

MULTIDISCIPLINARY
HEAD and NECK CANCERS

S Y M P O S I U M



EXTRAORDINARY CARE:
Collaborative, Targeted, Diverse, Patient Centered

JW Marriott Phoenix Desert Ridge Resort and Spa
Phoenix, Arizona, February 24-26, 2022

Welcome

Co-sponsors:



ASCO
AMERICAN SOCIETY OF
CLINICAL ONCOLOGY
KNOWLEDGE CONQUERS CANCER

ASTRO
AMERICAN SOCIETY FOR RADIATION ONCOLOGY

sitc
Society for Immunotherapy of Cancer

Head and Neck Cancer Alliance Ambassador Michael West



Survivor

HPV-attributed Stage IV Throat Cancer

Litigation Attorney

Husband & Proud Father

San Diego, California



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Head and Neck Cancer Alliance

The mission of the Head & Neck Cancer Alliance is to advance prevention, detection, treatment and rehabilitation of oral, head and neck cancers through public awareness, research, advocacy and survivorship.



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HNCA Ambassador Michael West



- While shaving one morning, I felt a small lump on the side of my throat.
- Thought it was either a cyst or my lymph nodes were merely swollen, due to fighting off a cold.
- No other symptoms and, at the age of 49, I was in great shape, exercising six times a week.
- Non-smoker and in seemingly excellent health.
- Worried because the lump was near lymph nodes.



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HNCA Ambassador Michael West

- Surgery—remove tonsils/small parts of tongue/throat
- Dx: Stage IV squamous cell cancer of the throat (HPV Type 16) with lymph node involvement, primary source unknown
- Radiation: 35 tx/7 weeks
- Chemo: Cisplatin (3 doses beginning/middle/end)



HNCA Ambassador Michael West

- Nausea/fatigue
- Lost sense of taste
- Dry mouth
- Sores throughout throat/mouth
- Headaches
- Skin burns
- Ear issues: hearing loss/"clogged"sensation/tinnitus



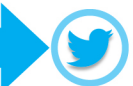
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HNCA Ambassador Michael West



Lowest Moment:

“Please make it stop...”



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HNCA Ambassador Michael West

- Lost more than 60 lbs.
- Hospitalized



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Pivotal Moment

“Appreciation”



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Recovery

Slow grind

“Strong”

“Whatever you can’t
do....”



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Emotional Recovery

Every Reason to be Happy

“Alone”

Chemical Fog

Proud of You

Counseling



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ADVOCACY

Advocacy—Share Story
Connect with Others
Newly Diagnosed
In Treatment
Survivors
Social Media
Support Groups



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HNCA Ambassador Michael West



Education/Awareness

- Stuck in the Dark
- Quality of Life
- Alive vs. Living



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HNCA Ambassador Michael West

- Check in Emotionally
- Encourage Reaching Out
- THANK YOU



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HNCA Patient-Centric Core Programs



Ambassador Program: HNCA understands that others draw strength and knowledge from learning directly from patients and caregivers. Our Ambassadors are cancer patients, survivors and/or caregivers whose unique and inspirational journeys give true meaning to what happens when one is diagnosed with head and neck cancer, during and post-treatment.

Companies, community groups and institutions now have the opportunity to gain insight from our Ambassadors by scheduling them for presentations, inviting an Ambassador to provide needed insight into the cancer journey through blogs and testimonials and welcoming our Ambassadors to participate in community health fairs to educate others on the importance of early detection.

HNCA Patient-Centric Core Programs

OHANCA Screening Program: Oral, Head and Neck Cancer Awareness Week® (OHANCAW®) and Oral, Head and Neck Cancer Awareness (OHANCA®) Program is an effort to provide free head and neck cancer screenings for community members in the US and abroad. HNCA works closely with local hospitals, clinics and medical centers to provide free head and neck cancer screenings for community members in hundreds of locations throughout the U.S. and internationally.

The goal of this initiative is to encourage individuals, especially those at high risk for oral, head and neck cancers, to take advantage of the free screenings. A key message of the program is that early diagnosis is crucial to successful treatment of oral, head and neck cancers. When detected at stages 1 and 2, the survival rate is over 80%; however, more than half of all cases are found later.

HNCA Patient Gas Card Program: HNCA offers a limited supply of gas cards, in the amount of \$50, to head and neck cancer patients to help with transportation to and from treatments.



University Hospitals Cleveland ENT, 2020



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HNCA Patient-Centric Core Programs

Peer-to-Peer Program: Match newly-diagnosed head and neck cancer patients with survivors to provide guidance and insight throughout the cancer journey.

Inspire Support Community: An online support community for head and neck cancer patients, survivors, family and friends. Register today at www.headandneck.org

Widespread Education and Awareness, hosting Webinars and Symposiums for patients, survivors and caregivers.

Clinical Research & Trials: Another Step in Saving Lives and Improving Treatment



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Head and Neck Cancer Alliance

CONTACT INFORMATION

Visit the HNCA website, www.headandneck.org, to learn more about head and neck cancer and sign up to receive HNCA's quarterly e-newsletter.

Email: info@headandneck.org



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