



EVERSANA[®]
INTOUCH

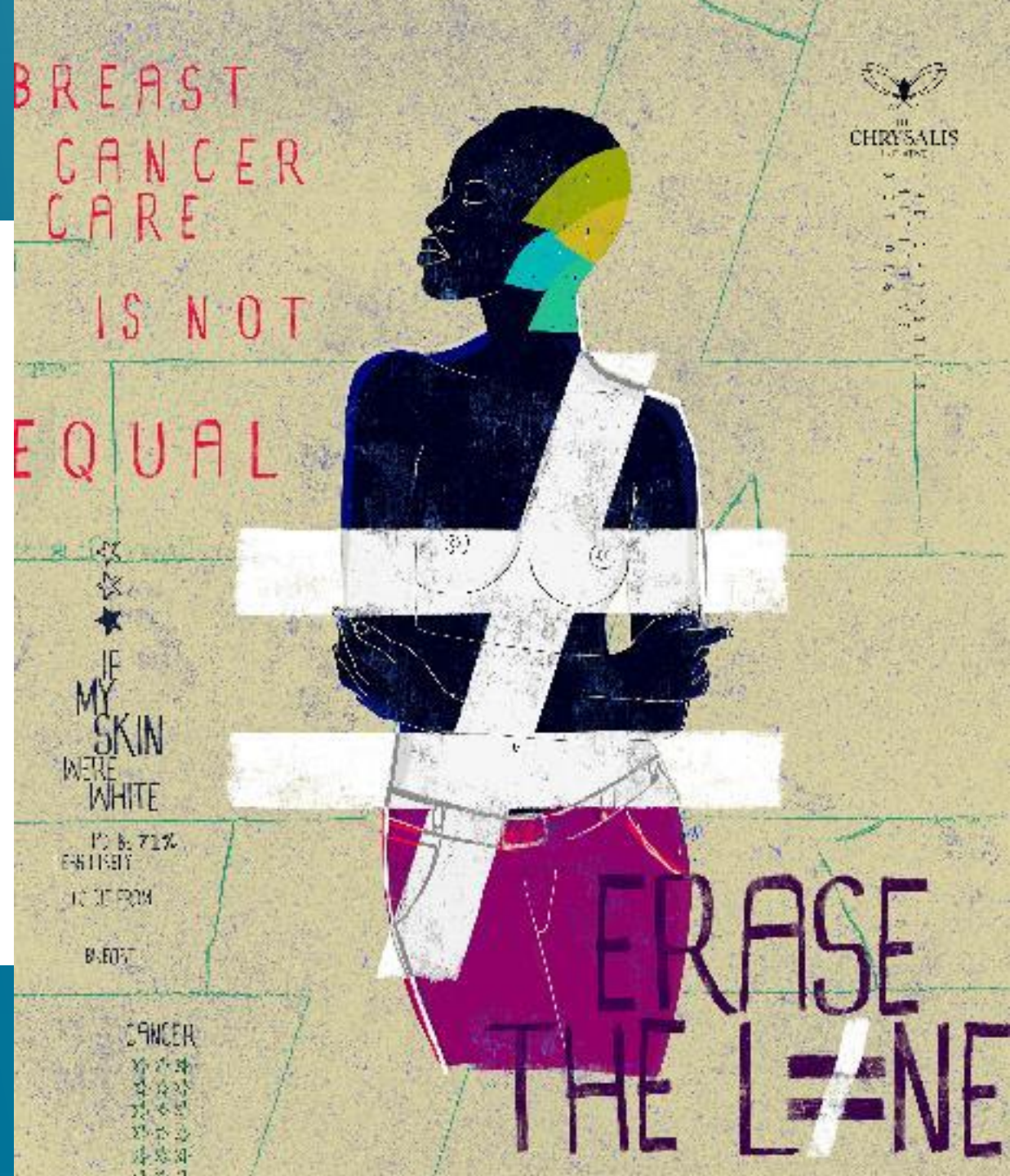
The Chrysalis Initiative

DHC 2023



Breast Cancer Care Is NOT Equal

Disrupting Healthcare Inequities



PROBLEM

In the US, Black women are 42% more likely to die from breast cancer than white women—even when income and access to care are the same.

