

Getting the Conversation Started

When you are speaking to a new patient, sometimes it is difficult to get the conversation started. Here are a few tips and questions that may help:

Share your experience at Cancer Treatment Centers of America - Give the prospective patient insight into what you experienced when you arrived.

-Try answering these questions about your experience:

How did you feel when you first walked into the entrance at our hospital? Was it a warm and inviting atmosphere? Did someone help and greet you?

How did the staff treat you? Did the staff become like members of your family? Did you look forward to seeing the staff on your visits to Cancer Treatment Centers of America?

What was it like to travel to Cancer Treatment Centers of America? How was your experience with transportation? Was it convenient to work with the travel department to coordinate all of your travel plans? Did having someone meet you at the airport to help you gather your luggage, and to drive you to the hospital make it easier?

Did you enjoy the healthy food in the cafeteria? Was there a good variety of items? Was the food tasty and reasonably priced?

Did you meet any other patients or caregivers? Can you tell the prospective patient about some of the relationships you may have formed while you were at CTCA? Did you remain friends? Are you still in touch?

Did you feel like an active partner in your cancer treatment? Did the doctors spend time with you to make sure you understood your treatment?

Discussing Patient Outcomes

Not all cancer treatments or treatment outcomes will be the same for each patient. Each type of cancer, the extent of each disease, if and how the patient was previously treated, and the patient's general state of health are all influential factors in determining the most appropriate cancer treatment. Therefore, it is best to focus solely on sharing *your* experience at Cancer Treatment Centers of America during *your* treatment.

Be sure to avoid discussing specific treatment options when speaking to a patient that is scheduled to visit Cancer Treatment Centers of America. Please refrain from offering any actual or implied medical advice to prospective patients. If the

prospective patient has specific questions pertaining to their treatment, please ask them to write those questions down and bring them to their initial evaluation at Cancer Treatment Centers of America.

Travel Policy

In some cases, Cancer Treatment Centers of America will cover a patient's airline expenses to one of our hospitals. The travel representatives from Cancer Treatment Centers of America will schedule a patient's air travel to and from the hospital and will also help arrange for their hotel/guest room accommodations. Once you arrive, a Cancer Treatment Centers of America representative will greet the patient at the airport, load their luggage and drive them to the hospital for their consultation.

Outpatient accommodations are available to patients and their family members. The travel representatives will register patients for a guest room, or will help arrange a room for them at a nearby hotel, both at an economical rate. The transportation department will be on hand to take patients to and from the hospital.

It is important to note, that not all patients' airfare is covered for their visits to Cancer Treatment Centers of America.

Things to Remember

If the prospective patient asks you a question about Cancer Treatment Centers of America that you cannot answer, including questions about:

- Insurance or finances
- Clinical or treatments
- Travel or scheduling
- Doctors or clinicians

Please have them call the Oncology Information Specialist associated with that prospective patient.

Tools to Share

Office Visit Planner. This tool helps patients prepare for their arrival at CTCA for their evaluation. Patients receive a lot of information during their initial evaluations. Writing down ideas, questions and thoughts prior to their arrival will help the patient remember what to ask, and how to cover everything on their mind.