

- 💡 3 out of 4 depressed cancer patients don't get enough help - We need to put equal value to physical and mental health
- 💡 Psycho-Oncology is an emerging field in cancer care. It is NOT just psychiatry. It is an interdisciplinary field. Start looking at cancer related depression/PTSD as a NEW comorbidity.
- 💡 Educate patients through media awareness campaigns and community engagement about the “power of PREHAB” and why risk reduction matters.
- 💡 Help patients PREPARE for illness so they PRESENT better to medical teams they will be better positioned to PREVAIL.
- 💡 There's a reason marketing and advertisers in the oncology space should be leaning in and taking action: Depression among those affected by cancer is linked to - decreased satisfaction in the healthcare experience, reduction in quality of life and decreased survival rates.

