

# The Gift of Help

PAID PROMOTIONAL FEATURE

For people living with cancer, the most priceless gifts can be those that aren't bought. Paying attention to someone's specific needs is just as important.

**1. Being there.** This can include helping with household tasks (like cooking, cleaning, yard work, etc.), accompanying someone to a medical appointment or test, providing transportation, or just holding their hand.

**2. Staying in touch.** Phone calls, emails, snail mail, and texting can help people overcome isolation. Make note of any preferences they may have. Someone with head and neck cancer may prefer writing to talking. Someone getting chemo might want to rest now and get together later. Follow their lead.

**3. Supporting together.** Friends and family can form a support community, sharing a calendar for rotating tasks.

**4. Listening.** Clinical psychologist Susan Silk developed her Ring Theory when she was being treated for breast cancer. Her diagram places the person in crisis in the bullseye of concentric circles. The next ring out holds people closest to that person, like family members. The ring farther out could hold friends; the ring still farther out could hold coworkers, etc. Silk writes, "When you are talking to a person in a ring smaller than yours, someone closer to the center of the crisis, the goal is to help." If you need to complain, she says, complain to someone in a ring outside the one you are in.



## Making a Difference



At RBOI we strive to make a positive difference in people's lives. Meet two members of our amazing team!

**Lenore Gallico, Office Manager:** "I believe what makes RBOI so special is not only the excellent care we provide, but the heart with which we do it. Over my 25 years here, I've had the privilege of witnessing countless moments of kindness. I've watched patients offer support to someone who may be sitting alone, and I've seen one bring flowers and give a heartfelt hug to brighten another's day. Healing is not just about medicine, but about connection, love, and hope. Being able to contribute to that environment is one of the greatest blessings of my career. RBOI has become more than a workplace for me—it feels like family. I carry with me a deep sense of gratitude for the patients who inspire us, the colleagues who support us, and the mission that unites us."

Call us to learn more about our support services.

**Amy Roberts, LCSW:** "I used to sometimes pop in the office as a high school student when my mom worked here. Today, I am employed with RBOI as an oncology social worker. My work helping others navigate the mental health aspects of cancer and the aftermath of treatment is rewarding. During treatments, I assist with practical needs like housing, transportation, insurance barriers, social supports, family needs and more. Once treatment ends, people often feel lost. We provide groups, book clubs, and advocacy events. I chair the Cancer Alliance, which works to overcome gaps and barriers to care locally. At RBOI, coworkers, and community partners genuinely want to help patients first and foremost. Our patients are courageous and inspiring. I believe this cancer center provides a meaningful and positive impact and I get to hear that from our patients and families almost daily."

### by the numbers

**9%**

Increase in hospitalizations among cancer patients who said their needs were not being met, compared with those who said they were

**Almost 2x**

Mortality risk related to loneliness among cancer survivors over age 50

**85%**

Caregivers of cancer patients who say they are focused on maintaining their loved one's quality of life as much as possible

RBOI's support services are available to the community free of charge, from before diagnosis through treatment and afterward, regardless of where you are being treated. Give us a call.



### Patient-centered radiation oncology close to home

The Villages 352.259.2200

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Timber Ridge 352.861.2400

Inverness 352.726.3400

Lecanto 352.527.0106

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