In a systemically racist healthcare system, Black women are often dismissed, ignored and treated with prejudices that keep them from receiving an equitable standard of care.





ACHIVING HEALTH EQUITY

Chrysalis Initiative Founder & CEO,
Jamil Rivers











EVERSANA INTOUCH

Barrier Breaking Solutions



BC Navi



Promote it

#EraseTheLine Social Campaign

Goal: Highlight outcome disparities in breast cancer/
drive app downloads and ask institutions and physicians
treating MBC to join the cause—and attach their name to it



Spread it

Global earned media,
International Award Shows,
CNN
Cannes Lion Health Keynote Talk

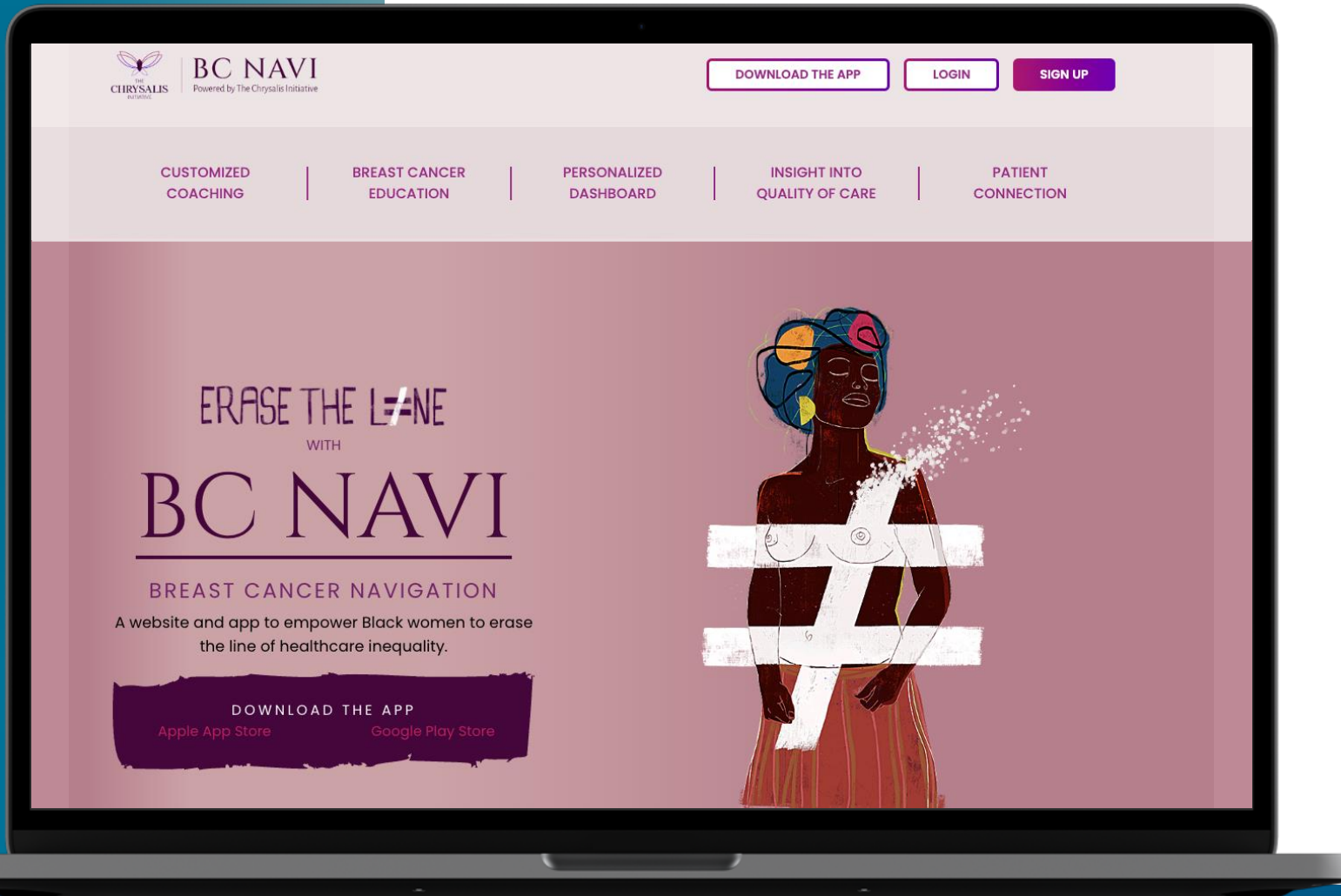


Objective

Social Strategy and Creative

1. Encourage Black women and other disparate groups with breast cancer to sign up for BC Navi





Solution

Digital Platform

