



Reshaping Cancer Care

The impact of
integrative oncology

Transforming cancer care

1 in 3 people

will be diagnosed with cancer during their lifetime.¹

At the same time, over the past two decades, groundbreaking medical innovations have led to significant improvements in cancer survival rates.^{2,3}

Beyond survival, enhancing patient outcome and experience has become central to hospital strategies. Cancer care teams are increasingly turning to strategies aimed at enhancing both clinical results and quality of life.



70%

is the increasing **5-year survival rate** today.
This progress drives hospitals to prioritize patient quality of life.⁴

1. WHO-International Agency for Research on Cancer, 2020.

2. Sung H, Ferlay J, Siegel RL, et al: Global Cancer Statistics 2020: GLOBOCAN estimates of incidence and mortality worldwide for 36 cancers in 185 countries. CA Cancer J Clin 71:209-249, 2021

3. Bluethmann SM, Mariotto AB, Rowland JH: Anticipating the "Silver Tsunami": Prevalence trajectories and comorbidity burden among older cancer survivors in the United States. Cancer Epidemiol Biomarkers Prev 25:1029-1036, 2016

4. Siegel RL, Miller KD, Fuchs HE, et al: Cancer Statistics, 2021. CA Cancer J Clin 71:7-33, 2021

What is integrative oncology?

Advances in cancer care have created new needs that go beyond conventional medicine, emphasizing the growing importance of integrative oncology.

Comprehensive care for better patient outcomes

Integrative oncology combines conventional treatments with complementary therapies. It addresses not only the disease but also the physical, emotional, spiritual, and social dimensions of health.

Improving patient involvement

This approach encourages a strong patient-practitioner relationship, fostering trust and leading patients to take an active role in treatment.

Clinically proven benefits

Evidence shows that integrative approaches improve clinical outcomes, reduce treatment-related side effects, and enhance the overall quality of life for cancer patients.



A widely accepted consensus definition⁵

“Integrative oncology is a patient-centered, evidence-informed field of cancer care that utilizes mind and body practices, natural products, and/or lifestyle modifications from different traditions alongside conventional cancer treatments.”

Conventional care **centered on the disease**



Complementary care **centered on the individual**

5. Dy GK, Bekele L, Hanson LJ, et al. Complementary and alternative medicine use by patients enrolled onto phase I clinical trials. J Clin Oncol. 2004;22(23):4810-4815.

>50%

of cancer patients report **diminished quality of life** due to symptoms not addressed by conventional treatments.



Redefining standard of care⁶

A personalized approach to patient care

Integrative oncology tailors its approach to meet each patient's unique needs, providing personalized support for physical, emotional, and mental well-being.

Integrative oncology in official cancer guidelines

Major organizations in the US and EU, such as the American Society of Clinical Oncology (ASCO), are increasingly recognizing the value of complementary therapies, leading to their progressive inclusion in cancer care guidelines.

How integrative oncology benefits patients

Growing evidence highlights the important role of integrative oncology in managing side effects, enhancing treatment tolerance, and accelerating recovery and rehabilitation.

The common symptoms managed by integrative oncology include⁷:

- pain,
- anxiety,
- depression,
- fatigue,
- nausea
- arthralgia,
- sleep disturbances,
- cognitive dysfunction,
- hot flashes.

6. Lopez, G., et al. . Integrative medicine in oncology: redefining the standard of care. Nat Rev Cancer (2024)

7. Lopez, Gabriel, et. al. (2023) Integrative Oncology Clinical Handbook. The University of Texas, MD Anderson Cancer Center.



