Patient support improves outcomes: A Q&A with Chuck Westbrook and Joanne Pulles

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## Patient support improves outcomes: A Q&A with Chuck Westbrook and Joanne Pulles

6 min read

With the right support, patients with cancer can feel empowered, and

Hawaiian woman in 50s embracing her mid-20s daughter on couch who is fighting cancer

By The American Cancer Society

encouraged.

Leadership

Chuck Westbrook is the Senior Vice President, Patient and Caregiver

(ACS) weaves into its services and partnerships.

This post is sponsored by the American Cancer Society

Services, at the American Cancer Society. Recently we spoke with him about the ways the leading cancer-fighting organization supports cancer patients, caregivers, and survivors.

Research shows that having access to support programs and resources improves the quality of

life and survival outcomes for people with cancer – a fact that the American Cancer Society



ear.

to have cancer.

families, and friends.

partners with Extended Stay America.

Question: The American Cancer Society provides support that touches more than 55 million lives each year. Please share some of the ways the American Cancer Society supports patients, caregivers, and survivors.

Our 24/7 cancer helpline connects people experiencing cancer with trained cancer information specialists who answer questions, provide guidance, and offer a compassionate

Breast cancer patients who want someone who can mentor them through their cancer experience benefit greatly from our online program, Reach To Recovery®. This connects people with cancer with an individual who is similar to them and who understands what it's like

The American Cancer Society supports survivorship through programs such as the Cancer

Survivors Network (CSN); a peer support community for cancer patients, survivors, caregivers,

In some communities, our Road To Recovery® volunteers provide rides to patients who have no

way to get to their cancer treatment. We also provide grants to local healthcare system

partners so they can provide transportation assistance to their patients.

Q: Can you expand on the ways the American Cancer Society removes barriers to quality care to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer? A: We help remove the financial barriers to treatment away from home through our Hope

Lodge® program, which extends lodging grants to local healthcare system partners, and

that trains trusted community volunteers to educate African American/Black, Asian,

"Thank you more than I can ever put into words for the care and caring shown to me in the most challenging of lifetime experiences." — Connie – ACS Nashville Hope Lodge® guest Additionally, the American Cancer Society provides the Health Equity Ambassador program

can address disparities by providing outreach and education to the community. The American Cancer Society also offers tools like screening locators, resource guides, and videos for caregivers. ACS CARES is a new nationwide patient navigation support program

that uses multiple channels to connect with patients, assess their individual needs, and then

to care programs that improve palliative care support and access to health insurance efforts.

connect them with resources and support to improve their cancer journey. We also offer access

Hispanic/Latino, Native American, and rural populations on cancer. Through this program we



people facing cancer and their caregivers with free lodging when the best treatment is far from home. In an average year, our Memorial Foundation Hope Lodge® in Nashville provides over 10,000 nights of free lodging, saving guests an estimated \$1,500,000 in hotel expenses.

Across all our 30+ Hope Lodge® facilities, we serve 29,000 cancer patients, provide 500,000

opened its doors in 1970, and since then, we have provided a total of 6M nights of free lodging

nights of free lodging, and save \$50M in hotel costs each year. The Hope Lodge® program

to people with cancer and their caregivers.

scholarships.

Thanks to partners like HCA Healthcare, we can help remove barriers to care and provide

Hope Lodge® program brings light to families Joanne F. Pulles serves as Vice President for Community Engagement at



organizational mission.

their families.

Learn more about how to become a partner.

longstanding relationship with the American Cancer Society Hope Lodge® community in Nashville that has included financial support, as well as regular volunteer engagement. The Hope Lodge® program's model of affordability, support and providing the comforts of home to its guests - which include many patients and families from HCA Healthcare's local affiliate, TriStar Health – is absolutely in keeping with how we fulfill our mission.