- BC Navi is the first digital resource uniquely designed for Black women with breast cancer navigating bias in healthcare

BC Navi = Breast Cancer Navigation



AMP THE MESSAGE, BEAT THE BIAS

We took ownership of the inequality symbol and used it as a rallying cry to communicate a harsh truth, while simultaneously empowering Black women to take action with never-before-seen tools and resources.



Cynthia Snead Rivers
Thank you for your advocacy and support to women of color who need and appreciate an organization who is there for them!
💖💖💖

kwenchd_skin Such an amazing initiative!

min_melanin 🍌🍌🍌🍌🍌🍌🍌🍌🍌🍌🍌🍌

asksewcancercoach 🍌🍌🍌🍌🍌 love to see this training!! So needed for large

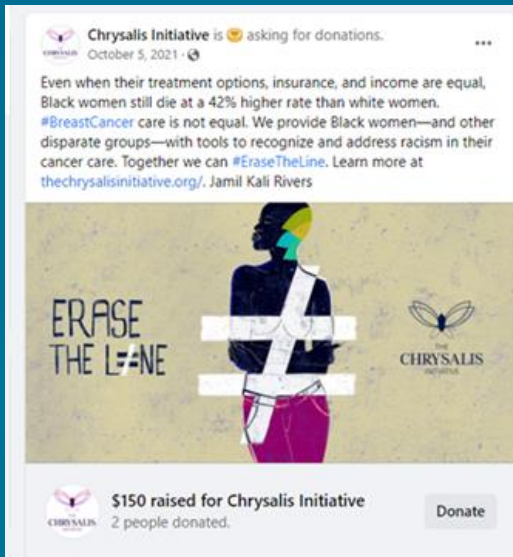


Social Execution

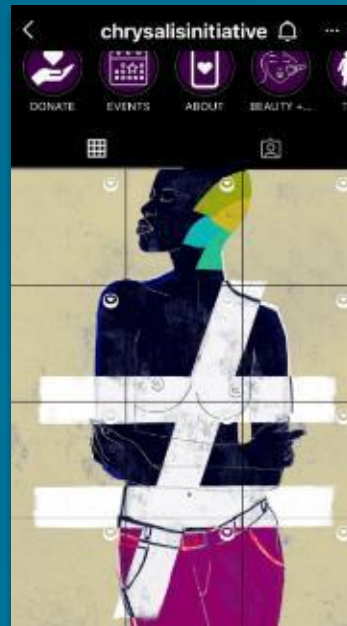
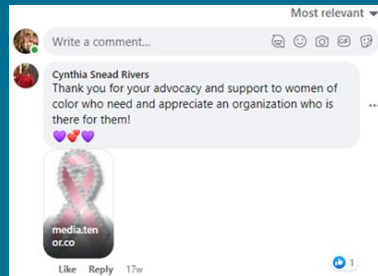
Using TCI's Existing Social Channels to Get the Word Out



