Chimera Legacy Foundation

Our Strategy

January 2023

Contents

Acknowledgement

Chimera Legacy Foundation was founded by Leukaemia, Bone Marrow Transplant, Graft versus host disease (GVHD) and Double Lung Transplant survivor Damien Thompson. Damien's vision is to improve each patient's experience throughout each step of their healthcare journey.

Chimera Legacy Foundation was formed in 2018 and an Australian Registered Charity under ASIC and ACNC.

We would like to thank the many organisations and individuals who have provided input into the development of Our Strategy.

We acknowledge the Traditional Owners of Country throughout Australia and recognise the continuing connection to lands, waters, and communities. We pay our respect to Aboriginal and Torres Strait Islander cultures, and to Elders both past and present.

Diagrams and photos are used with permission and quotes are from real people.

A/Prof Dylan Flaws Clinical Psychologist at RBWH

"Nobody likes to lose control, especially of their body. Being sick and in hospital involves a considerable loss of control.

The patient is dependent on healthcare staff for their health, recovery, and wellbeing, but some are even dependent on staff for basic needs such as personal cares highlights the importance of taking time away from this environment without the constant "grind" of worry, pain and frustrated ambitions.

Technological solutions like Chimera allow us to give some control back to patients around their experience while in hospital"

Dr Glen Kennedy Executive Director, Cancer Care Services, RBWH at Metro North Hospital and Health Service

"A cancer diagnosis frequently had a devastating impact on individuals and their families in terms of work, finances, relationships and education.

This is especially true for adolescents and young adults. Given the significant distress that can accompany cancer treatment, and the importance of supporting patients to achieve best health outcomes, innovative approaches to care are required that ameliorate the burden of treatment.

VR technology is an important innovation that can enable patients to access better education, support and care in a realistic and real-time environment."

> "
> I am writing to **provide my endorsement and support** for the VR Aid program proposed by Chimera Legacy Foundation to be piloted at Royal Brisbane and Women's Hospital within the Youth Cancer Service.
>
> VR applications have a prominent role to play in **supporting young people to cope with painful side-effects,** distract them from the mundane routine of hospital, help combat boredom and isolation and **reduce anxiety and depression**...increase heath literacy, provide evidence-based education and... **increase quality of life.**
> "

Senior Social Worker - Youth Cancer Service
Royal Brisbane and Women's Hospital

Chimera Legacy Foundation

Partnerships

Chimera Legacy Foundation partners with a diverse range of stakeholder groups including patients from the transplant and cancer community, non-for-profit organisations, hospitals, healthcare providers, small businesses, corporates, and people from the medical profession. Please support our partners.

Our Partnership Model

Chimera acts as a fundraising arm for hospital foundations by providing a media platform to;

- Appeal to their donor base in support of VR program growth & sustainability
- Generate a new donor audience by engaging with the next generation.
- Increase fundraising opportunities with new patient centric innovation programs.

Foreword

Chimera Legacy Foundation was founded by Leukaemia, Bone Marrow Transplant, Graft versus host disease (GVHD) and Double Lung Transplant survivor Damien Thompson. Damien's vision is to improve each patient's experience throughout each step of their healthcare journey.
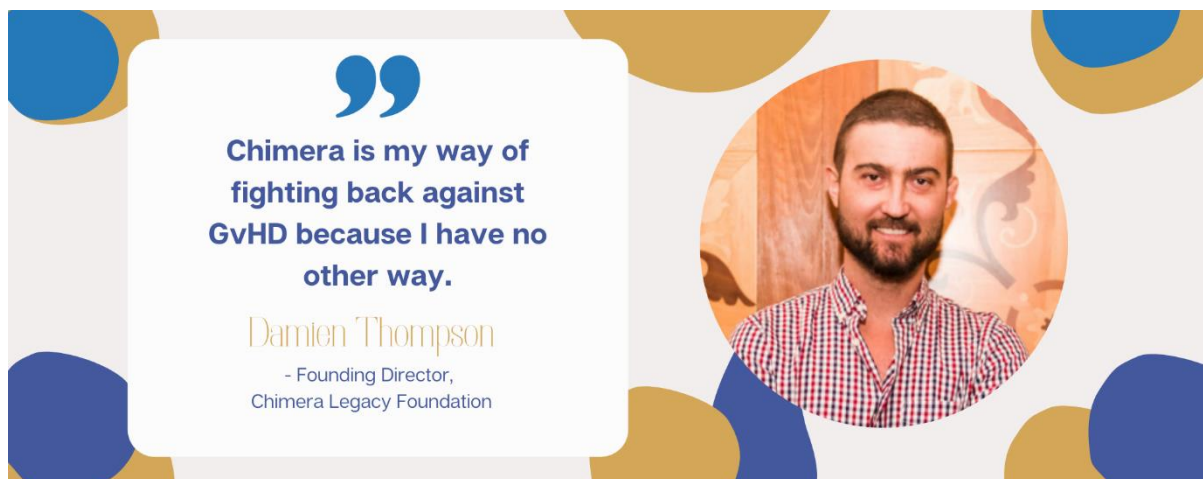
We have come long way helping patients on their healthcare journey introducing new initiatives, like our VR Program, and launching programs to:

- Provide access to new technology care services.
- Educate healthcare professionals in new technology approaches to patient centred care.
- Train and equip healthcare professionals in the delivery of new healthcare technology.
- Conduct new research into healthcare technology.
- Review and refine care service models as directed by patient data.
- Partner with credible healthcare organisations.
- Establish joint venture partnerships.
- Package sponsorship deals supporting the patient journey.
- Design and implement new patient data driven care services.
- Equip hospitals with patient healthcare technologies.
- Personalise new approaches to healthcare.
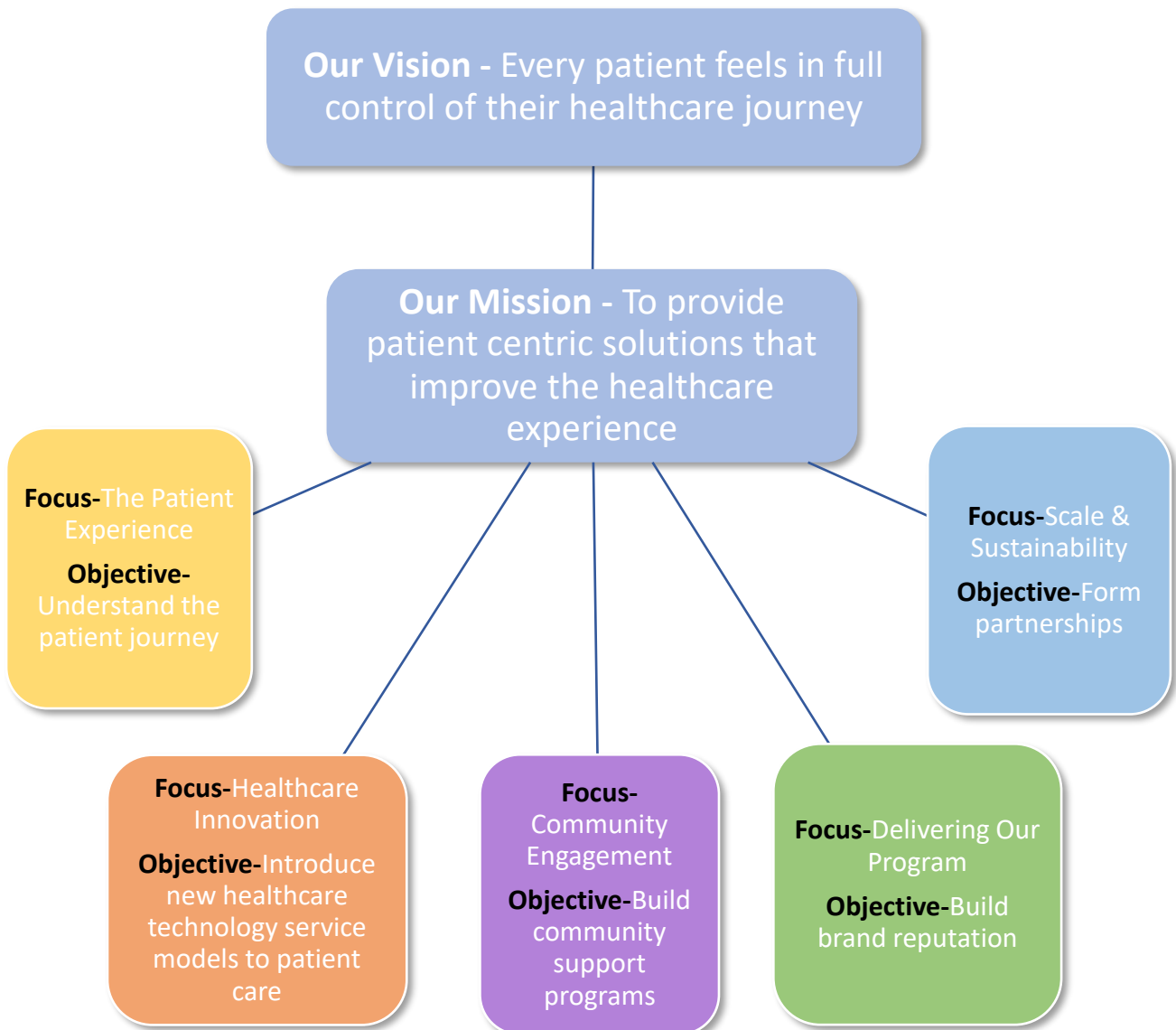
Damian Thompson – Founding Director

