



# Robin

Overview 2019

# Cancer is complex

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National Comprehensive Cancer Network®

NCCN Guidelines Version 2.2016

Breast Cancer Table of Contents

NCCN Evidence Blocks™

[NCCN Guidelines Index](#)

[Breast Cancer Table of Contents](#)

[Discussion](#)

NCCN Breast Cancer Panel Members

[NCCN Evidence Blocks Definitions \(EB-1\)](#)

**Noninvasive Breast Cancer:**  
[Lobular Carcinoma In Situ \(LCIS-1\)](#)  
[Ductal Carcinoma In Situ \(DCIS\) Workup and Primary Treatment \(DCIS-1\)](#)  
[DCIS Postsurgical Treatment and Surveillance/Follow-up \(DCIS-2\)](#)  
[Margin Status in DCIS \(DCIS-A\)](#)

**Invasive Breast Cancer:**  
[Clinical Stage Workup \(BINV-1\)](#)  
[Locoregional Treatment of Clinical Stage I, IIA, or IIB Disease or T3,N1, M0 \(BINV-2\)](#)  
[Systemic Adjuvant Treatment](#)  
[Hormone Receptor-Positive HER2-Positive Disease \(BINV-5\)](#)  
[Hormone Receptor-Positive HER2-Negative Disease \(BINV-6\)](#)  
[Hormone Receptor-Negative HER2-Positive Disease \(BINV-7\)](#)  
[Hormone Receptor-Negative HER2-Negative Disease \(BINV-8\)](#)  
[Favorable Histologies \(BINV-9\)](#)  
[Preoperative Systemic Therapy for Operable Breast Cancer: Workup \(BINV-10\)](#)  
[Preoperative Systemic Therapy: Breast and Axillary Evaluation \(BINV-11\)](#)  
[Preoperative Systemic Therapy: Surgical Treatment \(BINV-12\)](#)  
[Preoperative Systemic Therapy: Adjuvant Therapy \(BINV-13\)](#)  
[Preoperative Systemic Therapy for Inoperable or Locally Advanced Breast Cancer \(Non-Inflammatory\): Workup \(BINV-14\)](#)  
[Preoperative Systemic Therapy for Inoperable or Locally Advanced Breast Cancer \(Non-Inflammatory\) \(BINV-15\)](#)  
[Surveillance/Follow-Up \(BINV-16\)](#)  
[Recurrent/Stage IV Disease \(BINV-17\)](#)  
[Treatment of Recurrence \(BINV-18\)](#)  
[Treatment of Stage IV Disease \(BINV-19\)](#)  
[ER and/or PR Positive; HER2 Negative or Positive \(BINV-20\)](#)  
[ER and PR Negative; or ER and/or PR Positive and Endocrine Refractory; HER2 Negative \(BINV-21\)](#)  
[ER and PR Negative; or ER and/or PR Positive and Endocrine Refractory; HER2 Positive \(BINV-22\)](#)  
[Follow-Up Therapy for Endocrine Treatment of Recurrent or Stage IV Disease \(BINV-23\)](#)  
[Principles of HER2 Testing \(BINV-A\)](#)  
[Principles of Dedicated Breast MRI Testing \(BINV-B\)](#)  
[Fertility and Birth Control \(BINV-C\)](#)  
[Surgical Axillary Staging - Stage I, IIA, IIB, and IIIA T3, N1, M0 \(BINV-D\)](#)  
[Axillary Lymph Node Staging \(BINV-E\)](#)  
[Margin Status in Infiltrating Carcinoma \(BINV-F\)](#)  
[Special Considerations to Breast-Conserving Therapy Requiring Radiation Therapy \(BINV-G\)](#)

**Principles of Breast Reconstruction Following Surgery (BINV-H)**  
[Principles of Radiation Therapy \(BINV-I\)](#)  
[Adjuvant Endocrine Therapy \(BINV-J\)](#)  
[Preoperative/Adjuvant Therapy Regimens \(BINV-K\)](#)  
[Principles of Preoperative Systemic Therapy \(BINV-L\)](#)  
[Definition of Menopause \(BINV-M\)](#)  
[Endocrine Therapy for Recurrent or Stage IV Disease \(BINV-N\)](#)  
[Chemotherapy Regimens for Recurrent or Metastatic Breast Cancer \(BINV-O\)](#)  
[Principles of Monitoring Metastatic Disease \(BINV-P\)](#)

**Special Considerations:**  
[Phyllodes Tumor \(PHYL-1\)](#)  
[Paget's Disease \(PAGET-1\)](#)  
[Breast Cancer During Pregnancy \(PREG-1\)](#)  
[Inflammatory Breast Cancer \(IBC-1\)](#)  
[Staging \(ST-1\)](#)

**Clinical Trials:** NCCN believes that the best management for any cancer patient is in a clinical trial. Participation in clinical trials is especially encouraged.  
  
To find clinical trials online at NCCN Member Institutions, [click here: nccn.org/clinical\\_trials/physician.html](#).  
  
**NCCN Categories of Evidence and Consensus:** All recommendations are category 2A unless otherwise specified.  
  
See [NCCN Categories of Evidence and Consensus](#).

The NCCN Guidelines® are a statement of evidence and consensus of the authors regarding their views of currently accepted approaches to treatment. Any clinician seeking to apply or consult the NCCN Guidelines is expected to use independent medical judgment in the context of individual clinical circumstances to determine any patient's care or treatment. The National Comprehensive Cancer Network® (NCCN®) makes no representations or warranties of any kind regarding their content, use or application and disclaims any responsibility for their application or use in any way. The NCCN Evidence Blocks™ and NCCN Guidelines are copyrighted by National Comprehensive Cancer Network®. All rights reserved. The NCCN Evidence Blocks™, NCCN Guidelines, and the illustrations herein may not be reproduced in any form without the express written permission of NCCN. ©2016.

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x 200  
PAGES

x 200  
CANCER  
TYPES

Robin

**But that's only part of the reason**

# Living with cancer can be even more complex

## WHAT IS MY CANCER?

The screenshot shows the American Cancer Society website. The header includes the logo, 'Latest News', and 'English'. The navigation bar has links for 'TREATMENT & SUPPORT', 'OUR RESEARCH PROGRAMS', and 'GET INVOLVED'. The article title is 'Cancer Information on the Internet'. The text discusses the reliability of online cancer information and the importance of seeking accurate sources. The phrase 'User beware' is circled in red. The footer mentions various sources of cancer information.

**American Cancer Society** Latest News | English

**TREATMENT & SUPPORT** **OUR RESEARCH PROGRAMS** **GET INVOLVED** SEARCH MENU

### Cancer Information on the Internet

For many people, the Internet has become the first place to go when looking for information. You can get instant access to almost any topic you can think of – including a lot of cancer information. People facing cancer often use this information to make decisions about their illness and treatment. Some of this information is more reliable than the rest, but it can be hard to tell at first glance.

On many websites you can find basic facts about certain types of cancer, find current clinical trials, and find support in dealing with cancer. You can also get vast amounts of information on research studies, doctors and hospitals, cancer treatment guidelines, drugs, and complementary and alternative treatment methods. But a lot of what passes for cancer information on the Internet is made up of opinion, salesmanship, and testimonials, and is not grounded in careful science. It may take some extra time and effort, but you need to find accurate information. The wrong information can hurt you when it comes to cancer.

Here are some ideas on what to look for and what to avoid as you look for the information you need to make the best possible decisions.

**User beware**

Cancer information on the Internet comes from many different sources – expert health organizations, government agencies, universities, merchants, interest groups, the general public, and even people who are not experts.