Build connection



Gain connection and virality



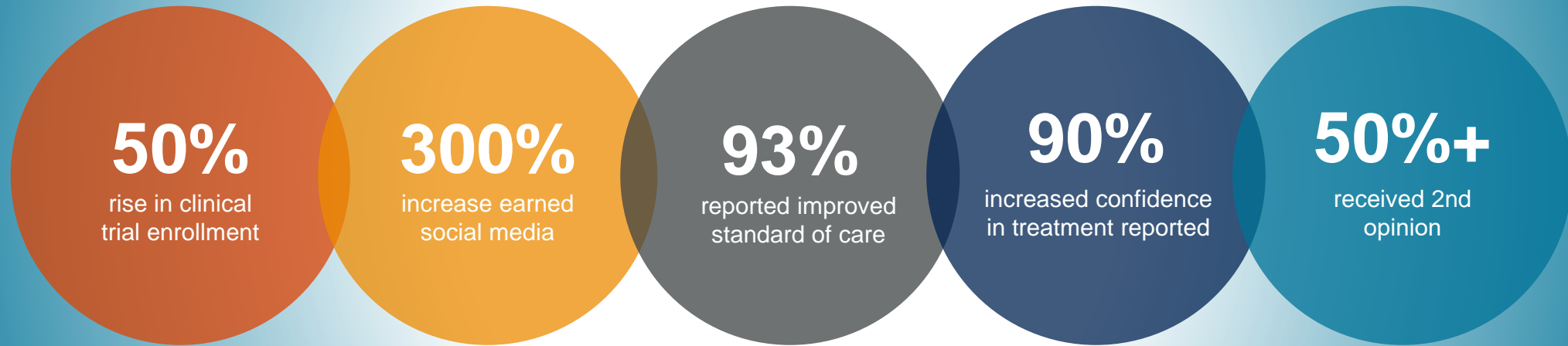
Share stats and connect with HCPs



Spread awareness and connect with healthcare industry professionals



Impact Since Launch

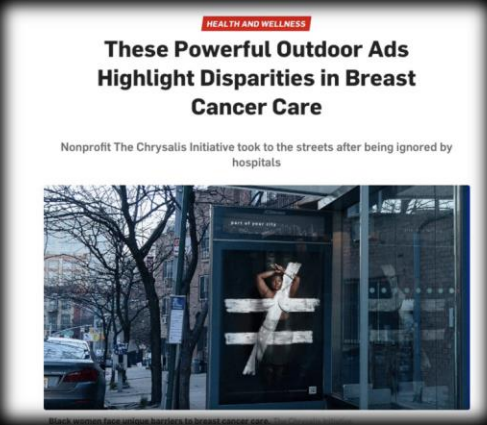


New 'Inequality you can't ignore' Campaign

ADWEEK

AdAge

Ads of the World





Hospital/Health Systems Partners:



also small community hospitals in Mississippi, Georgia, & Ohio.



Current Sponsors and Funders:



GE Healthcare



QUESTIONS?



APPENDIX



Audience Response

The Chrysalis Initiative's *Erase the Line* campaign and supporting BC Navi digital resources including a website and app launched in October 2021 during Breast Cancer Awareness Month, so has been commercially available for 7 months.

See promotional video [here](#).

The Chrysalis Initiative (TCI) is a non-profit (501c3) advocacy organization for women of color (WOC) with breast cancer. There is no paid media for this initiative. The below results are from organic interest:

Social Media - *Campaign ran from October through January*

- 26.5K impressions occurred on the ETL creative across channels
- 2K follower increase on Instagram over the 4-month period
- 300% overall increase in reach on Instagram over the 4-month period
- ETL content received an average engagement rate of 6.23% over the 4-month period (industry benchmark is less than .7% for organic efforts)

Website

- Approximately 90% the BC Navi website traffic is split between Direct (typing In directly) at 64%, and Referral (coming from another site/link) at 27%. We are seeing traffic from the healthcare center partners using unique QR codes on their ETL promotional materials distributed within their organization (Penn, Northwestern, Boston College, Jefferson, MD Anderson Cooper, Unite for Her, Living Beyond Breast Cancer and Fight Through Flights.) Chrysalis is getting about 10% of its traffic from organic search and social sources.
- The visitors are staying on the pages a long time – 1:28 for BCNavi, and 2:00 for Chrysalis and their session duration is also long – averaging 4:33 minutes for BC Navi and 1:55 for Chrysalis.
- We have over 32,000 page views in the first 13 months of the sites being live with no paid promotion at all.



