
THE GW
CANCER INSTITUTE
THE GEORGE WASHINGTON UNIVERSITY

CENTER FOR THE ADVANCEMENT OF
CANCER SURVIVORSHIP, NAVIGATION AND POLICY

EXECUTIVE TRAINING ON NAVIGATION AND SURVIVORSHIP: FINDING YOUR PATIENT FOCUS

Goal: To provide health care professionals with the knowledge and tools to develop and sustain navigation and/or survivorship programs.

Objectives:

- 1) Implement strategies to understand survivor, provider, and community needs for navigation and/or survivorship programs;
- 2) Determine appropriate navigation and/or survivorship program model and elements for participants institutions;
- 3) Develop mission, vision, goals and objectives for navigation and/or survivorship program;
- 4) Outline business plan components to facilitate institutional support and guide program implementation;
- 5) Define navigation and/or survivorship program measures and program impacts;
- 6) Understand financial component of plan and begin to identify funding options and sustainable revenue source(s);
- 7) Develop and refine effective marketing and communication strategies
- 8) Articulate steps to achieve program plans.