Century Cures Act, the Supreme Court's upholding of the ACA, and the Inflation Reduction Act. The organization will be unwavering in its continued support of legislation and policies to advance health equity especially for all impacted by cancer.

Targeting Medically Underserved Communities

CSC offers a wide array of programs. Many specifically support inclusive health. An example is the 2022 launch of a program aiming to reduce disparities in cancer clinical trials. CSC offers a peer support program as a free, over-the-phone service to help Black or African American cancer patients learn more about clinical trials by matching them with peers — Black or African American cancer patients or survivors who have already gone through the clinical trial process.

Another example is CSC's production and June 2023 release of a documentary film series titled *Justified Medical Mistrust: Acknowledging the Past to Change the Future*. It explores sources of mistrust in the Black community, present-day benefits of clinical trials, and steps for building trust between patients and the healthcare community. Hailed by Academy Award-nominated and Emmy and Peabody Award-winning documentarian Barak Goodman as "moving and persuasive," the film explores historical and current injustices. It also provides education about cancer clinical trials, benefits of participation, effective community-based interventions, and strategies for achieving inclusive, quality cancer care.

Making Mental Health Information Accessible to Everyone

Clinical depression affects an estimated 15 to 25% of cancer patients, and anxiety affects an estimated 23%, according to research published in the journal *Oncology*. To delve deeper, CSC's Research and Training Institute surveyed more than 600 cancer patients and survivors to learn how cancer impacted their mental health. According to the study, 60% of participants were not referred to mental health professionals for the emotional distress they were experiencing. Further, one in five did not receive the mental health support they wanted.

"In this critical moment, it is crucial that we address the mental health needs of people who are dealing with a cancer diagnosis in their lives," said CSC CEO Debbie Weir. "With our new initiatives, we are able to address a multitude of issues in a multitude of ways, allowing people to get the help they need in a way that works best for their unique situations."

In January 2023, CSC announced a suite of resources focused on mental health. One example involves piloting app-based mental health interventions that help patients experiencing depression or anxiety practice clinically vetted behavioral and mindfulness techniques.

Innovative Partnerships Expand Reach and Access, Improve Outcomes, and Reduce Costs



Partnerships play an important role in helping CSC achieve its objectives. The organization appreciates the support of numerous organizations

from diverse backgrounds who contribute to its success.

Innovation has long been a priority for the organization. Numerous CSC offerings are made possible via collaboration with technology solution providers. Key strategic partnerships focus on digital engagement solutions that allow CSC to expand its reach to both existing and prospective members, including individuals in medically underserved communities.

CSC has a longstanding partnership with Equiva Health. This organization has more than a decade of experience working with leading healthcare organizations to advance innovation in digital patient experience and health engagement.

A recently launched CSC-Equiva project involves sending tablet devices pre-configured with mental health and other cancer support resources to the homes of people residing in rural and other medically underserved communities. This first-of-its-kind offering ties to the FCCs' Affordable Connectivity Program and empowers healthcare organizations to serve as a conduit to ACP enrollment and fulfillment. Five CSC network partner sites across the U.S. are now working to drive ACP awareness and enrollment especially among Medicaid recipients. This approach was developed in response to calls from the FCC to think outside the box in helping address shortfalls in ACP enrollment projections.

Equiva Health CEO Nir Altman said, "We're not aware of any other program of this kind serving population health needs. It uniquely couples proven digital health engagement technology with a federally supported broadband connectivity program, in a framework that helps providers and payors advance health equity via a platform empowering cost-effective and cohesive deployment of care management services."

Equiva recently published a strategy paper titled ***Revisiting Population Health with the FCC's Affordable Connectivity Program: What Medicaid Management and Health Equity Executives Should Know.*** It is available for download at <https://bit.ly/PopHealthACP> or on request via email to info@equivahealth.com

Equiva and CSC are also now exploring the development of a CSC phone app. Equiva's platform can be deployed quickly and cost-effectively, enabling CSC to deliver valuable resources including education and emotional support to its one million-plus membership via cell phone. Equiva's app environment enables configuration to encourage repeat use stickiness, to advance CSC research, and to support CSC's top strategic priorities. With Equiva's flexible infrastructure, CSC network partners across the US can readily configure the app and update it in real-time to deliver offerings that support varying needs across unique populations. This can include targeted support for medically underserved communities such as American Indian, Black or African American, Spanish-speaking, LGBTQ+ and others.