Behavioral Impact

The ETL campaign draws patients and healthcare providers to interventions to equalize care. The TCI three-part strategy approach using 1) experienced patient navigation and coaching staff, 2) equity assessment and consulting with breast cancer centers, and 3) the BC NAVI digital strategy, website and app close gaps in a variety of ways and track progress and improvement. Since launch, participating WOC have experienced:

- 100% reported improved in **adherence to standards of care** for breast cancer: from diagnosis to treatment to recovery to survivorship. Providers gained awareness of conscious and unconscious bias, and patients learned to self-advocate.
- 90% increased **confidence** and optimistic in their outlook, as patients empowered on care decisions.
- More than 50% of patients gained the knowledge and self-assurance to seek and receive **2nd opinions**.
- 50% rise in **clinical trial enrollment**, through coaching patients and consulting with providers, as cancer care teams informed patients better and patients sought these experimental treatment protocols for which they are eligible.
- 70% of patients experiencing **less financial distress** as a result of coaching guidance on managing and planning costs, transportation, employment, understanding insurance.



Environmental Change

The campaign rapidly expanded interest in erasing the stunning disparity in care of WOC with breast cancer at the highest levels of cancer care. Interest in equalizing care has grown among many esteemed healthcare organizations with nationally recognized cancer programs:

- Northwestern Medicine:
 - Using TCI provider training as part of the equity cohort program
 - Created promotional materials for distribution within the organization to motivate provider and patient interest in TCI and the BC Navi app
- Fox Chase Cancer Center
 - Providing patient access to TCI coaching, and collaborating on focus groups
- Penn Medicine, MD Anderson Cooper, and University of Texas Austin
 - Equity cohort partners – using training/coaching and equity assessment in breast cancer care
 - Created promotional materials for distribution within the organizations to motivate Providers and Patients interest in TCI and BCNAVI <https://www.facebook.com/chrysalisinitiative/videos/195534296072139>
 - Equity Cohort partner – Training, Coaching and Equity Assessment in the HCO
- Unite for Her
 - Created promotional materials for distribution to their patient base to in the TCI interventions

Our current health care center partners have extended ETL campaign awareness through their own investment creating promotional materials for distribution within their organizations to motivate provider and patient interest in TCI and BC Navi.



Ambition

The campaign had coincided with increased interest and commitment from a variety of **funding sources**, including foundations, government-related organizations, and especially the pharma industry (recent partners include: Seagen, Pfizer, Gilead, Exact Sciences, Conquer Cancer, Genentech, Eisai, Sanofi).

These increasing sources are drawn to *Erase the Line* as **an opportunity to invest** in evidenced-based programs and services that have demonstrated impact in a variety of ways on the challenges of WOC in their breast cancer journey. These funders financially support TCI's equity cohort (training/coaching; equity assessment/intervention; and mobile data gathering), development of PSA, and sponsorship of the BC NAVI app, so that patients benefit from these efforts at no cost.

Additional centers with expressed interest in partnering with TCI currently include: Medstar, Baltimore/DC; Howard, DC; University of Chicago; RUSH, Chicago; University of Illinois Chicago; Sylvester Comprehensive Cancer Center, University of Miami Health System; Florida Cancer Specialists & Research Institute; City of Hope, CA; Cedars-Sinai, CA; UCSF, CA; Ohio State; University of Washington/Fred Hutch (Seattle Cancer Care Alliance); and The Indiana University Melvin and Bren Simon Cancer Center.

We are gathering organic media and website data, as well as quantitative and qualitative data within HCOs comparing and contrasting use of our patient coaching, program equity intervention, and the digital intervention to norms prior to the intervention, as well as to a cohort of patients in the HCO's general population.