Overview of the evidence⁸

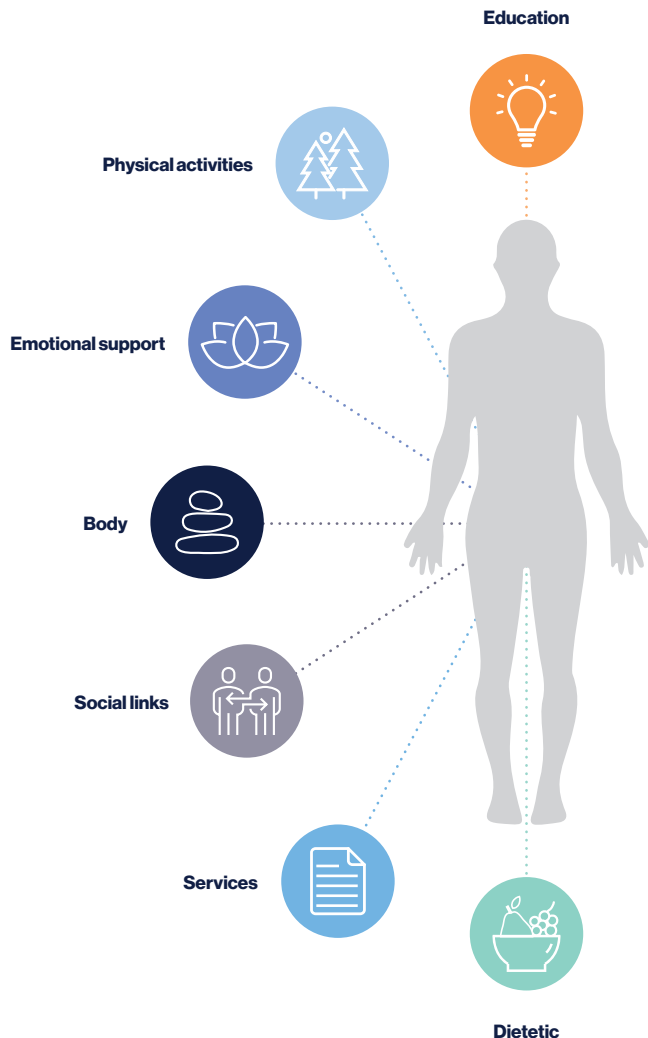
A recent study provides systematic reviews that assess the effects of complementary therapies on physical, psychological, and general patient-reported health outcomes in patients with cancer.

The results suggest that complementary therapies can alleviate symptoms or side effects in cancer patients undergoing treatment.

The meta-analyses highlight the **effectiveness of various integrative therapies, particularly acupuncture for pain relief, yoga for reducing fatigue and music for alleviating anxiety.**

8. Mentink M, Verbeek D, Noordman J, Timmer-Bonte A, von Rosenstiel I, van Dulmen S. The Effects of Complementary Therapies on Patient-Reported Outcomes: An Overview of Recent Systematic Reviews in Oncology. *Cancers (Basel)*. 2023 Sep 11;15(18):4513. doi: 10.3390/cancers15184513.

Expanding comprehensive cancer care centers



A strategic priority for better outcomes

Beyond survival, improving patient quality of life is now a core hospital strategy.

However, despite proven benefits, complementary and supportive care services remain limited due to resource constraints.

Expanding access requires greater adoption by oncologists, robust clinical evidence, and consistent financial coverage.

Establishing a comprehensive cancer center near the hospital, under the guidance of the oncology department, could be key to achieving these goals.

*"As a physician at UMCG, I see tremendous value in having a comprehensive care center located nearby. It offers essential, complementary support to our medical treatments, providing significant value to patients from diagnosis, throughout their treatment, and beyond. This center addresses diverse emotional and practical needs, enhancing the care we provide in the hospital. **Ideally, every oncology center should have such a facility to ensure comprehensive care for all cancer patients.**"*



Pr. Johannes A. Langendijk
Chair of the department of radiation oncology
University Medical Centre Groningen, the Netherlands



A space addressing all patient needs

Oncia Community helps you set up your sustainable comprehensive care center near your hospital.

This unique facility, located near but intentionally separate from the hospital environment, enhances the patient experience by offering:

- a warm and cocooning environment,
- evidence-based activities addressing physical, mental, and social needs (yoga, massage, acupuncture, physical activities, nutrition...),
- activities in groups, individually, or online,
- a multidisciplinary team of health professionals, and assisted by volunteers,
- free access for patients and their families during and after treatment.



Creating the ideal healing environment

The iconic architecture, peaceful landscape, curated interior design, and inspiring artwork contribute significantly to the overall care experience.

Oncia Community partners with renowned experts and architects to design supportive cancer care centers that place patient well-being at the heart of every detail, with an emphasis on beauty.

Innovating for excellence



Transforming patient experience

A comprehensive care center creates a positive and lasting impact, enhancing both patient satisfaction and your hospital's reputation.

Giving your patients a unique experience

Complementary care in a welcoming environment significantly improves patient satisfaction, attracts new patients and builds lasting loyalty.

Elevating your center

Clinical excellence combined with cutting-edge architecture boosts visibility and positions your hospital as a leader in cancer care.

Shaping your future

Adopting a comprehensive care model unlocks new opportunities for research, team development, and innovation, keeping your institution at the forefront of cancer care.

