



We Believe

People with cancer have a fundamental right to relationships with their clinical care teams that are rooted in mutual respect, where communication is open and culturally competent, plain language information is exchanged, goals are shared, and patients' priorities are acknowledged throughout the continuum of care.

Historically, an uneven balance of power between people with cancer and physicians has limited the two-way flow of information and made it difficult for patients and caregivers to partner with their physicians to make informed treatment decisions. Though this dynamic has started to shift in recent years, there is the need for more widespread adoption of patient-centric care models, where care is delivered that is meaningful and appropriate to the individual patient's circumstances and goals.



The Opportunity

Treatment plans should reflect a shared understanding of patients' goals and personal priorities, while including physicians' judgments that optimize treatment for individuals and their families. Equally important is a shared understanding that the physical, emotional, and financial consequences of a cancer diagnosis and its treatment can be felt by patients and families for years to come.

The traditional paradigm of one-way service delivery must be replaced with a new standard of care that empowers and engages patients to share their values and priorities with their clinical care team members. This shift will enable the best and most personalized care possible, during active treatment, through survivorship, and in end-of-life care.



The Roadmap

- **Establish a relational partnership that fosters shared decision making where patients and physicians acknowledge their responsibility to contribute to the treatment plan.**

Patients and their clinical care team members should discuss the ways in which patients and their care givers are most comfortable participating.

- **Recognize that the patient experience is fluid and patients' priorities may shift.**

Establish appropriate checkpoints or milestones where patients, family members, and the support and/or clinical care teams proactively reassess needs and priorities so that treatment goals and plans can be adjusted accordingly.

- **Create an environment that fosters trust and mutual respect through plain language information exchange and culturally competent care tailored to the needs of patients and families.**

Providing a patient-centered treatment plan requires discussing how it will impact patient and family relationships and responsibilities, finances, quality of life, and plans for the future.

*The CancerCare Patient Values Initiative aims to reframe the national healthcare policy dialogue to include what is important to patients and their families, and to make sure that patients' values and priorities are incorporated into treatment decision making.

For more information about the CancerCare Patient Values Initiative please visit www.cancercare.org/patientvaluesinitiative.

We thank the following sponsors for their support of this initiative: Abbvie, Astellas, Bristol-Myers Squibb, Celgene Corporation, EMD Serono, Lilly, Merck, Pfizer, Takeda Oncology and the Ginsberg Family Patient Values Institute.