

A vibrant rainbow arches across the sky, casting a colorful glow over a mountain range. The mountains are layered, with some peaks covered in snow. The sky is a deep blue, and the overall scene is bright and hopeful.

Ideal State for Oncology Patient Navigation: Reframing Our View

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Current reality for oncology patients:

- Data overload: internet, social media, 8-10 specialists, information from family and friends = INFORMATION TOXICITY
- Fear/anxiety/stress = harder to cope
- Getting lost in system/needs not being met
- Financial toxicity
- Who is the patients' point of contact?
- Existential and practical challenges (*Am I going to die? Where do I park?*)

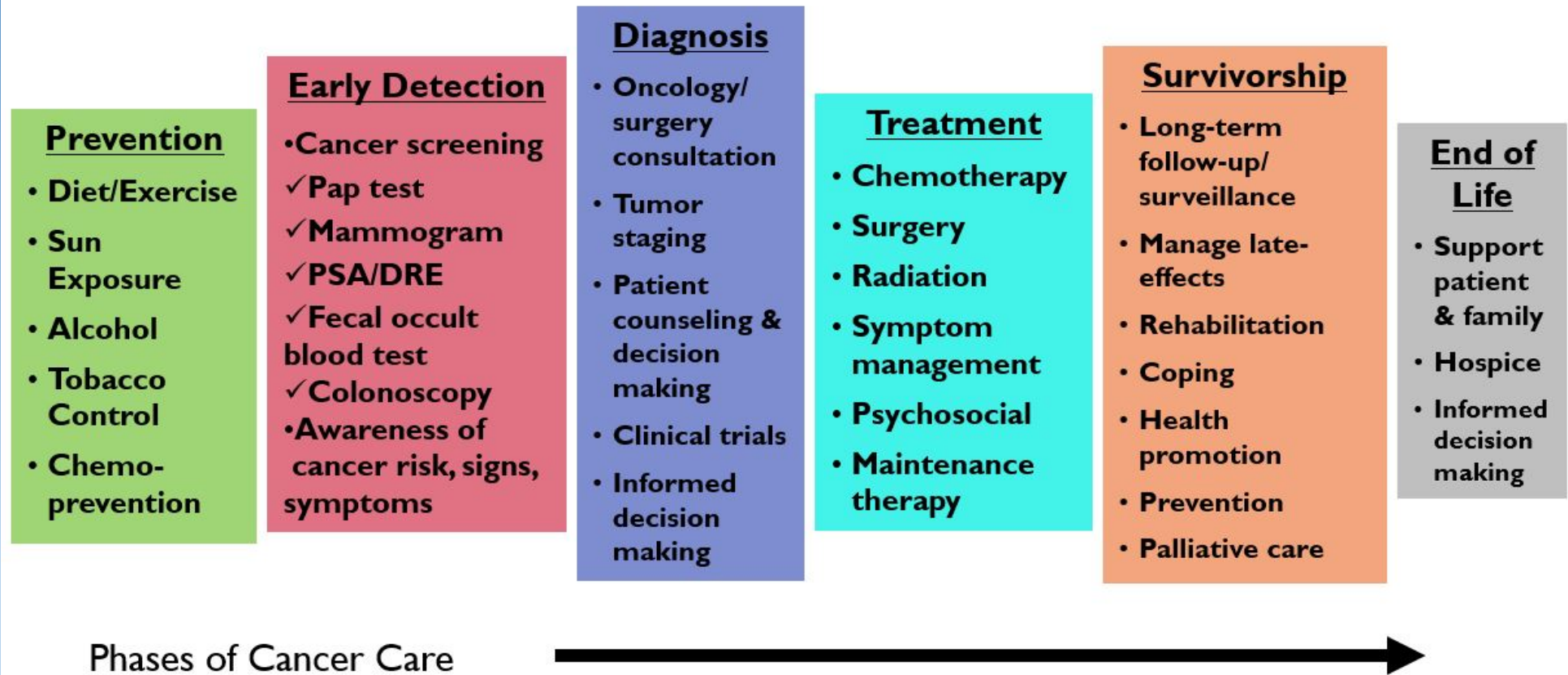


Don't Get Cancer Over the Holidays: Navigating the Maze of the Cancer World Without a Map

Diana Burgess, PhD, describes the emotional trauma of “being abandoned by the medical system at a time in my life when I most needed a guide, the frustration of not knowing how to get answers I so desperately wanted, had turned me into a crazy person”.

Diana Burgess, PhD, The Yale Journal for Humanities in Medicine, Jan 2009, <http://yjhm.yale.edu/essays/dburgess20090124>

Navigation: Continuum of Care



Let's make it simple:

Patients want to be held and guided.
We need to shift to a culture of service.



But how?

If you are not taking
care of a patient...
take care of
someone who is

Innovation: Focus on Service

“**The standard approach** to business innovation in the health sector has fundamentally **failed...**”

“Organizations should work to **understand customer’s underlying needs** and then work to satisfy those needs.”