Executive Summary

Chimera exists to empower patients facing lifesaving treatment on their healthcare journey. We know how important being in control is – our programs are designed to reduce the stress and anxiety at each stage of the patient journey.

Our Vision, Mission and Objectives set the overall direction for

True North - Chimera seeks to equip 50 hospitals with patient centric Virtual Reality programs over the next 5 years with a goal to improve the hospital experience for over 1000 inpatients.

Our Vision - Every patient feels in full control of their healthcare journey

Our Mission - To provide patient centric solutions that improve the healthcare experience

Focus-The Patient Experience

Objective-Understand the patient journey

Focus-Scale & Sustainability

Objective-Form partnerships

Focus-Healthcare Innovation

Objective-Introduce new healthcare technology service models to patient care

Focus-Community Engagement

Objective-Build community support programs

Focus-Delivering Our Program

Objective-Build brand reputation

Our strategy sets the scope for individual actions and shows how our objectives will be achived. Our Key Performance Indicators set the mesurement basis to monitor the success in achiving objectives.

Objectives and Strategies

Objective 1- Understand the patient journey	Objective 2- Introduce new healthcare technology service models to patient care	Objective 3- Build community support programs	Objective 4- Build brand reputation	Objective 5- Form partnerships
Strategy 1.1- Collaborate with patient networks	Strategy 2.1- Workshop new technology solutions	Strategy 3.1- Educate through community organisations	Strategy 4.1- Align with Medical Professionals	Strategy 5.1- Align with hospital foundations for support
Strategy 1.2-- Form patient support groups	Strategy 2.2- Codesign new technology pathways with patients	Strategy 3.2- Promote brand awareness through media channels	Strategy 4.2- Conduct research	Strategy 5.2- Seek sponsorships from business
Strategy 1.3 - Build a community of stakeholders	Strategy 2.3- Develop patient centric healthcare service models	Strategy 3.3- Initiate fundraising events	Strategy 4.3- Obtain program support amongst healthcare providers	Strategy 5.3- Form partnerships with academia groups

Key Performance Indicators (KPIs)

KPI 1.1 - Identifying the unmet needs	KPI 2.1 - Developing a patient user base	KPI 3.1- Elevating our brand KPI 3.2- Obtaining funding	KPI 4.1- Trialling programs in hospitals	KPI 4.2- Resourcing new Chimera programs

Australian Context Today

Within healthcare across Australia and Globally, there are many areas which fall short of patients expectations resulting in psychological impacts.

