



Patient Education Programs 2021

Program	Overview
Lung Cancer Video Library	<i>Long-running video program featuring leading oncologists providing short, 3-5 minute topic-specific video updates for our searchable online lung cancer video library</i>
Lung Cancer Roundtable: Direct from ASCO 2021	<i>Roundtable discussion video program produced directly following ASCO featuring leading oncologists providing the latest lung cancer updates</i>
Spanish Language Lung Cancer Video Library	<i>Spanish language video program featuring leading oncologists providing short, 3-5 minute topic-specific video updates for our searchable online lung cancer video library</i>
Mandarin Language Lung Cancer Video Library	<i>Mandarin language video program featuring leading oncologists providing short, 3-5 minute topic-specific video updates for our searchable online lung cancer video library</i>
Case-Based Panel Discussions: Lung Cancer	<i>Unique video program featuring a panel of 3-5 leading oncologists where the video audience is a “fly on the wall” as panelists brainstorm the best approaches to presented cases in a casual, non lecture setting</i>
GRACE Patient Education Ambassadors	<i>Fellows and finishing Fellows are recruited to expand and create new content for the GRACE patient education library based on their specialty. A portion of this program focuses on communication strategies as they enter their practice.</i>
Blood Cancers Video Library	<i>Video program featuring leading oncologists providing short, 3-5 minute topic-specific video updates for our searchable online blood cancers video library</i>
Head and Neck Cancer Roundtable: Direct from ASCO 2021	<i>Roundtable discussion video program produced directly following ASCO featuring leading oncologists providing the latest head and neck cancer updates .</i>
OncTalk 2021: A Live Lung Cancer Patient Education Event	<i>Interactive half-day program includes a panel of leading oncologists, in-person and livestreamed real-time audience, Q&A session; published online as enduring material</i>
Bladder Cancer Video Library	<i>Video program featuring leading oncologists providing short, 3-5 minute topic-specific video updates for our searchable online bladder cancer video library</i>
Melanoma Patient Education	<i>Video program featuring leading oncologists providing short, 3-5 minute topic-specific video updates for our searchable online melanoma video library</i>
Supportive Care Program	<i>Video program featuring leading oncologists presenting supportive care topics as they relate to the cancer journey via short, 3-5 minute easy-to-understand videos</i>
Targeted Therapies Forum: A Live Patient Forum	<i>Interactive full day live event includes leading oncologists discussing current and emerging information, live and livestreamed audience; rare mutation break out sessions, Q&A session; published online as enduring material</i>
GRACECast: A Podcast Program	<i>Weekly podcast program covering current and emerging treatment options featuring leading oncologists in 5-20 minute episodes. An innovative access point for patients</i>
COVID-19 Pandemic Patient Education Program	<i>Video program featuring a panel of leading oncologists presenting the most current COVID-19 information it they relates to the cancer journey via short, 3-5 minute easy-to-understand videos</i>
HPV Advances: A Patient Education Program	<i>Video program featuring a panel of leading oncologists presenting information about vaccinations, testing and therapy related to HPV via short, 3-5 minute easy-to-understand videos</i>
Testing and Early Diagnosis Patient Education Program	<i>Video program featuring a panel of leading oncologists regarding the importance of testing and early diagnosis via short, 3-5 minute easy-to-understand videos</i>
Patient Perspectives: Clinical Trials Experiences	<i>Patient Advocates are recruited to create new content for the GRACE patient education library based on their clinical trials journey. This program draws on the importance of storytelling as an educational tool for patients</i>



Highlights from 2020

Patient Education during a Pandemic

- ⇒ Produced **25 videos to help patients and caregivers** navigate their treatment during the pandemic, **including 4 in Spanish**
- ⇒ Provided support and resources through our **Online Forum**
- ⇒ Focused on doing what we do best, educating patients and caregivers, **reaching over 1,000,000** in 2020

Expanded Programs and Content

- ◆ **Over 120 videos** were added to our video library, averaging a new educational video every 3 days, all transcribed so that patients may print the content and bring to their physician appointment
- ◆ New programs were developed to **expand content** in 2021, such as COVID-19 Pandemic Patient Education, Patient Perspectives: Clinical Trials Storytelling, and programs focused on the importance of testings/early detection and HPV advances
- ◆ **Over 50 faculty from around the globe** contributed to our core programs such as Lung Cancer Video Library, Case Based Panel Discussions, and post-ASCO roundtable panels
- ◆ **Program growth** continued for our newer programs such as Bladder Cancer, Patient Education Ambassadors and GRACE-Cast podcasts
- ◆ Our live programs, OncTalk and Targeted Therapies Forum, were held virtually and **engaged a global audience of patients** in real time on a livestream and through our published videos
- ◆ The GRACE **Online Forum** continues to be one of the most popular and unique aspects of our website

Financial

Our financial goals remain focused on continuing to streamline our systems to provide a solid financial position to move us forward and efficiently achieve the greatest reach and impact.