**Living with cancer can be  
even more complex**

**CONFUSION**

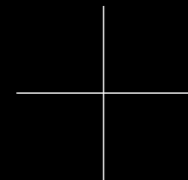
**Living with cancer can be  
even more complex**

**CONFUSION** +

WHAT CAN  
**WE DO?**

# Living with cancer can be even more complex

**CONFUSION**



What questions should I be asking my doctor?

What benefits should I be tapping into?

How do I deal with the insurance company?

What do I tell my kids?

How do I make Chemo bearable?

How do I stay at work while going through treatment?

What are the financial implications of all this care?

Should I be looking for a clinical trial?

Should I get a second opinion?

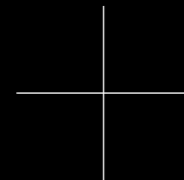
**Living with cancer can be  
even more complex**

**CONFUSION** +

**NOT  
KNOWING  
WHAT TO DO  
(and WHEN)**

# Living with cancer can be even more complex

CONFUSION



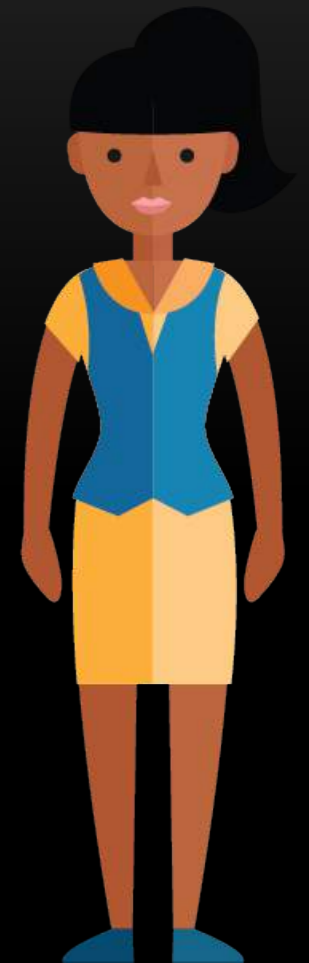
NOT  
KNOWING  
WHAT TO DO  
(and WHEN)

54 years old  
Stage III Breast Cancer  
HER2+, ER/PR+



Beth

**Survival:**  
52 months  
**Cost:**  
\$120,000



Jane

**Survival:**  
In Survivorship  
**Cost:**  
\$80,000

# Living with cancer can be even more complex

CONFUSION + NOT  
KNOWING  
WHAT TO DO  
(and WHEN)

## Beth Suffered from Undiagnosed Depression

Patients with depression are up to 50% more likely to die from their cancer



Beth

# Living with cancer can be even more complex

CONFUSION + NOT KNOWING WHAT TO DO (and WHEN)

She suffered from poorly controlled nausea

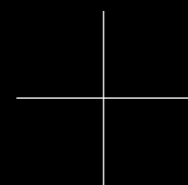
25% of cancer patients experience uncontrolled chemotherapy-induced nausea & vomiting



Beth

# Living with cancer can be even more complex

CONFUSION



NOT  
KNOWING  
WHAT TO DO  
(and WHEN)

## She Went through Cancer Alone

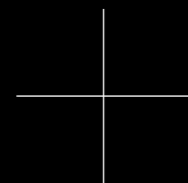
Married people with cancer were 20% less likely to die from their disease



Beth

# Living with cancer can be even more complex

CONFUSION

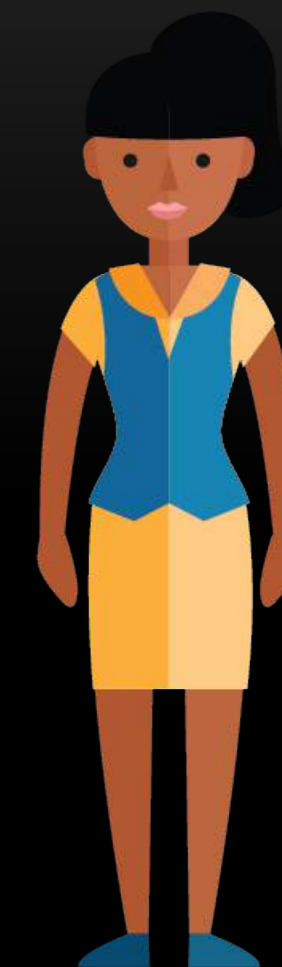


NOT  
KNOWING  
WHAT TO DO  
(and WHEN)