“True innovation agenda in health care requires a **focus on services...** rather than resources...”

“In a services model, health information technology could offer a platform for providing these innovative approaches to care, but it would **support the business strategy**, rather than *being* the strategy.”

Addressing specific patient needs: high emotions

“When the Customer is Stressed: Customers’ assessments of quality and value, decisions about what and where to buy, and recommendations to others are all influenced by emotions. But too often companies don’t adequately anticipate those emotions and therefore can’t mitigate negative ones in the design of their offerings. This is especially true for high emotion services – those that trigger strong feelings before the service begins...”.

Berry, L.L., Davis, S.W., Wilmet, J. (2015). When the Customer is Stressed. *Harvard Business Review*. Retrieved from <https://hbr.org/2015/10/when-the-customer-is-stressed>.



A Case Study: Bellin Health Cancer Services

“Nearly 100% of patients...say they are ‘highly likely’ to recommend its medical and radiation oncology services. Bellin achieved these results in large part by following the four guidelines for succeeding in highly emotional contexts.”

The four guidelines for success

1. Identify emotional triggers
2. Respond early to intense emotions
3. Enhance customers’ control
4. Hire the right people and prepare them for the role

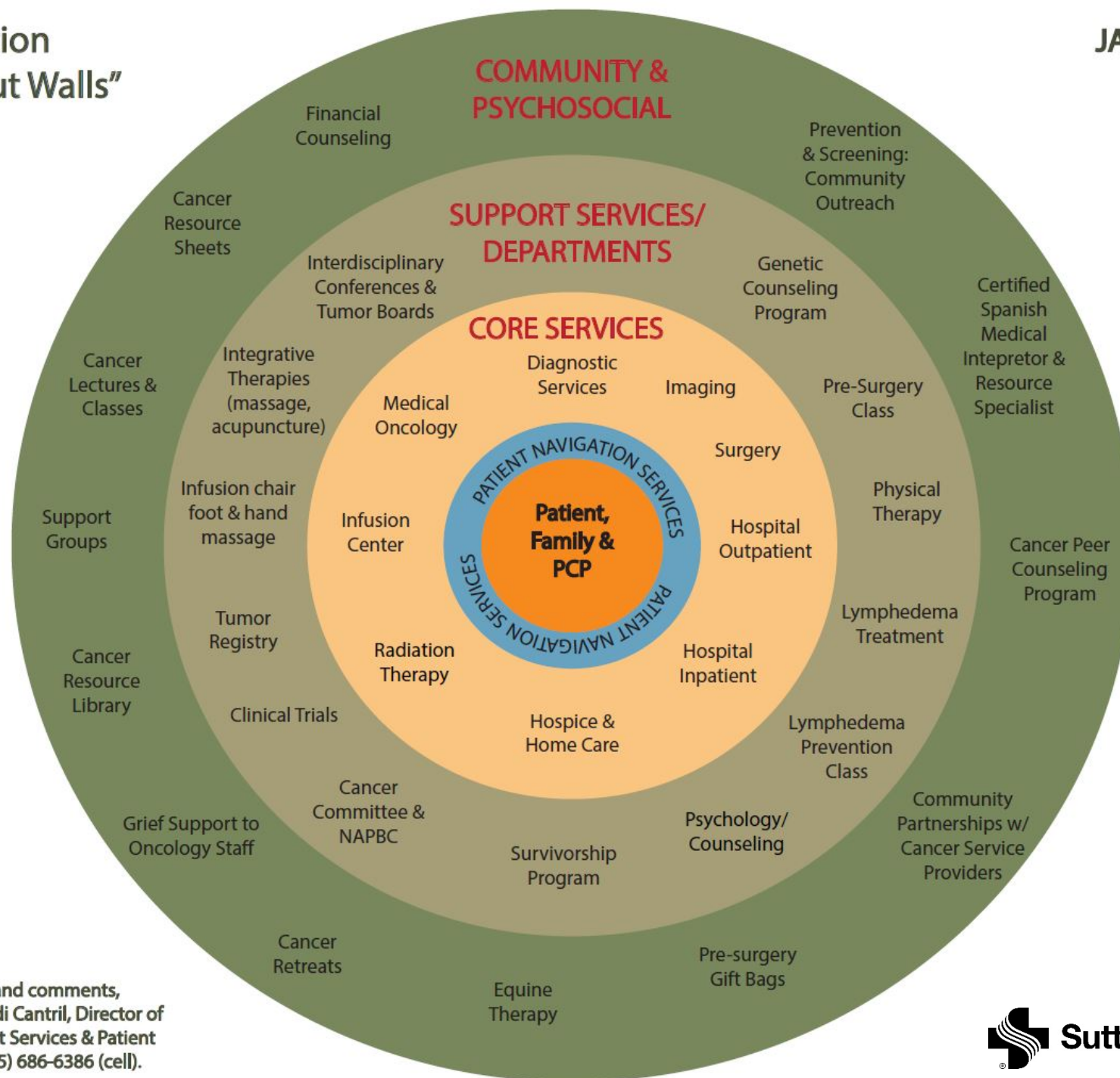
Oncology navigation needs to be recognized as:

- part of the innovation solution to create high-value health care
- a critical foundation for support of patients and providers
- a role to help address the high-emotion state of oncology
- a way to support the system in being proactive rather than reactive



Navigation "Without Walls"

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For questions and comments, please call Cindi Cantril, Director of Cancer Support Services & Patient Navigation (415) 686-6386 (cell).