CSC has also recently partnered with Equiva Health and Carevive, a cancer care solution provider with ten-plus years of scientific rigor in developing new approaches to treatment planning, symptom monitoring and management, and survivorship. A novel turnkey solution combines CSC, Carevive, and Equiva technologies to help healthcare providers, payers and self-insured employers be more proactive in identifying, monitoring, and managing both psychosocial and physical distress among at-home patients. Intended as a supplement to care provided by hospital- and clinic-based care teams, the offering incorporates experienced on-call clinicians, evidence-based tools, and proven digital engagement technology.

The CSC-Carevive-Equiva solution advances initiatives designed to enhance patient quality of life while also reducing costs and employee absenteeism. The approach aligns with the National Cancer Plan from the NIH and NCI and also supports practices participating in the Enhancing Oncology Model (EOM,) a new CMS value-based reimbursement structure.

The following pages include infographics showing key milestones in CSC and Equiva Health initiatives to promote equitable health access for all.

Cancer Support Community

Health Equity in Action

CSC Vision: Everyone impacted by cancer receives the support they want and need throughout their experience.

1972 No-cost cancer support services made available in U.S.



The Wellness Center opened to provide cancer support services — free of charge. In 2009 it joined with Gilda's Club, named for Saturday Night Live star Gilda Radner, to form the Cancer Support Community (CSC). The organization supports the Institute of Medicine's release of *Cancer Care for the Whole Patient: Meeting Psychosocial Health Needs*.

2016 White House launches Cancer Moonshot

Joe Biden launched the Cancer Moonshot and later reignited it with a call to action for cancer screening and early detection. Among the goals: address stark inequities in access to cancer services across race, gender, religion, and resources. CSC actively supports this endeavor.

2018 Digital nonprofit My Lifeline joins CSC



CSC added innovative digital services via My Lifeline, a platform to help people connect to community to reduce stress, anxiety and isolation. With 25,000 active members and nearly 9,000 discussion boards, the program lets patients, survivors, caregivers, and loved ones share unique cancer experiences, understand coping strategies, and get inspiration.

2019 Tribal and health leaders mark milestone for American Indian cancer care



On the Navajo Nation, where cancer is the second leading cause of death, many traveled hundreds of miles to access cancer care services. CSC joined with the Tribe's leaders and the Tuba City Regional Health Care Corporation to open America's first full-time cancer center on Tribal Land. "Today's landmark moment is a testament to the power of sharing what we know, listening to different perspectives and experiences, and working together to make tangible differences in people's lives," said Dr. Jill Biden.

2020 CSC counters COVID-19; launches health equity think tank at new CSC DC site

CSC took swift action to increase availability of free patient-focused support and navigation services. CSC Washington D.C. opened virtual doors to serve the National Capital Region – where more people die from cancer than from Alzheimer's disease, stroke, diabetes, chronic lower respiratory disease, HIV/AIDS, suicide, influenza, and pneumonia combined. Dr. Jill Biden joined CSC at a federally qualified health center to underscore the importance of cancer screenings and personalized patient navigation.

2023 CSC is founding member of CancerX



This White House-supported national accelerator serves to boost innovation in the fight against cancer. CSC also joins a member subgroup exploring root causes of health inequity and financial toxicity in cancer.



Partnering for Equitable Health Access

Cancer Support Community and Equiva Health

Equiva Mission: Patients, loved ones and healthcare professionals deserve a more equitable, less fragmented system where transformative technology yields powerful intelligence that promotes targeted care and wellness.

2018 Leading academic medical center adds cancer distress screener to bedside tablets



Shifting from paper-based to electronic distress screening for oncology patients, New York Mount Sinai Hospital adopted CancerSupportSource, a CSC solution that helps healthcare teams address needs of cancer patients identified with distress. They added the tool to Equiva-powered bedside tablets already in place at patient beds to enhance patient engagement. "Innovative implementation of technology as an intervention has been a cost-effective way of obtaining data while providing better patient care," said the center's director of cancer supportive services.