Integrated multidisciplinary care
Key findings

Respondents commented that specialist cancer nurses had played a critical role – acting as their 'navigators' and helping them adapt all aspects of their lives to cancer – both during and after treatment

Nearly a quarter of respondents (24%) felt that support from allied health professionals (dieticians, physiotherapists etc.) was not always available.
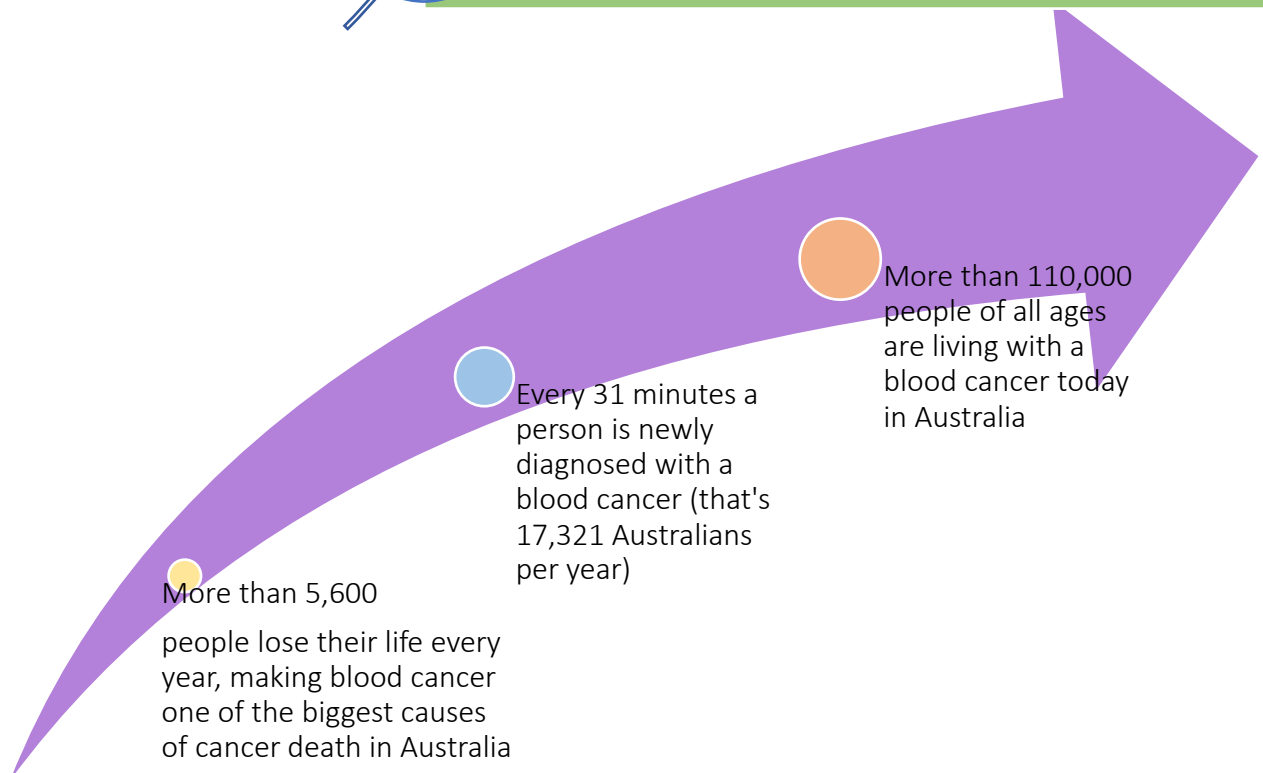
Respondents wanted more information about what they could do to support their treatment and recovery in terms of diet, exercise and complementary therapies.
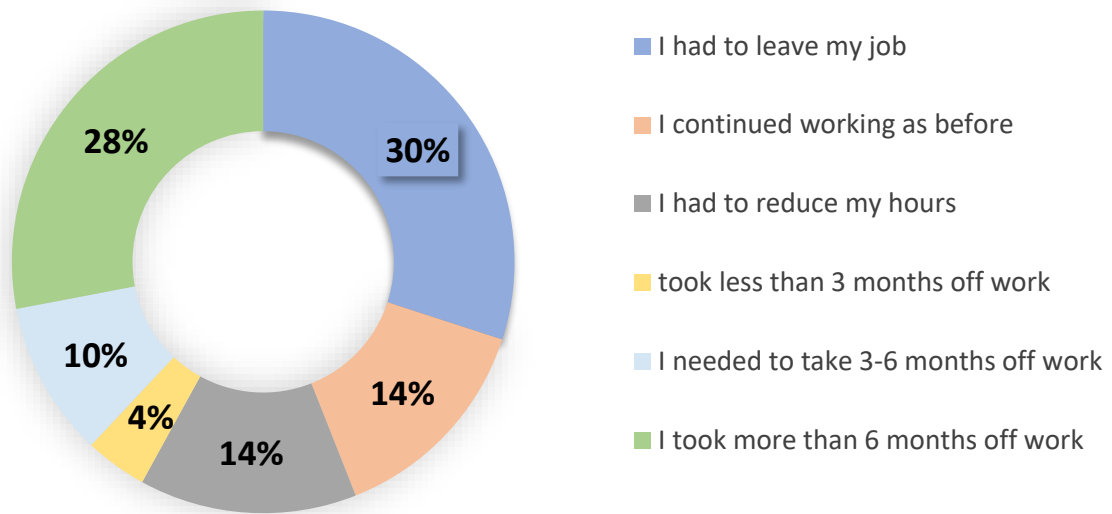
69% of respondents said they needed psychological support during or after their cancer care. However, of these, 34% said it was not available