HCA Healthcare where she leads a diverse team that manages all

aspects of community engagement including social and charitable

investment, colleague engagement, and strategic partnerships and

Question: Tell us about your partnership with the American Cancer

Here, she shares more about the Hope Lodge® program:

Society, how it developed, and why you are supporting their Hope Lodge® program.

our community in multifaceted ways. Specific to our relationship with the American Cancer Society Hope Lodge® in Nashville we have leaders who invest their time and talent as board members, and we also have colleagues who regularly volunteer to cook meals and be in fellowship with guests. These acts of service are complemented by the financial gifts we have made to help with renovations, ensuring it is a place of respite and comfort for our patients and

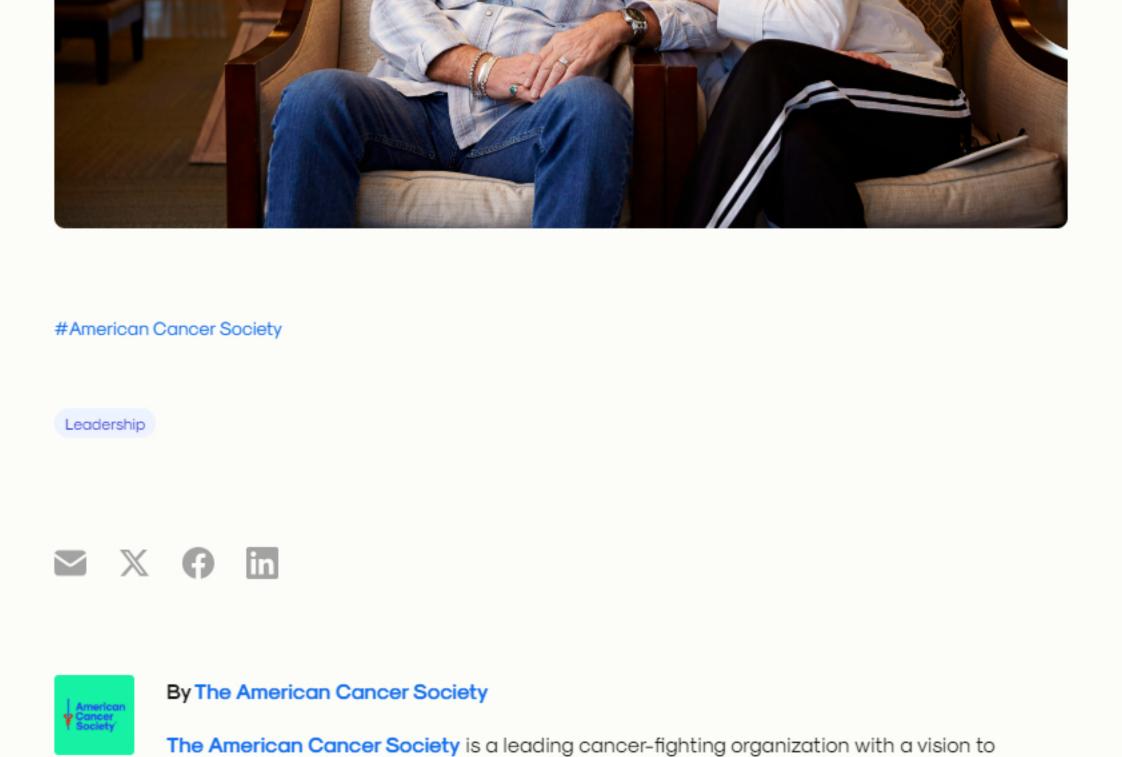
A: It is a hallmark of HCA Healthcare - and the Foundation - to partner with organizations in

we came through the front doors." — Gerber Family – ACS Nashville Hope Lodge® guests

Q: Please share how this partnership has impacted your business objectives and

support With the help of corporate partners, the American Cancer Society can advance health equity, provide patient support programs, and make a tangible, positive impact on the lives of people with cancer and their families. Together, we can end cancer as we know it, for everyone.

The American Cancer Society offers hope,



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end cancer as we know it, for everyone. For more than 100 years, we have been

improving the lives of people with cancer and their families as the only organization

combating cancer through advocacy, research, and patient support. We are committed

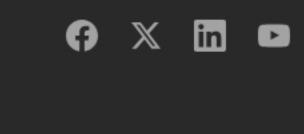
to ensuring everyone has an opportunity to prevent, detect, treat, and survive cancer. To

learn more, visit cancer.org or call our 24/7 helpline at 1-800-227-2345. Connect with us

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Helping practitioners provide better patient experiences

Educated, engaged patients, better diabetes outcomes



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