Expand complementary services with confidence

- **Our global community of partners** provides valuable insight in research, clinical practices, and training.
- **Our tailored solutions** help hospitals design programs that address local needs and specific goals.
- **Our sustainable proven model** ensures seamless implementation and benefits over 2,000 patients annually.



Start and grow easily

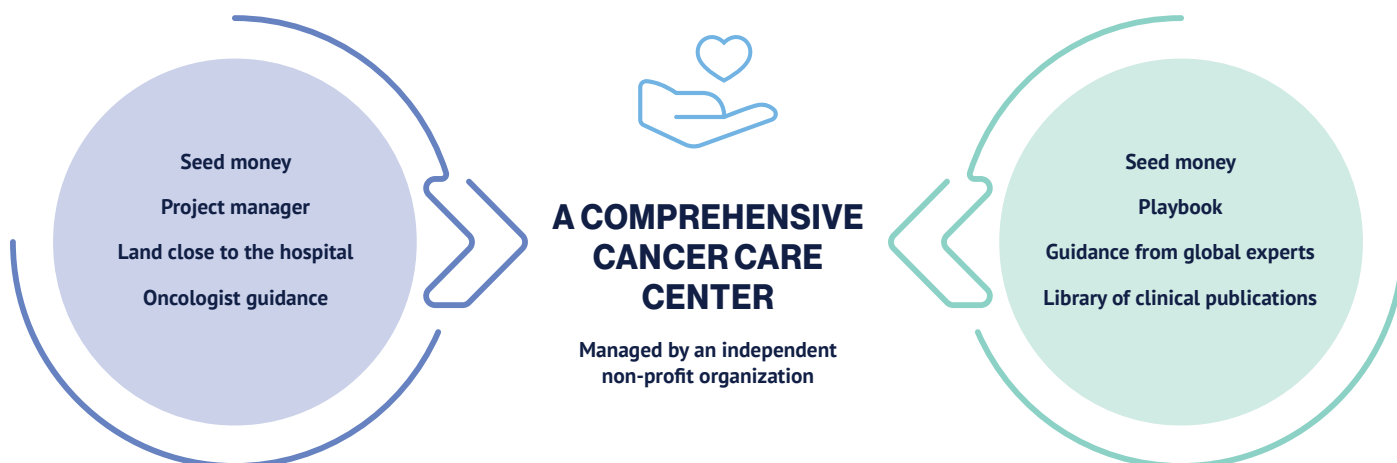
Together, we can build a comprehensive cancer care center, managed by a non-profit organization.

Oncia Community contributes to:

- **Joint investment to kick off the project**
Providing seed funding for the feasibility study and the initial fundraising campaign,
- **Playbook for success**
Offering a step-by-step manual to inspire and support you from creation to operation,
- **Benefit from global expertise**
Granting access to guidance from experts and to a global library of clinical publications in integrative oncology.

Hospital/Oncology Center Department

Oncia Community



*"One day, I walked through the door of a comprehensive cancer care center and felt surrounded by a team that responded to all my needs, relieving both my physical pain and moral distress. This human experience was invaluable, and **I am convinced that such an approach plays an essential role in the healing process.** Unfortunately, integrative oncology remains largely unknown and underutilized. That's why I am so passionately devoted to this foundation."*



Francoise Vamecq
Co-Founder and CEO
Oncia Community



A robust international program

At Oncia Community, we promote integrative oncology by supporting the development of comprehensive cancer care centers in collaboration with leading hospitals.

We believe every patient should benefit from human-centered, comprehensive care throughout their cancer journey.



Raising awareness of integrative oncology and its positive evidence-based health outcomes.



Supporting the global growth of comprehensive care centers for cancer patients and their loved ones.

Our ambition is **to have a positive impact** on over
10,000 new cancer patients by 2030
through supporting the creation of
comprehensive care centers worldwide.



TOGETHER,
we can **make a significant
difference** in the lives
of cancer patients and
their families.

Join the transformative journey **to elevate
cancer care** with Oncia Community.

By **partnering with us**, you will become part of
a community dedicated to providing comprehensive
and compassionate care.

Be a pioneer in integrative oncology

Oncia Community supports best-in-class hospitals
in enhancing patient quality of life
through the development of cutting-edge comprehensive cancer care centers.



ONCIA
COMMUNITY

Oncia Community is a non-profit foundation endorsed by IBA and its partners.
Fully integrated into IBA's societal engagement program, Oncia Community
contributes to the mission of IBA to elevate cancer patient care.



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*Discover more about
Oncia Community*

