



Institutional Sponsorship Structure & Overview

Life Navigation Support for Cancer Survivorship

The Second Trail Supportive Care and Survivorship Program

Institutional sponsorship allows cancer centers to provide structured survivorship support to patients and caregivers throughout the cancer journey **without requiring per-user licensing or complex participation tracking.**

The Second Trail is a facilitated survivorship support and skills-development program that helps cancer patients, survivors, and caregivers implement healthy lifestyle practices and self-management skills through coach-facilitated peer support, live virtual gatherings, and guided practices within a supportive online community environment.

Survivorship Support Flow

Patients enter the cancer journey continuously throughout the year. Institutional sponsorship supports individuals and their caregivers as they move through the critical period from diagnosis through the transition into survivorship.

Diagnosis → Treatment → Transition → 1 Year Post-Treatment Support

The Second Trail Survivorship Support Environment

Patients and caregivers may engage with the program at any point along this journey and develop self-management skills and supportive practices that strengthen long-term health and wellbeing.

Pilot Sponsorship

Pilot partnerships allow institutions to introduce The Second Trail to patients and caregivers while evaluating the program's role within their survivorship support strategy.

Pilot sponsorship includes:

- participation access for eligible patients and caregivers
- coach-facilitated peer community engagement
- live survivorship support gatherings
- guided practices and self-management skill development
- institutional engagement insights and participation reporting

Pilot Duration	Sponsorship Fee
----------------	-----------------

6-month pilot	\$30,000
---------------	----------

12-month pilot	\$60,000
----------------	----------

Pilot structures may be adapted based on institutional evaluation priorities.

Flow-Based Survivorship Sponsorship

Following the pilot phase, institutions may sponsor ongoing access through an annual survivorship sponsorship aligned with the cancer center's **annual new-patient volume (annual cancer patient flow)**.

This model reflects the reality of survivorship care, where individuals continuously enter and move through the cancer journey over time.

Because access is sponsored at the population level, institutions do not need to track individual participation fees.

Annual Sponsorship Structure

Annual New Cancer Patients	Annual Sponsorship Fee	Effective Price per Patient	Approximate Total People Supported*
Up to 500	\$150,000	\$300	650 – 900
501 – 1,000	\$240,000	\$240	1,300 – 1,800
1,001 – 2,000	\$420,000	\$210	2,600 – 3,600
2,001 – 3,500	\$630,000	\$180	4,500 – 6,000

Annual New Cancer Patients	Annual Sponsorship Fee	Effective Price per Patient	Approximate Total People Supported*
3,501 – 5,000	\$800,000	\$160	7,000 – 9,000
5,001+	\$900,000	\$150	10,000+

*Estimated total population supported reflects both patients and invited caregivers participating in the program.

Actual sponsorship levels may be refined collaboratively based on institutional population and partnership scope.

Annual Cohort Sponsorship

Each year's sponsorship supports **a new cohort of patients and caregivers entering the cancer journey during that year.**

Participants are supported from **diagnosis through one year following completion of first treatment.**

As new patients enter the cancer center each year, the sponsorship supports a new group of individuals navigating this period.

This structure allows institutions to provide continuity of survivorship support while maintaining predictable annual sponsorship levels.

Caregiver Participation

Institutional sponsorship includes access for caregivers invited by participating patients/survivors.

Caregivers may join the program through invitations extended by enrolled survivors, allowing family members and support partners to participate in survivorship support experiences.

Caregiver participation is included **at no additional cost to the institution.**

Supporting caregivers strengthens survivorship outcomes and reduces the need for separate caregiver programming within the cancer center.

Administrative Simplicity

The institutional sponsorship model minimizes administrative burden for cancer centers.

Because participation access is sponsored at the population level:

- institutions do not need to track individual user licenses
- patients and caregivers may participate according to their needs
- participation naturally reflects patient flow through the cancer center

Continuity of Survivorship Support

The Second Trail provides a structured survivorship support environment where patients and caregivers can develop self-management skills, connect with peers, and implement healthy lifestyle practices that support long-term wellbeing.

Through peer community engagement, live virtual experiences, and guided practices, the program helps participants translate survivorship guidance into sustainable daily life.

Institutional sponsorship allows cancer centers to extend survivorship support beyond clinical encounters while maintaining a patient-centered and low-burden implementation model.