

In Pursuit of Sustainable Support: Who Pays for the Psychosocial Care you Provide—and Why?

Faculty:

Julia Rowland, PhD, FAPOS, FASCO (chair)

Professor Julia Rowland is an internationally recognized pioneer in the clinical, research and educational areas of psychosocial and behavioral aspects of cancer. She has worked with and conducted competitively funded research among pediatric and adult cancer survivors and their caregivers, and published broadly in psycho-oncology, including co-editing with IPOS founder, Dr. Jimmie Holland, the ground-breaking text, *Handbook of Psychooncology*. Professor Rowland has held appointments at Memorial Sloan-Kettering Cancer Center and Georgetown University Lombardi Cancer Center, and was for 18 years Director of the National Cancer Institute's Office of Cancer Survivorship. She was past recipient of IPOS' Bernard Fox Memorial Award.

Barry Bultz, PhD

Barry D. Bultz, PhD, holds the Daniel Family Leadership Chair in Psychosocial Oncology and is Professor and Head, Division of Psychosocial Oncology and Professor of the Department of Psychiatry in the Cumming School of Medicine at the University of Calgary. He is the founding Director of the Department of Psychosocial Oncology; Tom Baker Cancer Centre in Calgary. Dr. Bultz is a co-founder and Past President of the Canadian Association of Psychosocial Oncology (CAPO). He served as an Invited Director of the Board of the American Psychosocial Oncology Society. From 2012-2014, Dr. Bultz served as President of the International Psycho-Oncology Society.

Matthew Loscalzo, MSW

Professor Matthew Loscalzo has held leadership positions at Memorial Sloan-Kettering Cancer Center, Johns Hopkins Oncology Center, UC Cancer Center San Diego, City of Hope-National Medical Center. He has ~100 peer reviewed publications related to comprehensive biopsychosocial screening, pain management, gender medicine, creating and growing integrated interdisciplinary programs. Professor Loscalzo received funding for 5 training programs by the National Cancer Institutes. He is a founding member and past President of APOS and has received multiple awards including both the Noemi Fisman Award for Lifetime Clinical Excellence and Arthur M. Sutherland Lifetime Achievement Award in the Field of Psycho-Oncology, presented by IPOS.

Bonnie DuPont, MEd, F.ICD.D

Ms. Bonnie DuPont is a Canadian senior business and community leader. She has served as an Executive and a Corporate Director in a range of enterprises, predominantly in energy and agriculture. In her professional roles, Ms. DuPont is recognized as a leader in the field of Corporate Social Responsibility and has worked steadfastly across communities to raise awareness among colleagues about the long-term business and social benefits of

community investment. From her early career as a practitioner and leader to her current role as a Board member, Bonnie has led the charge to assure organizations understand the value of philanthropy.

Lori McGee, MAP

Lori Tomoyasu McGee is an Oncology Care Counselor at City of Hope National Cancer Center in Duarte, California. She holds a master's degree in Psychology and a bachelor's degree in Communications. Ms. McGee served on several nonprofit art boards including McColl Center for Visual Arts in North Carolina and the Japanese American National Museum in Los Angeles, underscoring her passion for art. She currently serves on the board of Common Threads LA, promoting nutrition education and diabetes prevention. Ms. McGee is an active member of New York University's Gallatin School Dean Council and a champion for education and life-long learning.

Abstract:

One of the universal and most challenging aspects of delivering psychosocial care is securing the funds to make it accessible. Despite accreditation standards and broad acknowledgement that 35 to 45% of cancer patients experience significant biopsychosocial distress, support for psycho-oncology programs and staff lags far behind that for medical care (e.g., surgery, radiation, chemotherapy, etc.) Lack of financial resources cuts across countries with social medicine systems and private payor systems alike. But we can change this!

In this interactive workshop, presentations will highlight the diverse sources of money and influence that can be leveraged for whole person care (Rowland). Two successful psycho-oncology program leaders will talk about how to garner funding support from the inside out (Bultz), and from the outside in, from individual donors and foundations (Loscalzo). We will also hear about what motivates corporations to donate and what they look for when deciding to invest (Dupont). Finally, we will have the opportunity to hear from a major donor (McGee) about why she chooses to underwrite oncological psychosocial programs and other diverse resources. Provided across all of these presentations, and the associated shared conversations, will be lessons learned about and proven strategies for successful fund raising, and importantly, sustainability.

Learning Objectives:

- 1) Identify different pathways to and sources for obtaining sustainable funding for psychosocial programs and services in their setting.
- 2) Describe the value of psychosocial programs to diverse stakeholders, e.g., clinicians, administrators, donors, grant-making agencies.
- 3) Effectively engage community leaders to support their programs.