

Welcome to the very first international online breast cancer rehabilitation summit. My name is Denise Stewart – I am your host from Brisbane Australia. Over the week you have the unique opportunity to listen to experts share their insights and experiences with Breast cancer rehabilitation. The speakers have come from many different parts of the world and from many different health professions. But they all have one thing in common – they are dedicated and passionate about developing and delivering rehabilitation and wellness services to people after breast cancer. Today we have Karen Anderson online.

Karen is Accredited Exercise Physiologist and a Cancer Exercise Specialist with the American College of sports medicine.

Karen is passionate about two things:

1. the use of exercise for health outcomes and
2. that people can have access to quality health care practitioners

She has put these two things together and developed her project: Foundation 96.

Karen started this special project in Australia, and then moved to America/ So is now re-creating and expanding her project to include countries outside of Australia.

Welcome Karen thanks for being a part of this summit .

Can you tell us about your project and your vision:

1. What is Foundation 96?

Karen:

- It is an online cancer community
- Connects qualified health professionals around the world that are currently helping people diagnosed with cancer.

- Educates health professionals with continued learning modules
- Informs cancer patients will common side effects they may experience during or post treatment and recommends health professionals who may be able to help

1. Why did I develop Foundation 96?

- I have worked with cancer patients for 16 years as an exercise physiologist and patients constantly informed me” they did not know there was help like this” available for the side effects they were experiencing.
- I become frustrated that patients would endure common side effects for some years without the knowledge of how to reduce those side effects
- Then the next problem was how were they going to find me? I had enough problems finding other health professional in Brisbane to refer my patients to.
- When I did have the opportunity to meet other health professionals I realized we were all helping people in isolation.
- It got me thinking what could we achieve if we all networked together and had the opportunity to learn from each other? Share research and case studies.
- I could develop training modules to keep educating health professionals.
- As a team we could develop various practical education packages for cancer patients that we could make available online. There are a number of people who do not have access to a cancer clinic, or cannot afford the service, or do not have the energy or desire to leave the house.

Foundation 96 could bridge the gap between treatment and total cancer care

2. Phase one:

- Build a website
- Locate experienced qualified health professionals and invite them to list their business on the website
- Invite the support services to list their business
- Collect research articles from each health professional and list the common side effects
- Build a patient care plans format with this information
- Re build the web page to make it international
- Start Marketing via social media

3. Phase two:

- develop training modules for health professionals
- I would like 1-hour webinar developed from each health practitioner (Dietitian, EP, OP, Yoga, PT, Pilates, Psychologist)
- Get them accredited for Continued Professional Development
- Develop a networking service between the health professionals
- Design group Marketing incentives

4. Phase three:

- Is developing online programs for cancer patients
- This will involve technology and team building.
- A person diagnosed with cancer will be truly informed with the common side effects that they may experience, have access to the best

people in the world and this knowledge will be available in every format we can offer them.

- Every support group, oncologist, radiotherapist, chemotherapist, cancer treatment center will know about Foundation 96.
- And most importantly every patient diagnosed with cancer will know to go online to Foundation 96 and access this service.
- Marketing/advertising until Foundation 96 is a house hold name.

Foundation 96 will bridge the gap between treatment and total cancer care. Every cancer treatment clinic will include this community service in their policy and procedure manuals