Specific system solutions:

From the February 2019, edition of the Clinical Journal of Oncology Nursing:

- 1) Standardization of role (Cantril, Christensen & Moore)
- 2) Outcome measurement of nurse navigation (Yackzan et. al.)
- 3) Communication training needs for nurses (Wittenberg et. al)

Also:

- 4) Navigator should be involved at earliest possible point
- 5) All roles should function within their own scope of practice/at their highest capability



Creating a Healing Community of Cancer Care

Step 1 : Welcome, Navigating, Coordinating

Step 2: Treatment Planning, Management, Coping

Step 3: Recovering, Supporting, Survivorship

Step 4: Remembering and Honoring



Collective Impact, Innovation in Action

“collective impact [is] the commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem. . . collective impact initiatives are distinctly different. Unlike most collaborations, collective impact initiatives involve a centralized infrastructure, a dedicated staff, and a structured process that leads to a common agenda, shared measurement, continuous communication, and mutually reinforcing activities among all participants.”

By John Kania & Mark Kramer

Stanford Social Innovation Review, Winter 2011

https://ssir.org/articles/entry/collective_impact

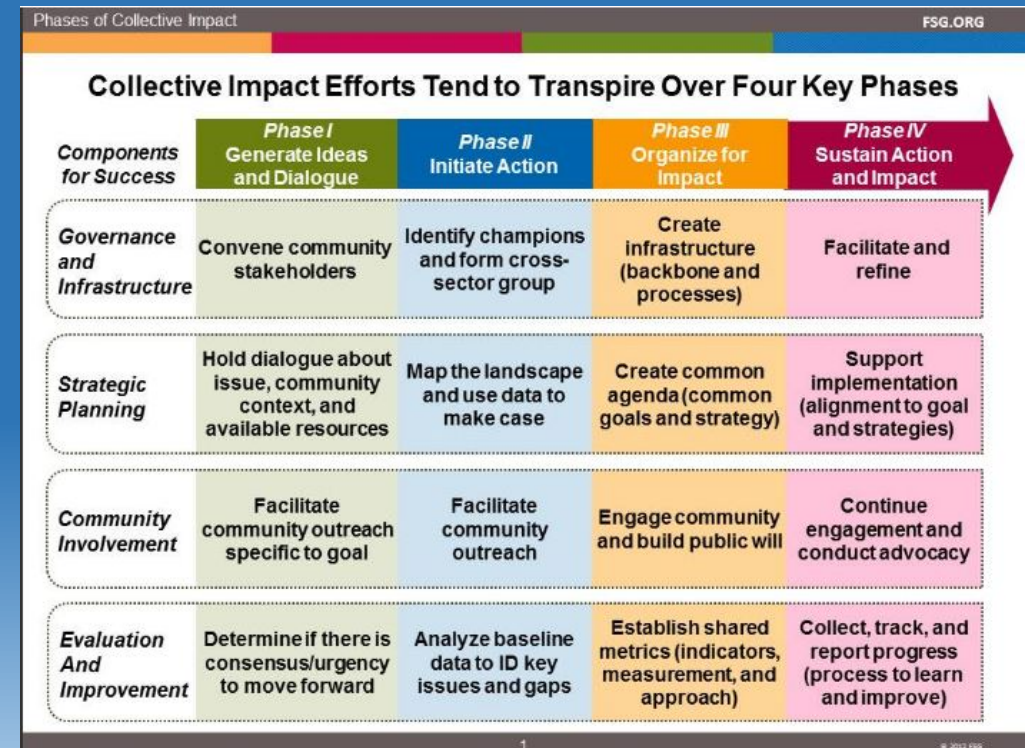
The Five Conditions of Collective Success

1. Common Agenda
2. Shared Measurement Systems
3. Mutually Reinforcing Activities
4. Continuous Communication
5. Backbone Support Organizations

Collective Impact, Top Takeaways:

- Before launching a collective impact initiative, you must have the *pre-conditions* of an influential champion, adequate financial resources and a sense of urgency
- Once pre-conditions are there, there are *distinct phases* to get the initiative up and running
- No collective impact effort can survive unless *backbone leader possesses adaptive leadership skills* and has the ability to mobilize people without imposing an agenda or taking credit for success.

Stanford Social Innovation Review, January 2012



<https://www.fsg.org/blog/navigating-collective-impact>

People will forget
what you said...
they will forget
what you did, but people
will NEVER FORGET
how you made them

FEEL

- Maya Angelou