

PATIENT NAVIGATION

Signature Priority Committee fundraising guide

The University of Texas MD Anderson Cancer Center's Patient Navigation program ensures that every patient receives personalized and seamless support throughout their cancer journey. Patients can feel overwhelmed by the need to navigate appointments as they struggle to understand their diagnosis and treatment plan. Nurse navigators and patient navigators help to bridge knowledge or continuity gaps by guiding patients from their first point of contact with MD Anderson through survivorship — improving care coordination and enhancing outcomes. Initial findings showed that navigation services enhanced patient satisfaction; increased conversion and retention; and improved access to specialty care, early education and referrals to clinical trials.

A tailored patient experience

Launched: September 2023

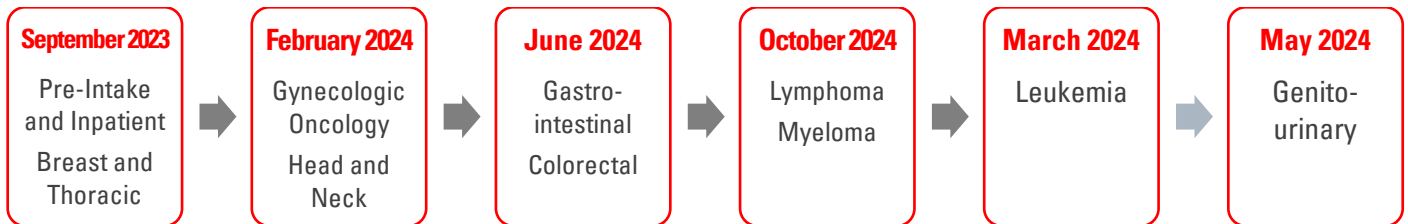
Led by:
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Fundraising target:
\$40 million by Aug. 2028

Funds raised:
~\$5 million committed as of July 2025

Extending our reach to touch more lives

Philanthropy is vital to the full rollout of the Patient Navigation program — allowing MD Anderson to scale patient support and elevate our world-class level of care even further. With donor support, patients can receive the compassionate and expert guidance they need to navigate their entire journey from referral to survivorship. When fully operational, the Patient Navigation program will require approximately \$25 million per year in labor costs. Implementation is phased and will expand across disease sites until every patient receives Patient Navigation support:



With a target increase in retention of 2%, the program is designed to become self-sustaining. Initial findings have shown a 5% increase since launch. Eventually, all newly referred patients, regardless of diagnosis, will benefit from personalized navigation services. Retaining just three additional patients per year would offset the cost of a navigator's annual salary and benefits. To meet growing demand, MD Anderson must hire and train more navigators. Donor support is essential during this critical growth phase, bridging the gap until the program sustains itself. Unlike many fundraising priorities, navigation is a financially viable care model that enhances patient support and access to quality care.

As an essential member of the Patient Navigation team, you have the passion, creativity and insight to:

ACT as an ambassador within your network and community, educating others about Patient Navigation.

ADVISE executive leadership, sharing your expertise and your insights about potential supporters or volunteers.

INSPIRE and **INFORM** others by hosting an event to introduce Patient Navigation, at which experts share the latest updates.