Many respondents expressed concern for the impact their cancer had on their families, and wanted psychological support for them as well.

More than 110,000 people of all ages are living with a blood cancer today in Australia

Every 31 minutes a person is newly diagnosed with a blood cancer (that's 17,321 Australians per year)

More than 5,600 people lose their life every year, making blood cancer one of the biggest causes of cancer death in Australia

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Survivors may face side effects and late effects impacting ability to return to work and take part in social activities

30% — I had to leave my job

14% — I continued working as before

14% — I had to reduce my hours

4% — took less than 3 months off work

10% — I needed to take 3-6 months off work

28% — I took more than 6 months off work

Information, support, and shared decision-making

Key findings

Respondents reported that too much information being given at once was sometimes overwhelming, and they would have preferred to receive relevant information at appropriate points along the entire care pathway.

Almost half of respondents (47%) did not feel sufficiently involved in deciding which treatment option was best for them.

Nearly two in five respondents (39%) felt they had inadequate support to dealwith ongoing symptoms and side effects.

Close to a third of respondents (31%) felt that they lacked adequate supportfor dealing with pain.

More than a third of respondents (35%) felt inadequately informed about how to recognise whether their cancer might be returning or getting worse.

41% of respondents were not given information at the hospital about availablepeer-support groups

Gaps in information and support were more prevalent among people with more advanced cancers.

