

Patient Empowerment through Education



LUNGEVITY'S VISION

A world where no one dies of lung cancer.



LUNGEVITY GOALS

We accomplish this through:

- Accelerate research to patients
- Empower patients to participate in treatment decision making
- Help eliminate barriers to access treatments



LUNGEVITY'S THREE PILLARS

We accomplish this through:

- Funding <u>research</u>
- Providing comprehensive <u>education</u> and <u>support</u> services
- Working with policy, regulatory and other partners to improve timely access to treatments

LUNGEVITY Find it, Treat it, Live.

FOCUS ON EMPOWERING THROUGH EDUCATION

Patient Empowerment

Philosophy that patients are <u>active participants in</u>, not passive recipients of, the caring process,

and thus should be <u>well informed</u> about all aspects of their health, 'wellness status' and disease state,

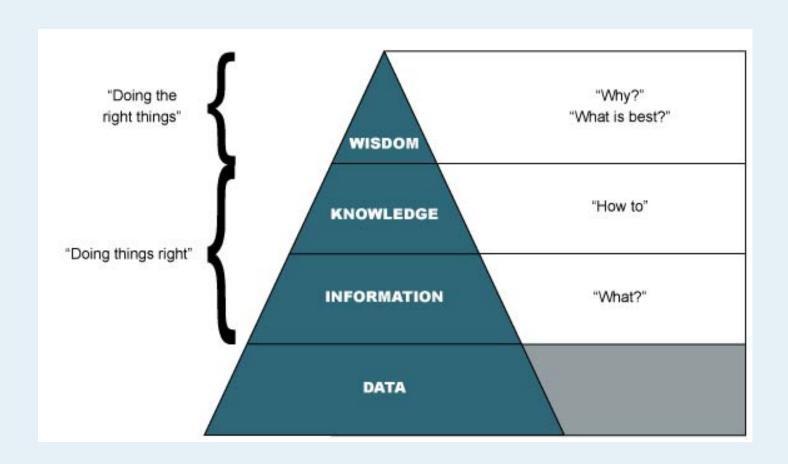
to gain maximum health benefit

~ World Health Organization

DIKU



(DATA-INFORMATION-KNOWLEDGE-UNDERSTANDING)





OLD WEBSITE - WHAT WE DO



LUNGevity News

LUNGevity lest a names with the passing of Monte Barlow, public relations directs for the Baltimore Orioles, Munica



was a friend, a survivor, and an extraordinary ally in the daily battle our organization and others fight against this disease.

The pain of losing her is fresh and share, but what we will remember always is the indomitable courage. she showed as she hattled lung cancer. She was determined that her life would not be defined by lung cancer, and in living her life to the fullest extent possible she inspired countless others to do the same. The selflessly gave of her time and energy to help people understand the reality of lung. cancer and to raise money for critical research that can stop the disease from extracting the terrible toll it takes every year.

Surely part of Monica's legacy lies in the hope she believed in, and provided. Hope that one day we will live in a world where no one, let alone a healthy, vital, athletic 32 year old, will end up dying far too soon from lung cancer. Hope that we will marshall the energy, resources and will to make lung cancer a national priority. Menica invested herself in that

LUNGEVITY

Innovative research

Working toward earlier detection and more effective treatments of lung cancer, LUNGavity-funded research projects have totaled almost \$16 million, with 100 projects at 56 institutions in 23 states.

Ask the Experts

Up to date, medically expert information from health care professionals

Survivor Resource Center Information for survivors at any

Caregiver Resource Center Information for those caring for people with lung cancer

Connect with other patients.

survivors, caregivers and experts

Events Coast to Coast A national network of grassroot

Practical Aspects of Clinical Trials in Cancers

and University of Colorado

Molecular Pathology in Lung Canger, Dr. Dara Alaner, Colorado Molecular Correlates Laboratory

New Radiation Techniques for Lung Cancer, Dr. Vivek Hehta, Swedish Cancer Institute

ASCO Conference 2012 Series; Dr. Joel Neel, Stanford University, and Dr. Mark Sociaski. University of Pittsburgh

Managing Pulmonary Complications in Lung. Cancer, Dr. Gerard Silvestri, Medical University

LUNGevity Hero: Doug Kammerer

It is with great excitement that we launch our month LUNGevity Hero spotlight to becar some of our most important allies in our fight against lung cancer

PODCASTS, VIDEOS, AND WESTHARS

Webinar Library

Lung Cancer Highlights 2012, Dr. Natasha Leighl. Princess Margaret Hospital and University

Small Cell Lung Cancer, Dr. Antoinette Woosiak, Karmanos Cancer Center at Wayne State

Refining Prognosis of Early Stage Lung Cancer by Holecular Features, Dr. Johannes Kratz, Massachusetts General Hospital

Advances in Surgery for Lung Cancer, Dr. David

Hyths and Facts, Dr. Suresh Ramalingam, Winship Cancer Center at Emory University

What molecular markers do un for in your patients with advan Karen Kelly, University of Calife

Video Library

Targeted Therapies in Lung Cancer Conference: The My Cancer Genome Project, Dr. William Pao.

What is an inherited EGFR T790M mutation, and what does it mean? Dr. Geoffren ! Farber Cancer Institute

Molecular marker testing in adwhat, who, and when? Dr. Leci Hassachusetts General Hospita

THE LUNGEVITY EXPERT BLOG

Changer or Just Leveling Up?

