



Wellness for Cancer Initiative Briefing Paper 2017

What is the aim of your initiative?

The objective of the Wellness for Cancer Initiative is to build a bridge with the medical community to collectively move the industry upward, outward and forward with evidence.

What or who are the current “news makers” or trends in the initiative’s industry/sector?

Gone are the days of taking a one-size-fits-all model to each patient. Traditional medical and integrative oncology trends are moving to personalized treatments and person-centered care. The wellness industry must also move toward personalized treatments and focus on person-centered care rather than cancer care services. Clients don’t come because they have cancer; they come because of the side effects that they have from their cancer therapy. They come to our industry for relaxation, resiliency, to have something good be done to their body rather than be touched in an invasive medical way, the increased self and body image associated with greater well-being, and to be recognized as a human being not defined by their cancer.

Name some (high level) challenges facing your industry/sector?

Like any trend that shifts businesses from fear to knowledge and eventually integration, it requires innovators and early adopters to create new models that pull the industry forward.

Such movement requires a strong emphasis on evidence as we bridge with the evidence-based lens of the medical community. Additionally, clients may be vulnerable. We must develop solutions that enable us to be compassionate and inclusive, yet supported by the integrity and authenticity of each brand.

Our initiative has discovered: (1) Awareness for the need to address the trend has become mainstream; (2) Awareness on what to do and how to do it is unclear to most; and (3) with a lack of clarity, companies fall short on their brand promise to their constituents and end consumer.

Where do you see the opportunities for industry/sector?

The greatest opportunity through all wellness sectors and industry trends is personalization. We identified four areas of opportunity:

- Integrative Medicine – Conduct joint research to move the industry forward.
- Beauty – The largest wellness segment and the least documented by the medical community. Clinical research in skin health, body image, and quality of life will assist the industry through quantitative and comprehensive research.
- Integrative Wellness Navigators – Matching evidence-based modalities and individualized needs to create custom experiences through all touch points and offerings.
- Wellness Tourism – A growing demand in post-cancer wellness travel requests through travel companies and destination resorts.

Are there any “heroes” (either companies or individuals) who stand out in your industry/sector?

We have created programs championed by our initiative board members:

- Biologique Recherche has taken its hyper-personalization approach to include people touched by cancer and will implement in 70 countries through its Hotel Group.
- ESPA – Piloted products and protocols at Grayshot Spa for one year prior to launching at its top spas, and so far, 25 ESPA UK Spas have launched.
- Como Shambhala – Piloting the wellness navigator concept in several locations to tailor guest experiences in all service offerings that can be adapted for side effects from cancer therapies.
- all4spas – Building awareness, training, and outreach programs with the medical and wellness community in Central and Latin America.

Is there noteworthy investment happening in your industry/sector?

We see an investment emphasis on: (1) funding clinical studies, (2) building comprehensive integrative medical and wellness facilities, and (3) outreach programs to underserved populations

Biologique Recherche subsidizes training for its constituents and is sponsoring the first comprehensive Skin Health clinical research study. The company has also required distributors in each country to partner with a charity to provide services and products to people who cannot afford them.

Vingyana, a Global Summit delegate, has created an all-encompassing medical and wellness center outfitted to treat cancer and other chronic diseases. Their personalized approach tailors treatments based on their individual makeup.

Name any key accomplishments (milestones) made by your initiative?

Since the Initiative was first founded in 2015, we have achieved the following:

- Globally present in 25 countries and 30 by end of 2017.
- Secured global board to identify and steward pilots, programs and research.

- Built shared projects within the medical and integrative oncology communities to work on evidence-based person-centered care.
- Hosted a GWI roundtable with representation from the medical, integrative oncology, spa, wellness, skin care, cancer research, cancer advocates, non-profit organizations supporting cancer patients, cancer patients, mental well-being and fashion sectors.
- Sharing our industry work as a presenter at Society of Integrative Oncology 2017 Global Conference.

Chair: Julie Bach - julie@wellnessforcancer.com

Initiative Board Members

Adriana Azuara

Dr. Brent Bauer

Dr. Paola Gomez Hernandez

Dr. Russel Greenfield

Sue Harmsworth

Alessandro Monaco, PHD

Rupert Schmid

Dr. Mariela Silveira

Initiative Outreach Awareness Program Members

Joanne Berry

Sharla Charney