Source: Surveys done by All.Can, Report done by Australian Institute of Health and Welfare in 2020 and State of the Nation: Blood Cancer in Australia report 2019
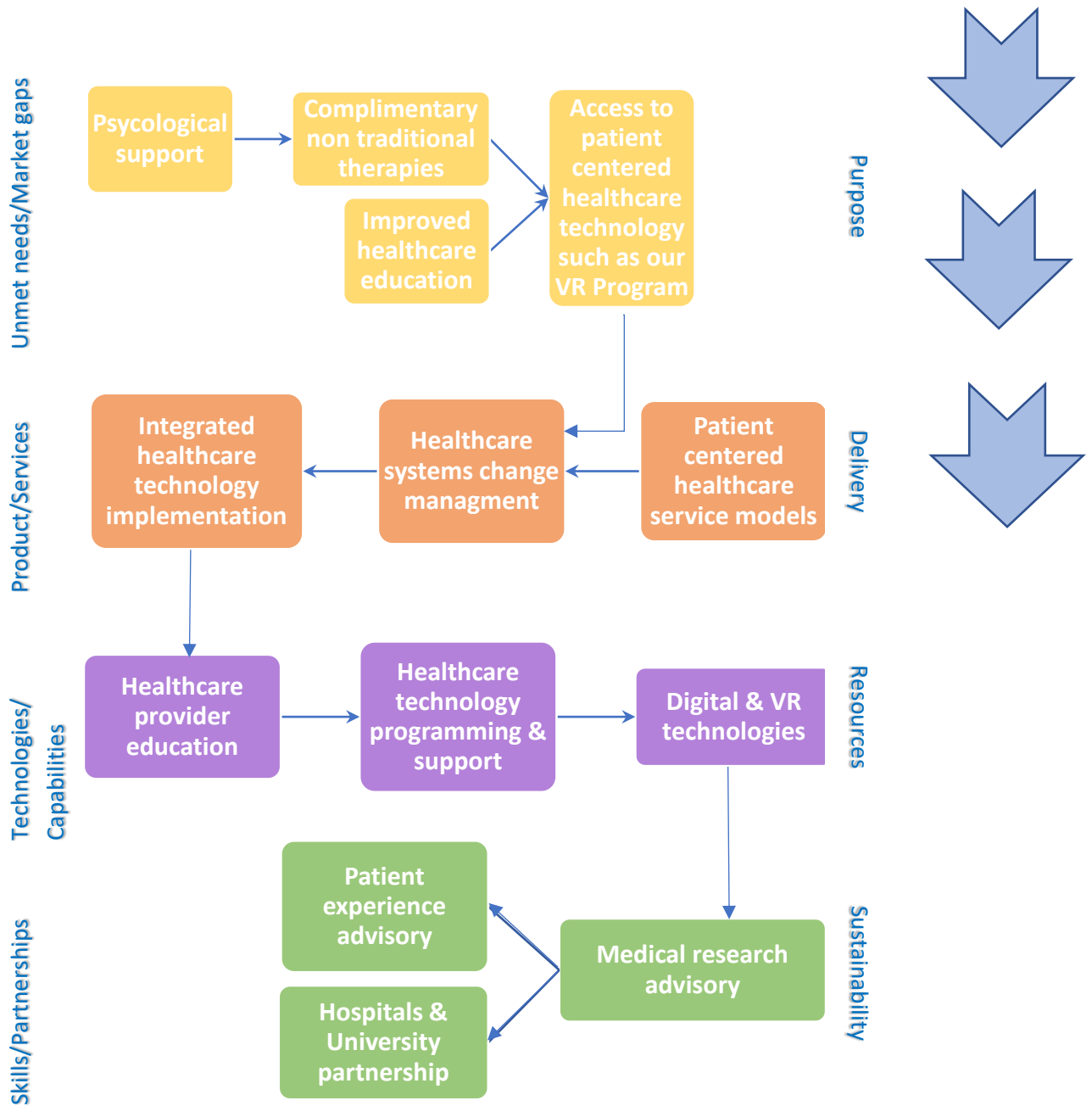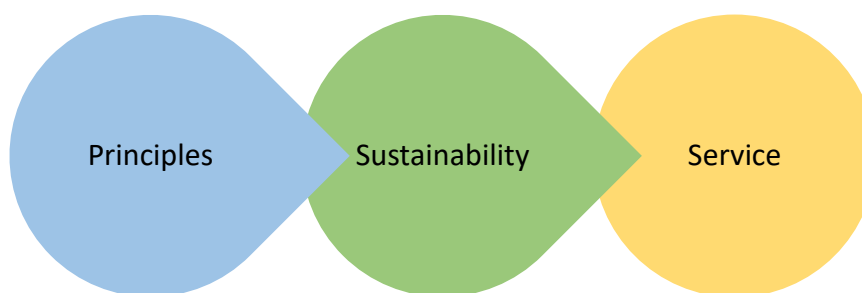
Road Map

Our Rod Map shows the approach and sequence of our actions to support strategies and achieve objectives.

Action Plan

Our detailed action plan identified each action that we will conduct individually or through programs to support strategies to achieve objectives. These actions are backed with identification of resource allocation and responsibilities to be specific as to how and when these will be done by whom.

Our Action Plan has identified with three pillars.

