



Joan L. Kidd MD

Fight For Life Continuum

Launch Date Announced at Orlando Museum of Art

Orlando, Florida. June 1, 2016

The Joan L. Kidd Fight for Life Continuum, LLC is pleased to announce that the official launch will be Friday, **July 1, 2016**. The launch event will be held at the Orlando Museum of Art from 6:30 pm to 9 pm. The project was inspired by Dr. Joan L. Kidd and her experience together with her husband in their battle with Ovarian Cancer. This project will address the significant issues of the lapse of care in battling terminal illness and its complications, with the first focus being on Ovarian and other related Gynecologic cancers. The goal of the Continuum is to insure that the lives of women battling ovarian cancer may be extended with a quality of life acceptable to each individual patient, and that all options for treatment are made available. In the future, the Continuum will turn its attention to other life threatening cancers.

Dr. Kidd survived and continued to enjoy life for as much as eighteen months longer than she or her doctors expected. The difference was her husband fighting alongside her in every step of the journey while making sure she received the care and procedures she desperately needed. Not only did she survive longer, but she survived with an acceptable quality of life until near the end. Her husband was able to engage in the battle with her because of resources available to them, and because they were not intimidated by the medical system. Most people do not have those things at their disposal. Patients and caregivers are intimidated by the medical system complexity, insurance companies or health plans, the physical environment, and doctors and medical personnel because the process itself represents the "unknown." Very rarely do caregivers push the envelope by questioning what is being done and why, or what more can be done with the end goal being extension of life with quality. Unfortunately, many patients and their caregivers are not given all of the treatment options, and in many cases their lives end sooner than they should.

It became very clear during the fight for Joan's life, that her doctors deemed her a "treatment failure." In other words, ovarian cancer was going to eventually terminate her life, so the position that was taken by several involved in her treatment was to make no further effort on her behalf. It was critical that someone was watching over her care at every stage to make sure **all** of the available options were on the table. As a direct result, her life was extended, and she, as well as those that loved her, benefited.

The Joan L. Kidd MD Fight For Life Continuum is a "boots on the ground, front-line of the battle" effort, rather than a think tank process trying to change a medical system that is resistant

to change. The Continuum is a pool of physicians in all disciplines (nurses, NPs, PAs, physical therapists, psychologists, and lawyers) who will review a patient's plan of care at all times for patients' families or care givers (initially for ovarian cancer patients) and develop recommendations and options for the caregiver and patient to consider and act upon. Currently, there are almost 1000 physicians in the Continuum, including 104 Oncologists and 60 Radiologists.

This aggressive approach is currently nonexistent. In Joan's case, she initially received the standard treatment protocol. When her cancer relapsed, her doctors essentially gave up on her. But they kept fighting, and she was able to enjoy her life longer than her prognosis.

The mission of the Fight for Life Continuum will be to maximize the extension of life with quality for patients, as determined by the patient and the patient's care givers. Currently, patients receive standard treatment protocol, then palliative care (sometimes), then hospice. There is so much being missed between standard treatment protocol and hospice that can be done that may result in life extension with quality. This is where this project will begin to make a long term change in how patients with ovarian cancer, and eventually other cancers, are treated between the time of the standard treatment protocol and the time the patient goes to hospice.

Our medical pool will not interact with the patient or their medical team except as may be requested, but with the caregiver and/or families of the patient. We will review the plan of care, op notes, hospital visits, CT scans, procedures, etc. every step of the way, make recommendations and **provide all available options** to the caregiver or patient's family, so they can review and decide, at their discretion, the necessary steps to take in order to make sure their loved one gets the care that may result in an extension of quality life. This will be some of the most important work that could ever be done: The extension of life for women that would otherwise pass away earlier than they should, thereby missing important moments in the lives of their families and friends that should never be missed. And in the process, the patients and care givers and families that pursue this course of action will eventually effect change to a medical system resistant to change.

In addition to the "hands on" consult approach for caregivers, the Fight for Life Continuum will provide caregivers and patients with portal access to comprehensive information on tumor tissue storing services, immunotherapy vaccine development, immunotherapy drug research, all available clinical trials, advanced genomic testing for targeted therapies, alternative cancer treatment programs, physical therapy programs, nutritional information, and real time information on new developments in treatments. This portal would be included in the client relationship with the caregiver, but it can also be accessed by anyone in the public at any time without becoming a caregiver client by becoming a member of the Continuum.

Dr. Joan L. Kidd, as a Physician, made a difference in the lives of many patients she treated over her lifetime. Now she is the impetus and inspiration for a project that will continue making a significant difference in the lives of patients for many years to come, and the Continuum bears her name and her legacy.

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