

The Cancer Community (C²) Awards

Comprehensive cancer care requires a community, from caregivers to oncologists, nurses, advocacy groups, researchers, payors and countless others. These awards celebrate members of this community — individuals and organizations — with an unstoppable drive to create positive change in cancer care.

Consider nominating the caregiver who helps patients access quality care, an advocate who educates and empowers patients or a community health system administrator who brings cutting-edge cancer care to underserved areas. Those individuals make an enormous difference to cancer patients and their families but often fall outside the bounds of traditional awards programs. The Cancer Community (C²) Awards honor these champions and the invaluable and inspiring work that they do.

The winners in the following categories have a compelling story about their work and the impact it has had — and will continue to have — on cancer care and outcomes. Nominees must be based in the United States.

2018–2019 AWARD CATEGORIES

THE C² CATALYST FOR CHANGE AWARD

Nominees for this award have worked to bring high-quality cancer care to those in underserved communities or areas.

Scientific advancements in cancer care and treatment can save lives, but often ensuring these advancements reach the community-level or more rural areas, for example, can be a challenge. Nominees for the C² Catalyst for Change Award are working to change that.

Nominees for this award drive change at the community-, neighborhood- or hospital-level that results in better cancer care for more people. Maybe a Nominee found a way to get more people screened for cancer at an earlier stage or figured out a creative approach to access new treatments or facilities. Or perhaps the Nominee created a science-based communication, initiative or event that improved access to cancer care and treatment. The C² Catalyst for Change Award celebrates those who significantly improve access to cancer care for underserved populations.

AWARD CRITERIA

- A Nominee needs to significantly improve the ability of underserved populations to receive high-quality cancer care.
Examples include:
 - Improving access to treatment and quality cancer care for patients who previously went without it.
 - Creating more space at a facility that lacked it, facilitating the treatment of more patients.
 - Developing an educational cancer-prevention program in a region with a lack of knowledge.

- Improving a community's ability to serve cancer patients through advocacy, government relations or media attention.
- A Nominee should be able to demonstrate measurable impact, whether as people reached, populations served, procedures increased, screens undertaken, etcetera.
- Ideally, a Nominee's process/methodology/approach could be applied in other communities to further expand access to patients in underserved areas.

THE C² CATALYST FOR CARE AWARD

Nominees for this award improve the cancer-care experience for patients and their loved ones.

How a patient feels during a treatment and what happens to a patient outside the clinic matters just as much as the treatment itself. Nominees for the C² Catalyst for Care Award work to improve the patient experience.

A Nominee could have developed a system where providers go to patients or make hospitals look like homes. A Nominee might have created a transportation service to provide free rides to medical appointments. Or a Nominee might help patients or their families manage challenges beyond medical care, such as finances or quality-of-life issues. This award is all about making a patient's experience as easy as possible during an extraordinarily difficult time.

AWARD CRITERIA

- A Nominee needs to significantly enhance the experience of cancer treatment for patients at some stage in their cancer care, from diagnosis and beyond. Examples include:
 - Developing improved hospital facilities or quality-of-life programs, such as new wards or experiences, new food menus or transportation services.
 - Advocating for improved quality-of-life services and methods.
 - Creating easy-to-use digital adherence tools.
 - Improving the experience of patient families, helping them navigate a very difficult time.
- A winner should be able to demonstrate measurable impact, whether as patients reached, programs started, meals prepared, rides given, etcetera.
- Ideally, the tools or techniques required to implement the winner's advance should be something that could apply to cancer-care across the country.

THE C² CATALYST FOR PRECISION MEDICINE AWARD

A Nominee for this award significantly advances precision medicine in oncology to bring new, more personalized tests or treatments to patients.

Many of the most promising advances in cancer care come from the area of precision oncology, which uses specific characteristics of a patient's cancer to improve tests or target treatments. A Nominee of the C² Catalyst for Precision Medicine Award is expanding the boundaries for how to personalize care for each patient, bringing new, more individualized tests and treatments to patients and improving health outcomes in the process.

A Nominee might have pioneered new research to help oncologists understand the genetics of a patient's cancer differently, and thereby provide better treatment options. Or a Nominee may have created new protocols to identify which specific patients may benefit from a specific treatment protocol. This award celebrates those who enhance the ability to provide the right treatment for the right patient at the right time.

AWARD CRITERIA

- A Nominee needs to significantly improve personalized treatments for cancer patients, giving them new options. Examples include:
 - Developing a new kind of precision-oncology method that leads to measurable improvements in health outcomes.
 - Developing tools to help identify patients who may benefit from a new precision-oncology approach.
 - Leading research that identifies new, more personalized options for cancer treatment.
 - Spearheading a new policy to enhance testing or screening for a specific cancer mutation
- A winner should be able to demonstrate measurable impact, such as patients treated, programs started, etcetera.
- Ideally, the tools or techniques required to implement the winner's advance should be something that could apply across the country.

THE C² PRESIDENT'S AWARD

Nominees for this award impact patients and their families in a profound and inspiring way.

Cancer does not have any fixed rules, nor does the C² President's Award, save one: The winner must make a tangible and inspiring difference in the lives of patients or their loved ones. A Nominee may have started a 5K race to raise enough money to pay a certain patient's treatment. A Nominee may have built a cancer survivor support group or online forum. A Nominee might even have changed a loved one's life by becoming an advocate or caregiver or a volunteer hospice worker. Selected by an AstraZeneca executive.

AWARD CRITERIA

- The winner's contributions benefited the cancer community in an inspirational way that lies outside of the criteria for the other C² Awards.
- This winner should show an unexpected way to contribute to the cancer community and improve it.