January 6th, 2014 - by Dr. Jack West

What are the most promising t for lung cancer in the next few Spigel, Sarah Cannon Cancer C

Hew should we approach acqui targeted therapies in advanced Riely, Hemorial Sloan-Kettering

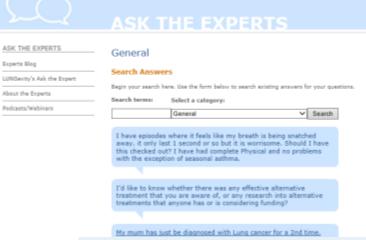
How should we use molecular : information in earlier stage NO Wakeles, Stanford University

Just last week, I ranked the development of immunotherapies as the leading development in lung cancer in 2013. I don't consider 2013 to be the clear turning point for immunotherapies in lung cancer: they have been the subject of interest and research for many years, and ASCO 2012 really marks their breakout from niche idea to more widespread credibility. But if 2012 was the real launchpad, 2013 saw the rocket

5 Key Points on Immune Checkpoint Inhibitors for Lung Cancer: Game

Archive for the 'Immunotherapy' Category

How do you discuss the president common " molecular testing, with potential delays and need for rebispay? Dr. Sarah Goldberg, Yale School of www.lungevity.org







NEW WEBSITE - PATIENT RESOURCE







ABOUT LUNG CANCER ▼

THE RESEARCH WE FUND ▼

SUPPORT & SURVIVORSHIP *

EVENTS ▼

ABOUT US ▼

GET INVOLVED ▼



LUNG CANCER 101: a COMPREHENSIVE educational resource











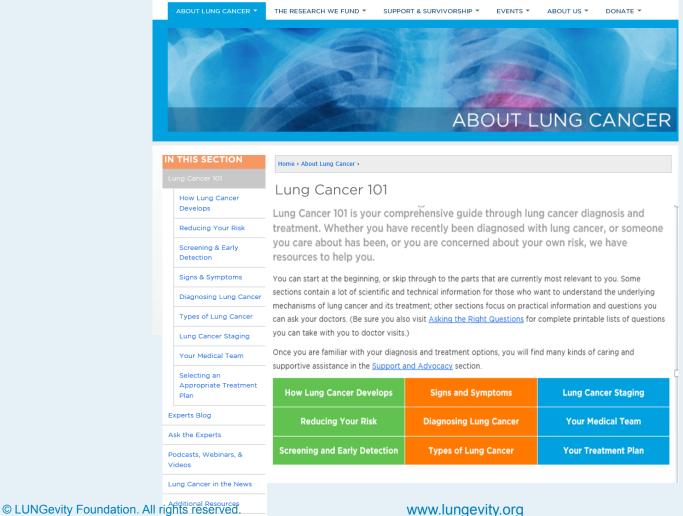


EMPOWERING PATIENTS THROUGH EDUCATION – WEBSITE



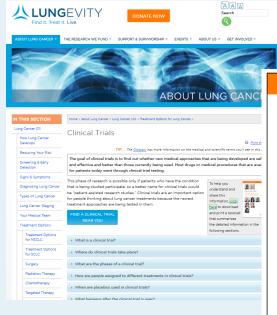


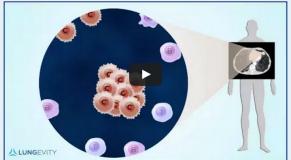


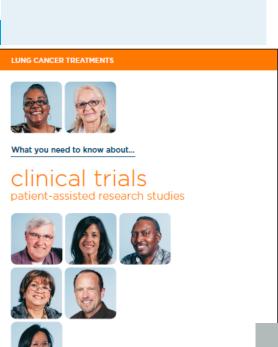


PATIENT EMPOWERMENT-COMPREHENSIVE APPROACH







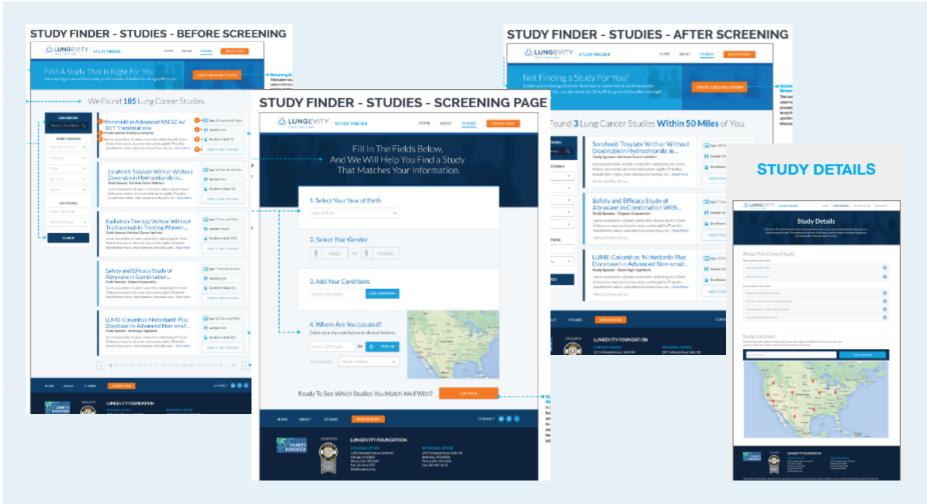








PATIENT TOOLS CLINICAL TRIAL FINDER





LESSONS LEARNED

- It is expensive and it takes a long time
- Essential to have input from key stakeholders
- Always evolving
- Need to provide information in multiple formats, multiple times
- Need to ensure that information is getting to the patient
- Metrics