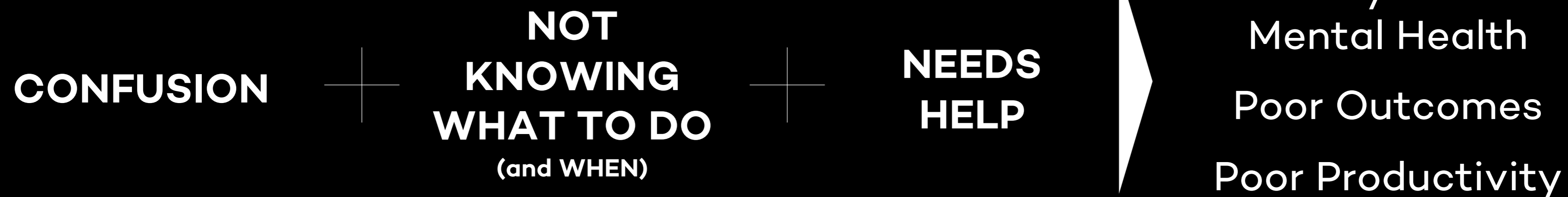
Beth  
NEEDS  
HELP

54 years old  
Stage III Breast Cancer  
HER2+, ER/PR+

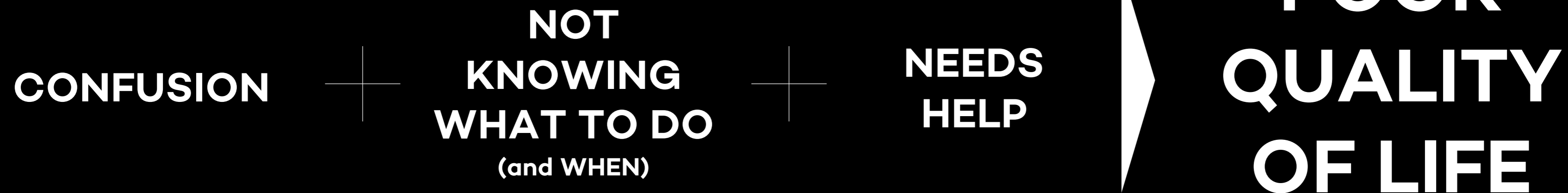


Jane  
HAD  
HELP

# Living with cancer can be even more complex



**Living with cancer can be  
even more complex**



# It's not just the human cost.

## \$25B of excess clinical cost and lost productivity

FOR EVERY 1,000 MEMBERS



# It's not just the human cost. \$25B of excess clinical cost and lost productivity

Avoidable  
ER Visits



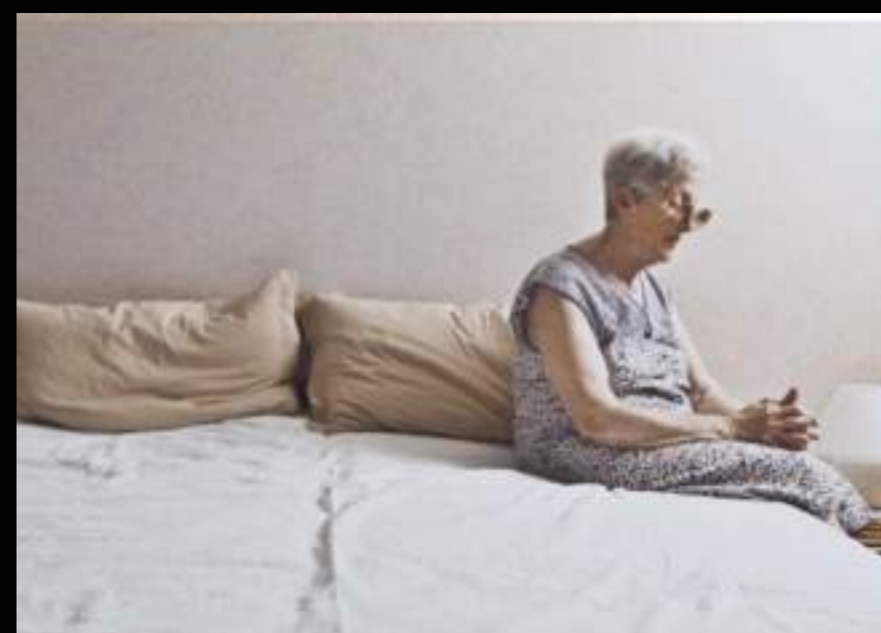
Undermanaged  
Anxiety  
& Depression



Lengthy  
Hospitalizations



Poor  
Quality of Life



**It doesn't have to be this way**

A person wearing a white shirt is holding a smartphone with both hands. The phone's screen is dark and reflects the surrounding environment. The text "How it works" is overlaid in white, bold, sans-serif font across the center of the image.

**How it works**



Robin

Jessica Robin  
Patient Care I

DASHBOARD

PATIENTS

Search

HOME

DASHBOARD

PATIENTS

MESSAGES

TASKS

CALENDAR

COMMENTS

SETTINGS

Beth Johnson  
Stage 2 Breast cancer

Robin Alert

Possible chemo related Insomnia  
3 Available Actions

I know it's late. Were you up because you were worried about the financial issues?

Not really. I've been having a hard time sleeping since my first chemo.

That's common for many patients, and it doesn't have to be an issue. There are many ways to help you get a better night's sleep. Why don't we go

Care Plan

Symptoms

Patient Profile

Medical Info

October

Chemotherapy Start

Mild Nausea - Steroids given as part of Chemo Routine

1:25am Opened App

1:49am Phone call

To Do: Daily Exercise Schedule

Appointment with Oncology

Infusion 1

Infusion 2

Health Track

Surgery

Tools

insomnia

Progressive Muscle Relaxation

To Do

Daily Exercise

Set some time aside for light ex ...  
Due: 11/1

Appointment

Insomnia Medication Follow up

DATE: 2:00pm 9/30/2017

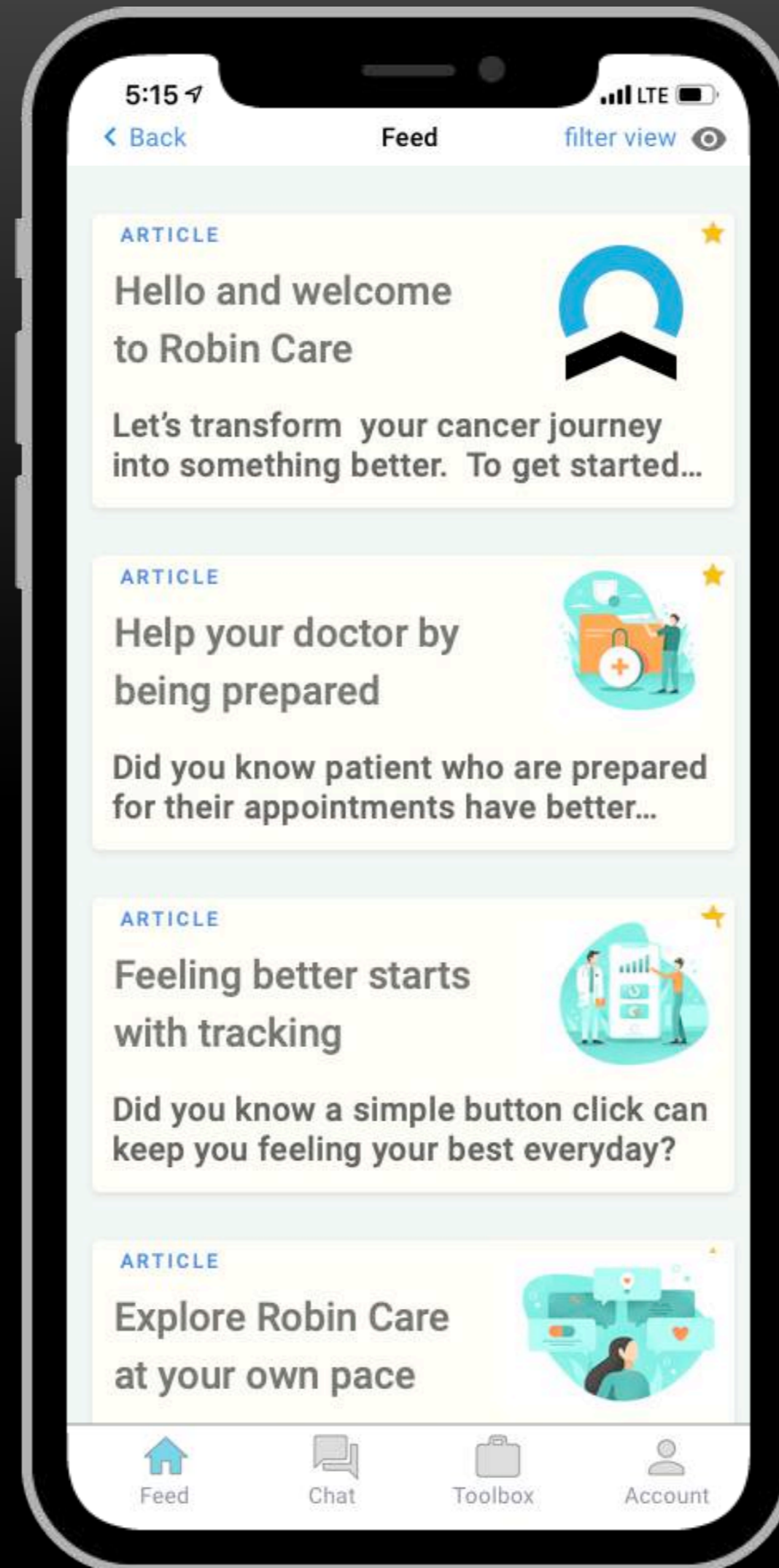
INFO: Patient experiencing some insomnia after chemo therapy session as expected. This appointment is to follow up with oncology department on available medications to help patient sleep...