Goodbye 2020...Hello 2021!

Saying that things were 'different' or 'strange' or 'stressful' for cancer patients in 2020 doesn't seem to properly describe what those dealing with a cancer diagnosis have endured this past year. We were so impressed by the ability of patients and caregivers to continue to foster hope and strength! And we've been right there with them every step of the way, doing everything we can to help them understand how to navigate the cancer journey through the seemingly constant shift of information all year.

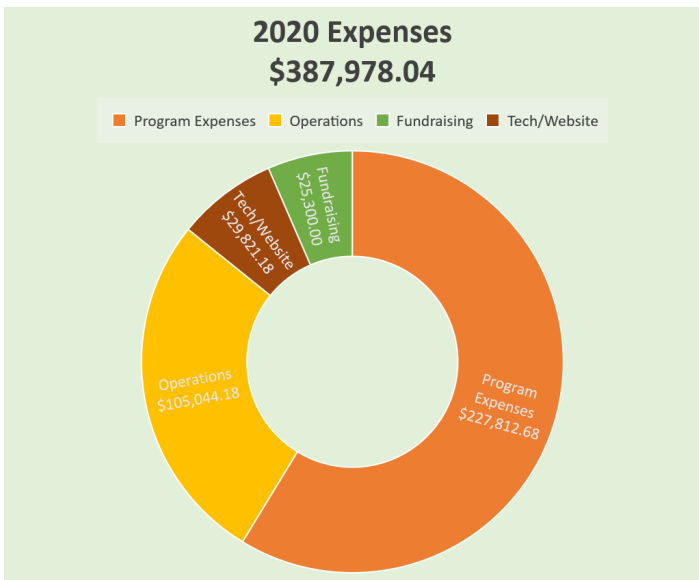
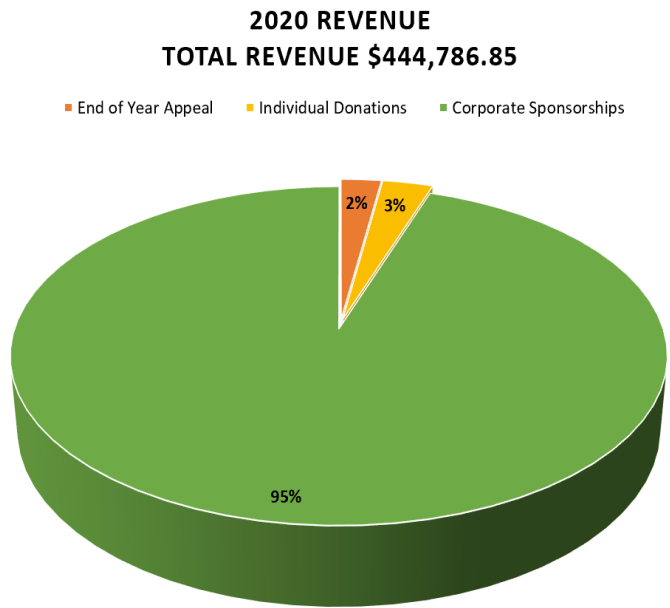
Over 7,800 hours of GRACE patient education videos were viewed in 2020, indicating how our reach and impact continues to grow. Empowerment of the cancer community to be partners in their care is becoming the norm. But, our work is not done. There are still many more patients to reach, and that is what drives us to continue growing and expanding beyond the borders of the US and the English language as well as finding new platforms with which to engage patients.

Our incredibly talented staff, board, faculty, volunteers and support from our sponsors and the community of patients and caregivers continues to drive our growth and impact. Goodbye 2020 and hello 2021!

~Amy Bickleman, Executive Director

2020 ACHIEVEMENTS-BY THE NUMBERS

15	Programs Completed
3	New Programs Added
1,511	Online Forum Contributors
634	New GRACE Members
3,777	Topic Threads on Online Forum
6,815	Facebook Followers
1,990	Twitter Followers
2580	YouTube Subscribers
1,000,000+	Website Visits
11	Partnerships
52	Podcasts published
2	Live Webinar Events
95,000+	Chinese patients engaged
5,000+	Latino patients engaged
7,837	Hours of videos viewed
183	Countries in our patient community
50+	Faculty contributed to content
120	New videos added to content library



2021
Welcoming the new year with hope and gratitude

- ⇒ Adding content delivery methods to reach a broader patient audience
- ⇒ Expanding our faculty and impact as we add content in more cancer types
- ⇒ Continuing our reach to underrepresented communities and beyond the borders of the US
- ⇒ Using our program analytics to identify content distribution challenges

Staff




- Amy Bickleman, Executive Director
- Denise Brock, Operations Director
- Jim Celebucki, Forum Moderator
- Janine Thompson, Forum Moderator
- Maria Walen, Program Director

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- | | |
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