2021 Patient engagement innovator unveils new name

After nearly a decade as PadInMotion, the company rebranded as Equiva Health. Equiva's platform helps healthcare organizations accelerate initiatives that enhance health equity, improve health outcomes, and drive financial success. "Our customers turn to us to address patient engagement challenges, and now seek our expertise to serve patients, loved ones, and healthcare professionals amidst massive shifts in care delivery," said Equiva CEO Nir Altman.

2022 CSC and Equiva partner to create new industry standard for digital cancer support



CSC announced its use of Equiva's platform to bring cancer support resources to patients via broadband-enabled tablets -- with a targeted focus on medically underserved communities. The devices serve as an easy-to-use vehicle for making services readily available anytime and anywhere. "We must overcome access barriers by advancing telehealth solutions that can seamlessly connect people to resources, to support, to their communities, and to the oncology community at large," said CSC CEO Debbie Weir.

2023 Equiva announces new Affordable Connectivity Program (ACP) offering

Equiva announced a program bringing telecommunications together with telehealth in a highly unique way to help address pressing healthcare challenges across medically at-risk communities. The ACP Connect program serves as a catalyst in helping healthcare organizations drive ACP enrollment while also helping these entities advance population health initiatives. "This is a shining example of what can be achieved when private enterprises think outside the box and join synergistically to support a federal initiative," said the president of Equiva's partnering ISP.

2023 Minnesota is first CSC site to launch ACP program to reach medically underserved



Gilda's Club Twin Cities started delivering cancer resources to eligible households via discounted broadband and Equiva-powered in-home tablet devices configured with ready access to cancer resources. The center is promoting the ACP and providing enrollment assistance. "We embrace this novel program to deliver social and emotional support to those who otherwise may not have access," said the Minneapolis-based executive director. Other CSC sites have since launched including San Francisco, Los Angeles, Arizona, and Breckinridge County, Kentucky.



About the Cancer Support Community

As the largest professionally led nonprofit network of cancer support worldwide, the Cancer Support Community (CSC), including its Gilda's Club network partners, is dedicated to ensuring that all people impacted by cancer are empowered by knowledge, strengthened by action, and sustained by community. CSC achieves its mission through three areas: direct service delivery, research, and advocacy. The organization's Institute for Excellence in Psychosocial Care includes an international network that offers the highest quality social and emotional support for people impacted by cancer, as well as a community of support available online and over the phone. The Research and Training Institute conducts cutting-edge psychosocial, behavioral, and survivorship research. CSC furthers its focus on patient advocacy through its Cancer Policy Institute, informing public policy in Washington, D.C. and across the nation. For more information, please call the toll-free Cancer Support Helpline at 888-793-9355 or visit www.CancerSupportCommunity.org.

Please direct inquiries to:

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About Equiva Health

Equiva's health relationship management platform helps healthcare organizations accelerate initiatives to advance health equity, improve health outcomes and drive financial success. Equiva blends aspects of patient engagement, care management, and marketing in a framework that bridges data analytics with education and behavioral science-driven methodologies – to purposefully mobilize intelligence-driven action among consumers, patients, their loved ones, and care team members. A healthcare point solution aggregation and software delivery environment, Equiva's SaaS platform can securely power any number of health education and engagement solutions via mobile devices (tablets and phones,) kiosks, televisions, digital signage, and more. Equiva solutions serve individuals across more than 850 deployments in dozens of health systems including Mount Sinai, Northwell, Cedars Sinai, HCA, Advocate Aurora, and Hackensack Meridian, as well as leading nursing home and community organizations such as the Cancer Support Community. <https://equivahealth.com>

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Health Equity Resources From Equiva Health

These materials also available at Equiva's website: www.equivahealth.com/equiva-news

STRATEGY PAPER

Revisiting Population Health with the FCC's Affordable Connectivity Program:

What Medicaid Management and Health Equity Executives Should Know About A \$14 Billion Subsidy Program



NEWS RELEASE

Equiva Advances Cancer Support Community Initiatives to Help Ensure Medically Underserved Communities Can Readily Access Cancer Support Resources



NEWS ARTICLE

Healthcare IT News

Equiva Health, Gilda's Club, Healthcare Providers Leverage Affordable Broadband Funding



CASE STUDY

MN Nonprofit Launches ACP Initiative to Reach Medically Underserved



NEWS ARTICLE

Authority Magazine

The Digital Health Divide: Why and How We Should Close It