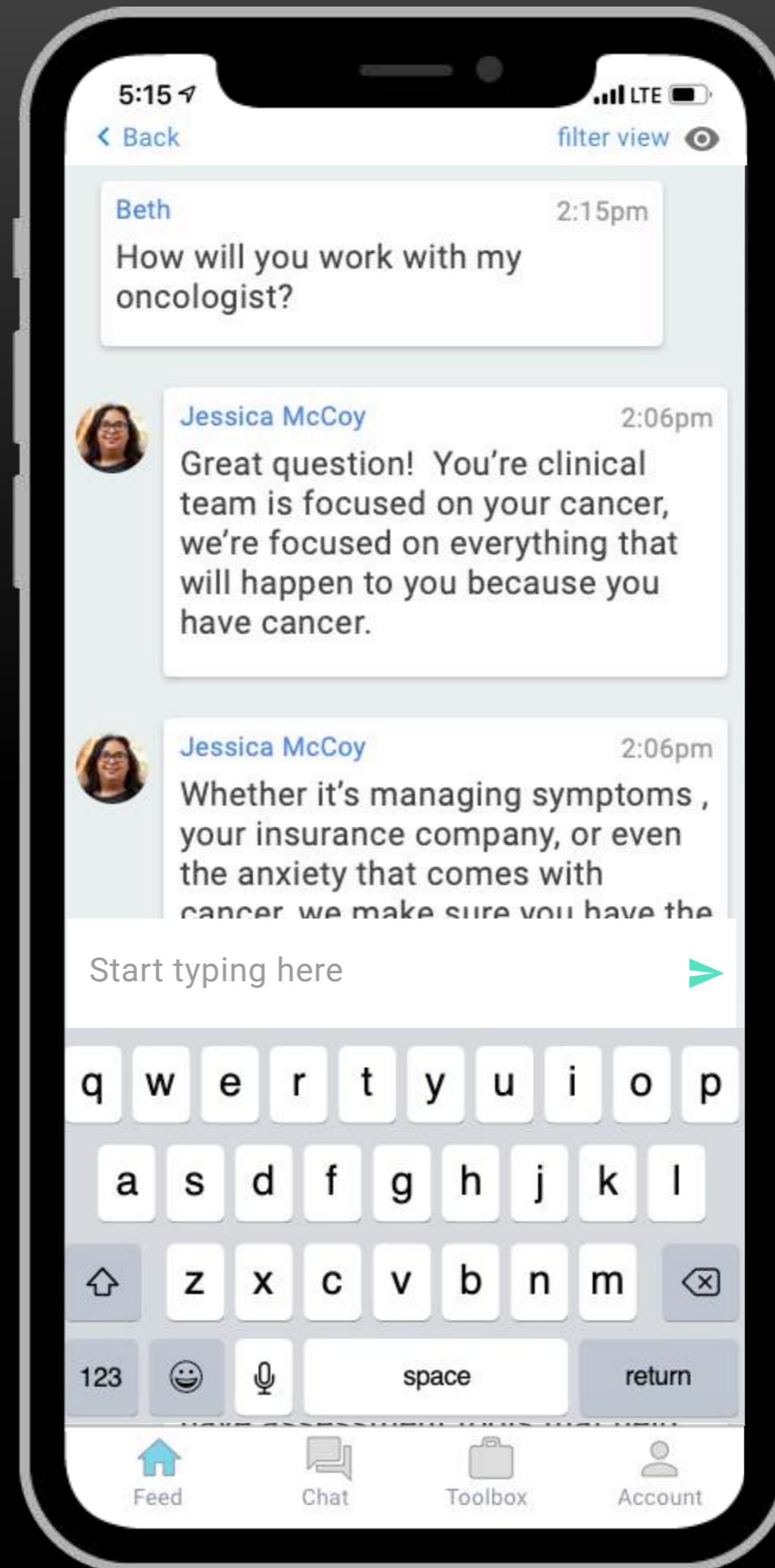
5:15

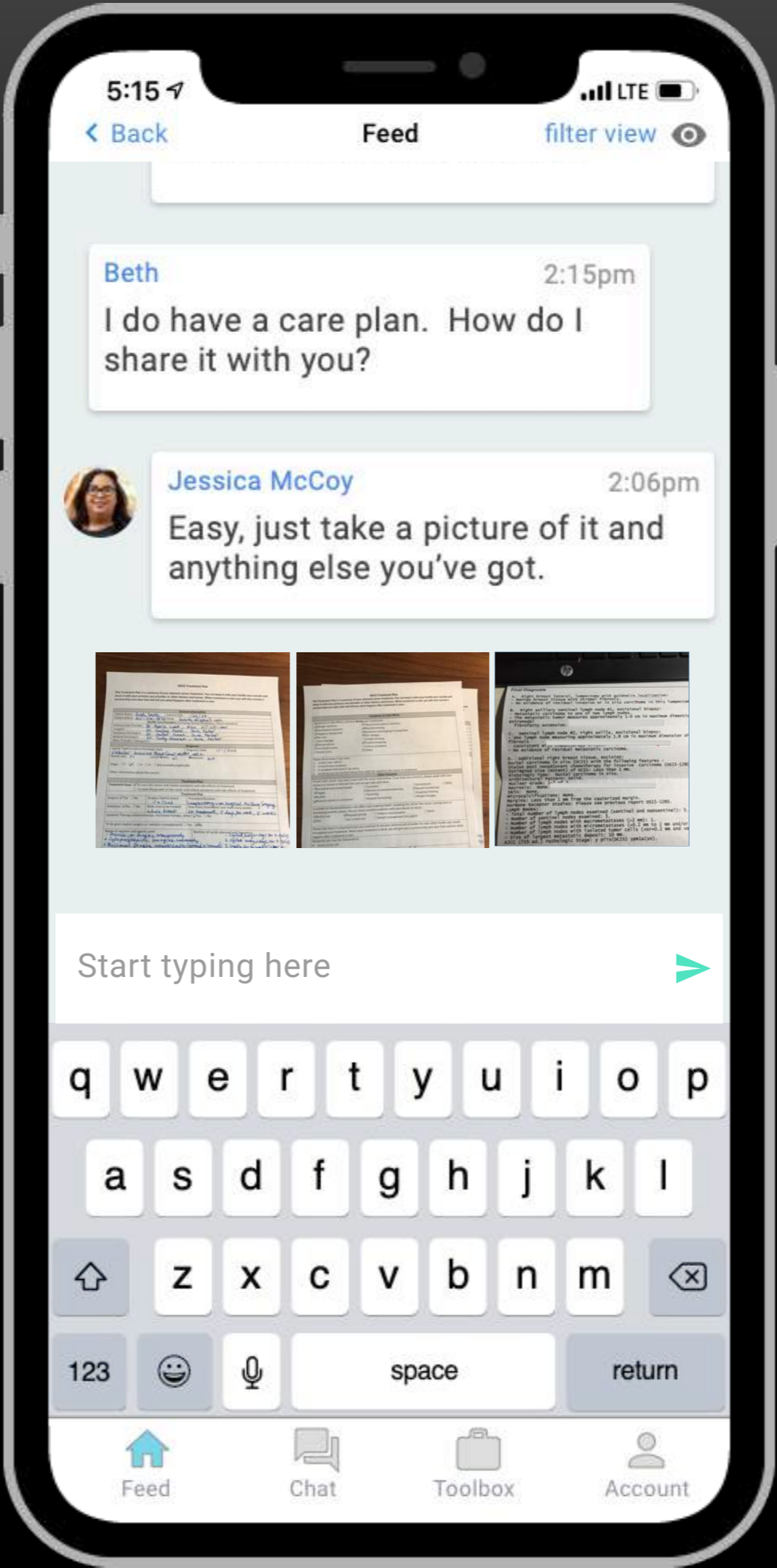
Good Morning Beth,  
Let's see how you're doing!

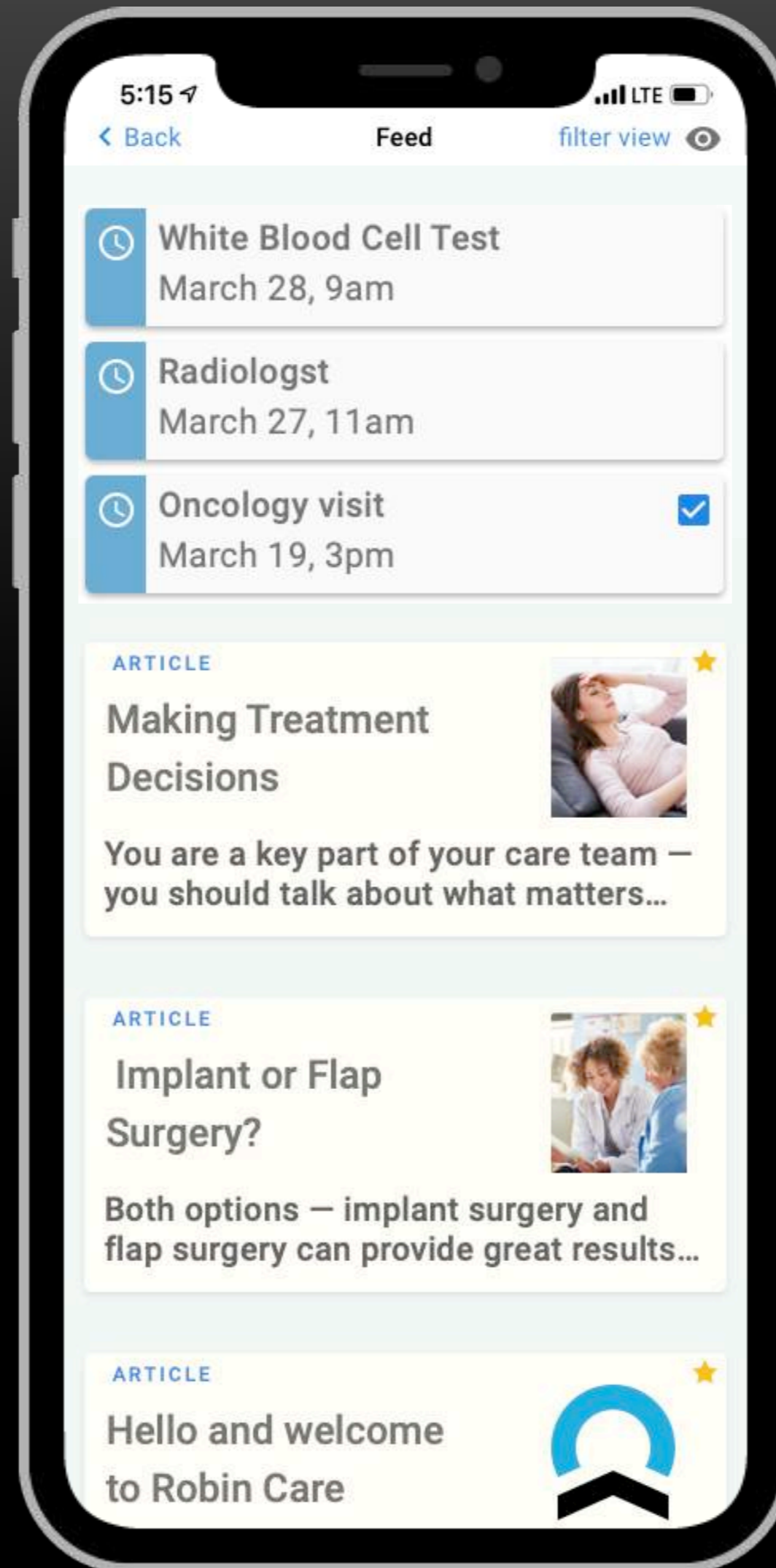
START

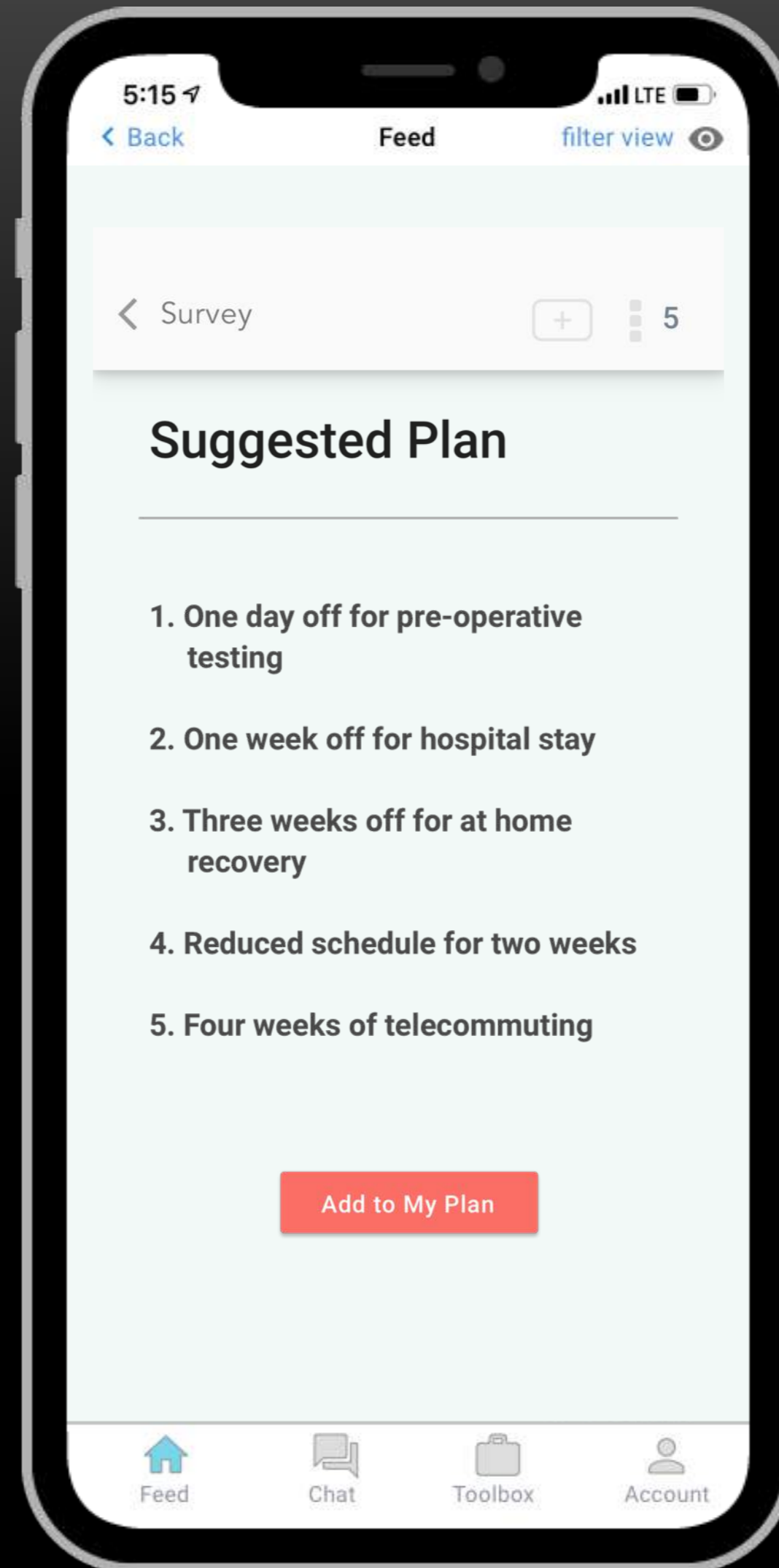
SKIP

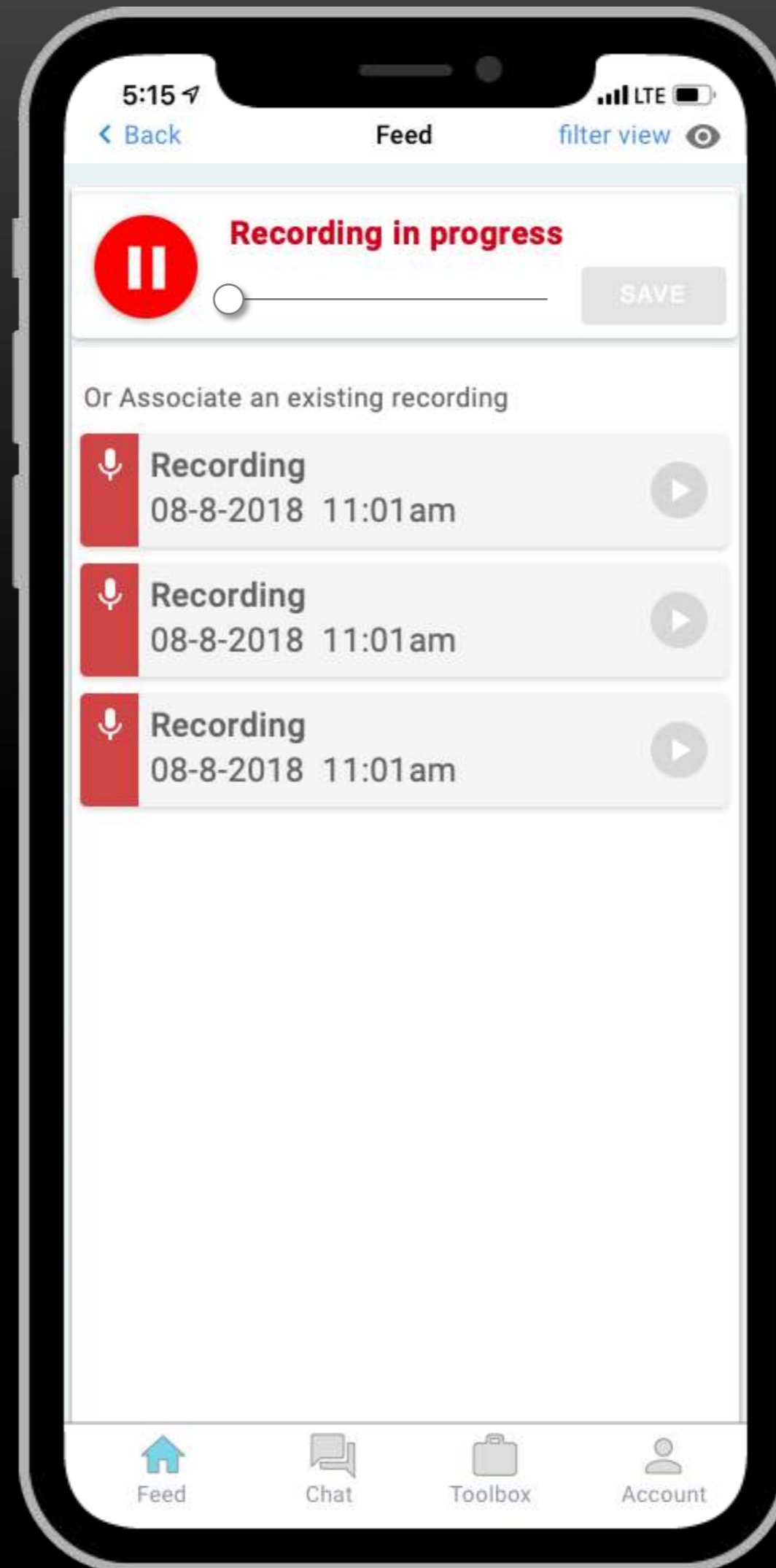


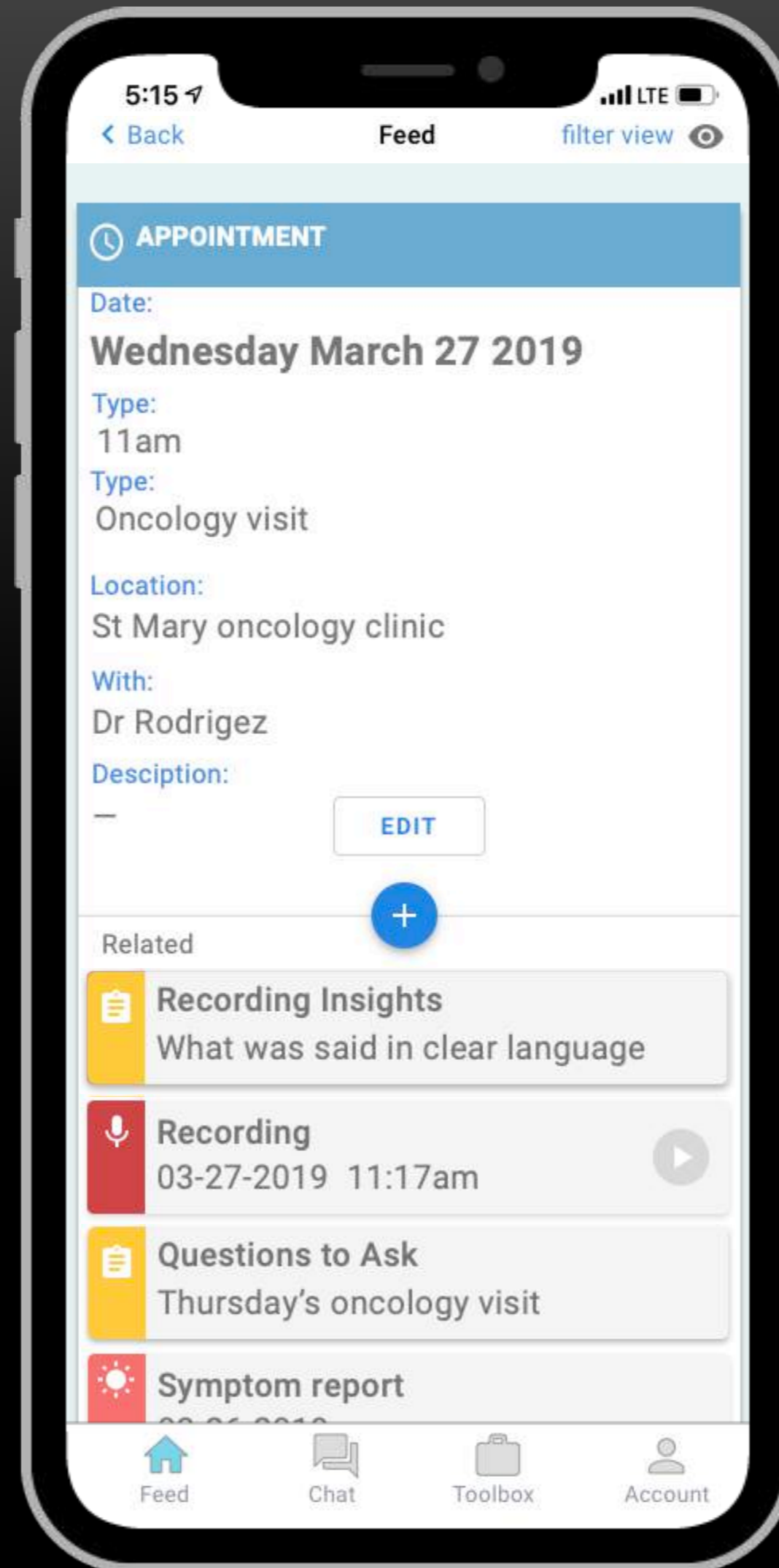












On a scale of 0-10 where 0 means no symptoms and 10 means the worst symptoms imaginable, how would you rate your symptoms at their worst over the past 3 days?

Pain

7

Fatigue

2

Swelling

5

Hair Loss

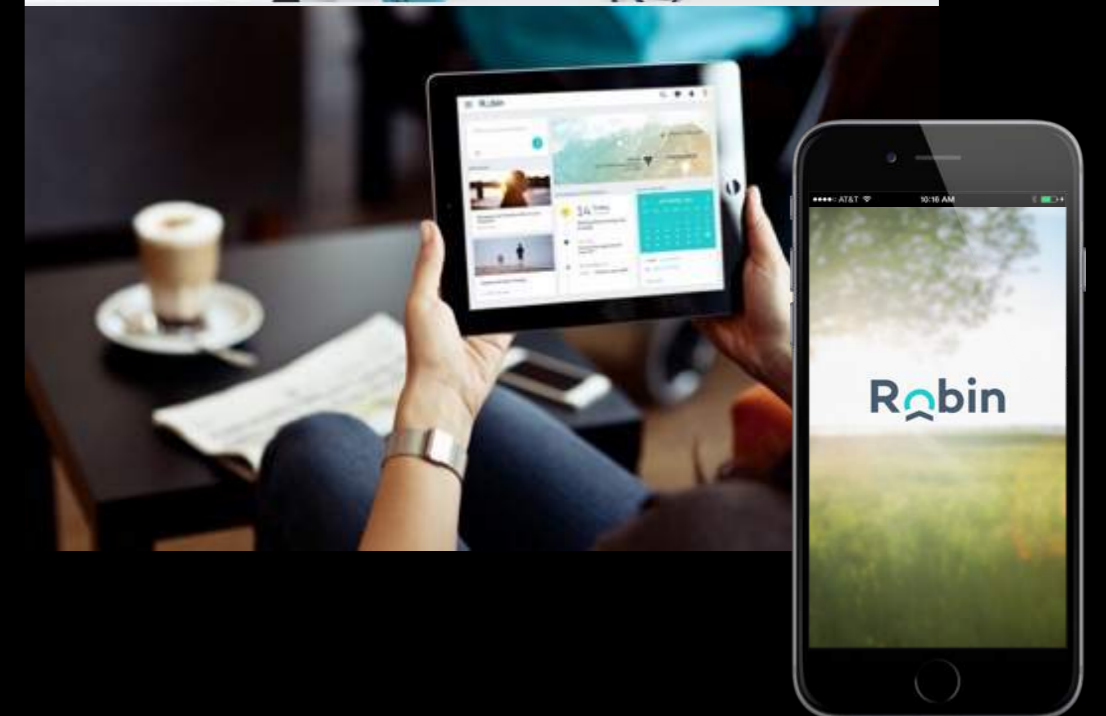
9

Would you like your care advocate to follow up with you about the symptoms you tracked today?

yes ☐ no ☒

SAVE

TRUSTED  
CREDIBLE  
ALWAYS AT YOUR SIDE



94  
Net Promoter Score

“Thank you for taking the time to speak with me yesterday. It was nice to speak with someone with compassion. I have not experienced that in quite some time”

“Thank you! This takes a lot of stress off me for you to help me with this!”

“Merry Christmas to you. You are the angel I have been praying for.”

“I can’t never thank you enough for what you do. It always touches my heart when I chat with you”

“I am so blessed to have found you on my work website.  
Thank you! Thank you! Thank you!”

# ROI: \$20,000 average savings per case

Avoided ER visits  
and Hospitalizations

**25%**  
of cases

\$17K saved for every  
ER visit avoided

Improved  
Treatment Adherence

**50%**  
of cases

Up to \$114K savings  
per case

Improved  
Productivity

**15%**  
of cases

Up to \$7.5K savings  
per case

# A Seamless Experience for Members

**Eligibility Files**

File Cadence: Monthly

File Transmission: The preferred method of file transmission is via SFTP

Format:

- .csv file format
- Headers/labels on the first line
- Crosswalk key that maps headers/labels to requested data fields
- File name: CustomerName\_Eligibility\_YYYYMMDD

**Vendor Email Template**

| Vendor                              | Scope of Integrations   | Referral Workflow | Data Exchange | Collaborative Delivery | Contract/ Legal |
|-------------------------------------|---|-------------------|---------------|------------------------|-----------------|
| Health Plan(s)                      | <ul style="list-style-type: none"><li>• Exchange claims and eligibility data</li><li>• Establish Health Plan Contact for claims questions</li><li>• Verify Case Management hand-off/referral process &amp; coordination plan multiple case management eligible</li><li>• Obtain health plan release form to facilitate communication between our team and health plan</li></ul> | ●                 | ●             | ●                      | ●               |
| Rx Vendor                           | <ul style="list-style-type: none"><li>• Establish access to prescription data for Robin Care</li></ul>  |                   | ●             |                        | ●               |
| Disability Vendor                   | <ul style="list-style-type: none"><li>• Educate staff for dual referrals</li><li>• Obtain application overview material and/or training for our care advocates</li></ul>  | ●                 |               |                        |                 |
| EAP Vendor                          | <ul style="list-style-type: none"><li>• Educate EAP staff for dual referrals</li><li>• Train on-site counselors (if applicable)</li></ul>   | ●                 |               |                        |                 |
| Second Opinion Vendor               | <ul style="list-style-type: none"><li>• Establish workflow for bi-directional referrals</li><li>• Coordinate follow-up activities generated by change in diagnosis</li></ul>  | ●                 |               | ●                      |                 |
| Behavioral Health & Onsite Wellness | <ul style="list-style-type: none"><li>• Coordination protocol established for cancer patients who require counseling</li><li>• Standard cadence and method of sharing case information</li></ul>  | ●                 | ●             | ●                      |                 |

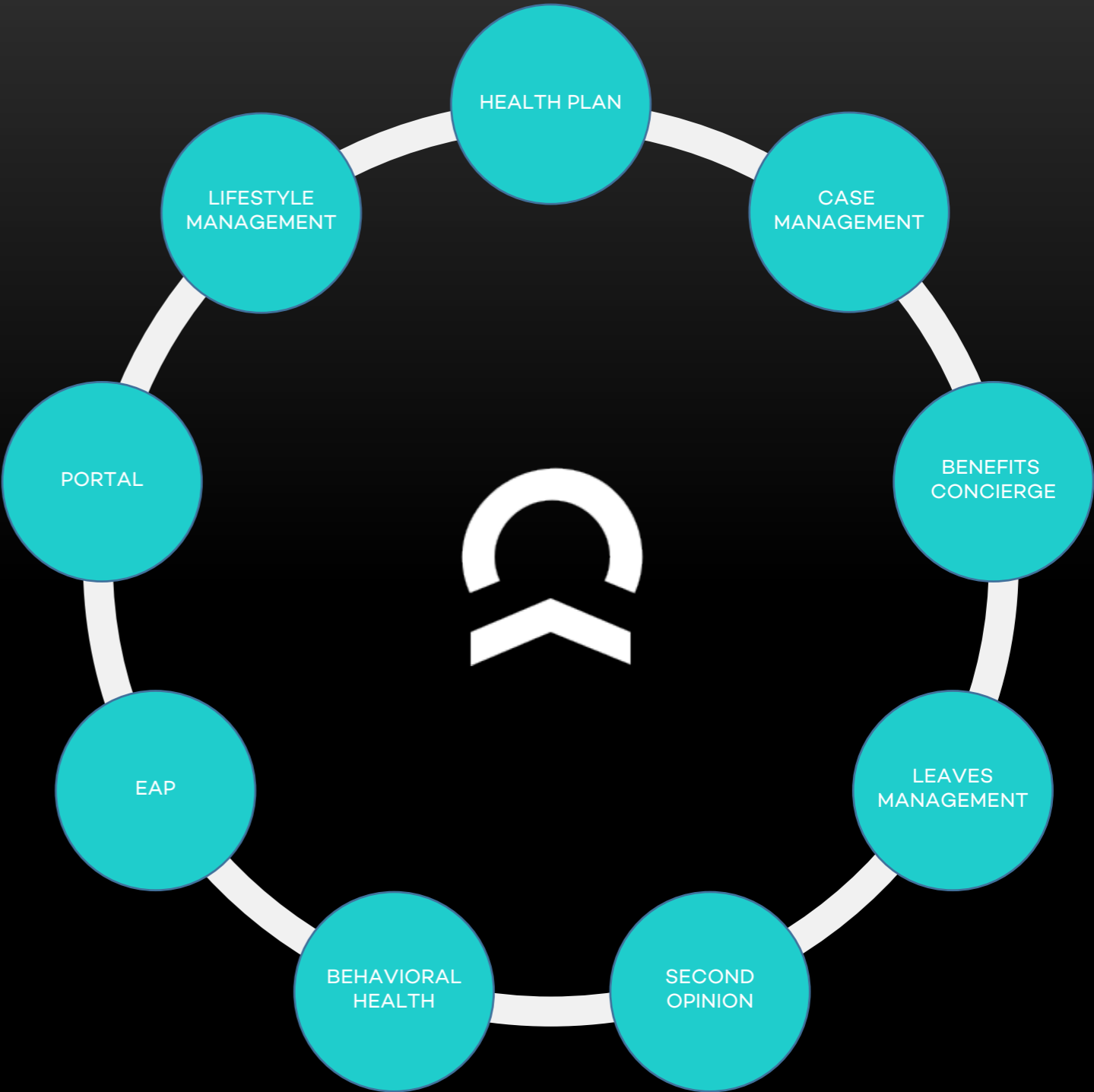
3. Eligibility Data

4. BAA

5. Marketing

**1. Benefits Vendors**

Robin Care is committed to seamless coordination of cancer-related benefits for your members. Complete this short [vendor form](#) and we'll identify opportunities for benefit coordination between your existing vendors and Robin Care.



# A Consumer Approach to Marketing...

### OUR TARGET AUDIENCE

The Coastal Early Majority are looking for "An experienced guide"

Value Driven

- Bulk of employees in West "Santa Monica"
- 51-69 Women leaning
- 65% are under 64
- 64% have college educations are higher
- They like local food trucks, eateries, Mexican
- Enjoy the arts

• They are more comfortable outsourcing because they feel that they can do it themselves if they weren't so busy.

• You have to earn their trust with experience and expertise.

• "I've bought access to this top tier of care"

• "Santa Monica and West Hollywood are the areas with the highest riderships, according to an Uber representative" - NYT

### FACEBOOK

Sample Facebook Posts

#### GENERAL BRAND

Robin Care

Cancer treatments are becoming personalized. We think it's time cancer care got personal. Sign up for Robin Care today, and get free, 24/7, expert guidance. Sign up today for free.

#### ISSUE SPECIFIC

Robin Care

Cancer is a full-time job. Then, all the bills, paperwork and preparing for your next Doctor's visit can feel like another one. Our Robins are available 24/7 to help you simplify things and keep you focused on being you. Not being "You with cancer."

Sign up today for free.

### INTRODUCING ROBIN CARE

Get expert advice for better care

Robin Care is a new comprehensive cancer program paid for by Lifetouch. Our team of care advocates work with cancer patients and their care teams to make sure all questions are answered and needs are met.

Robin Care offers support, guidance, and multidisciplinary expertise you can't find anywhere else. We act as a hub helping patients solve challenges and connecting them to best-in-class resources.

Sign up using code **LIFE18**

Register

Download

### COLLAGE VIDEO:

Robincare presents **More Than My Cancer**

We open on an art surface on a desk. Robincare presents **More Than My Cancer**

A pair of hands sets down a monochromatic collage of a woman's face. We can barely make her out, as pieces of her face are filled in with other people's eyes and lips, and others are built by medical bills, a thermo chair with an IV set up, a freezer filled with casserole dishes. She begins to tell her story.

Woman (VO): The hardest part of my cancer diagnosis was feeling like I'd lost myself. I was no longer just me, but me... with cancer.

A hand enters frame and begins to strip the layers away. Each layer reveals more of the patient, and brings more color to her image.

Woman (VO): My family rallied behind me, and I swear I got a casserole from every neighbor on the block. It was so sweet. But before cancer, I was an avid runner. I did my town's half marathon every year. Everybody thought I was so strong. But after, they constantly asked like I was going to break. And when it came to navigating issues with my insurance, they were helpless.

The hand tears away a large section of collage and reveals the Robin Care logo.

Woman (VO): That's when I signed up for Robin Care. The help they gave me was amazing. My Robin actually got on a three way call with me and my insurance company. They asked questions I didn't know to ask and helped unlock benefits I never knew about. Now I'm remission, and I'm running again. I'm even doing a survivor's 5K next weekend.

Finally we see the woman's full color portrait. We zoom in on the portrait, as it comes to life, and the woman smiles.



## Launch Marketing

Launch marketing collateral and rollout strategy



## Targeted Outreach

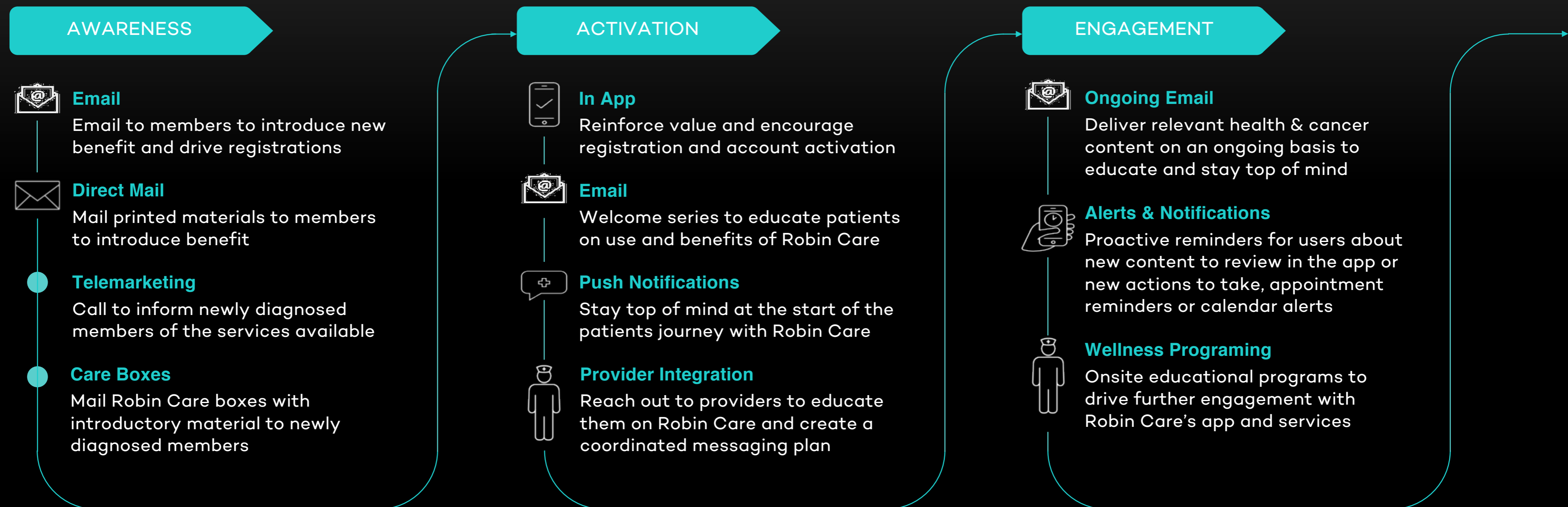
Schedule and Workflow for targeted outreach



## Ongoing Education

Proprietary ongoing education and content

# ...drives Awareness into Engagement





Robin