Action	Focus	Consideration	Key Performance Indicators
Patient centred care Providing value to the patient according to their direct needs Provide access to new technology care service models to/for;	Individual Level	- receive access to new healthcare technology - participate in new patient centric programs	Adopt new patient centred healthcare technology for their patients
	Service Level	- ensure the delivery of new patient centric programs to patients	
	Operational Level	- provide technology support and services	
Multidisciplinary care by health professionals Generating transformational change management for new technology implementation with healthcare workers	Individual Level	- ensure healthcare providers are equip with the knowledge to use new healthcare technology	Implement new patient centred care service delivery models
	Service Level	- ensure new healthcare technology education is provided to	

| Action	Focus	Consideration	Key Performance Indicators
Educate healthcare professionals in new technology approaches to patient centred care to/for;		healthcare professionals on a routine basis	
	Operational Level	- facilitate educational resources to healthcare providers	
Integrated care using new technology Providing training and support to a range of healthcare disciplines to upskill their ability to provide new technology care Train and equip healthcare professionals in the delivery of new healthcare technology to/for.	Individual Level	- ensure healthcare providers have confidence in delivering new healthcare technology to their patients	
	Service Level	- ensure healthcare providers are familiar with program guidelines to deliver new healthcare technology	
	Operational Level	- resource training services available to healthcare provider groups	
New research and trials Supporting new research into technology driven patient centred care service models Conduct new research into healthcare technology to/for;	Individual Level	- ensure patients are provided with the option to participate in new trials	Develop new systems approaches to patient centred healthcare
	Service Level	- coordinate patient participation for new trials	
	Operational Level	- managing ethical process for data collection	
Data driven improvement	Individual Level	- ensure patient satisfaction	Impact a diverse audience across all ages, cultures, genders, conditions

Action	Focus	Consideration	Key Performance Indicators
Guided by patient data to improve on new approaches to care	Service Level	- ensure effectiveness of program delivery	
	Operational Level	- deliver structural change management solutions	
Review and refine care service models as directed by patient data to/for;			
Collaborations and partnerships	Individual Level	- generate new fundraising opportunities	Embed new patient centric service models into routine care
In collaboration with hospitals and healthcare professionals to support and resource programs	Service Level	- develop marketing and promotional campaigns	
	Operational Level	- supply branding tools and materials	
Partner with credible healthcare organisations to/for;			

Action	Focus	Consideration	Key Performance Indicators
Partnerships	Business/corporate	- provide share value fundraising opportunities	Increase brand awareness
Attract for purpose partnerships to contribute toward programs	Academia		
	Community	- ensure involvement in community fundraising and volunteer programs	Increase fundraising activities
Establish joint venture partnerships to/for;			
Memberships	Business/corporate	- ensure communication of activities to stakeholders	Energise donor base
Engage with outside stakeholders in support of new activities	Academia	- ensure practical experience	Increase volunteer community

Action	Focus	Consideration	Key Performance Indicators
Sign individual members to Chimera community to/for;		opportunities provided	
	Community	- ensure opportunities to participate in volunteering	Increase volunteer community
Sponsorships Package program sponsorships for goal orientated donations Package sponsorship deals supporting the patient journey to/for;	Business/corporate	- ensure employee engagement	Establish workplace giving programs
	Academia	- ensure university volunteer engagement	Initiate patient mentor programs
	Community	- ensure community support through program relatability	Champion regional fundraising programs

Action	Focus	Consideration	Key Performance Indicators
Strategic healthcare transformation Improving patient care models with medical research and advisory Design and implement new patient data driven care services	The patient	-ensure patient access for trials of new care services	Develop new patient centric care services
	The healthcare provider	-ensure new care service frameworks are provided	Adopt new models of care into routine care
	The hospital	-ensure change management consultation to guide new care models	Embed new patient care services
Digital healthcare innovation Servicing for new healthcare technologies implementation Equip hospitals with patient centred healthcare technologies	The patient	-ensure access to new technology care services	Delivering new healthcare technology to patients
	The healthcare provider	-ensure technological capability to facilitate care	Managing new healthcare technology services
	The hospital	-ensure the capacity to resource new healthcare technologies	Servicing new technology healthcare programs

Our Strategy - Chimera Legacy Foundation 2023

Action	Focus	Consideration	Key Performance Indicators
Patient experience advisory Personalising approaches to healthcare Personalise new approaches to healthcare	The patient	-ensure patient involvement in codesigning new care services	Structure new approaches to care
	The healthcare provider	-Ensure patient needs are met	Establish new patient/provider communication framework
	The hospital	-ensure patient voice is translated into action	Resource new patient centric initiatives

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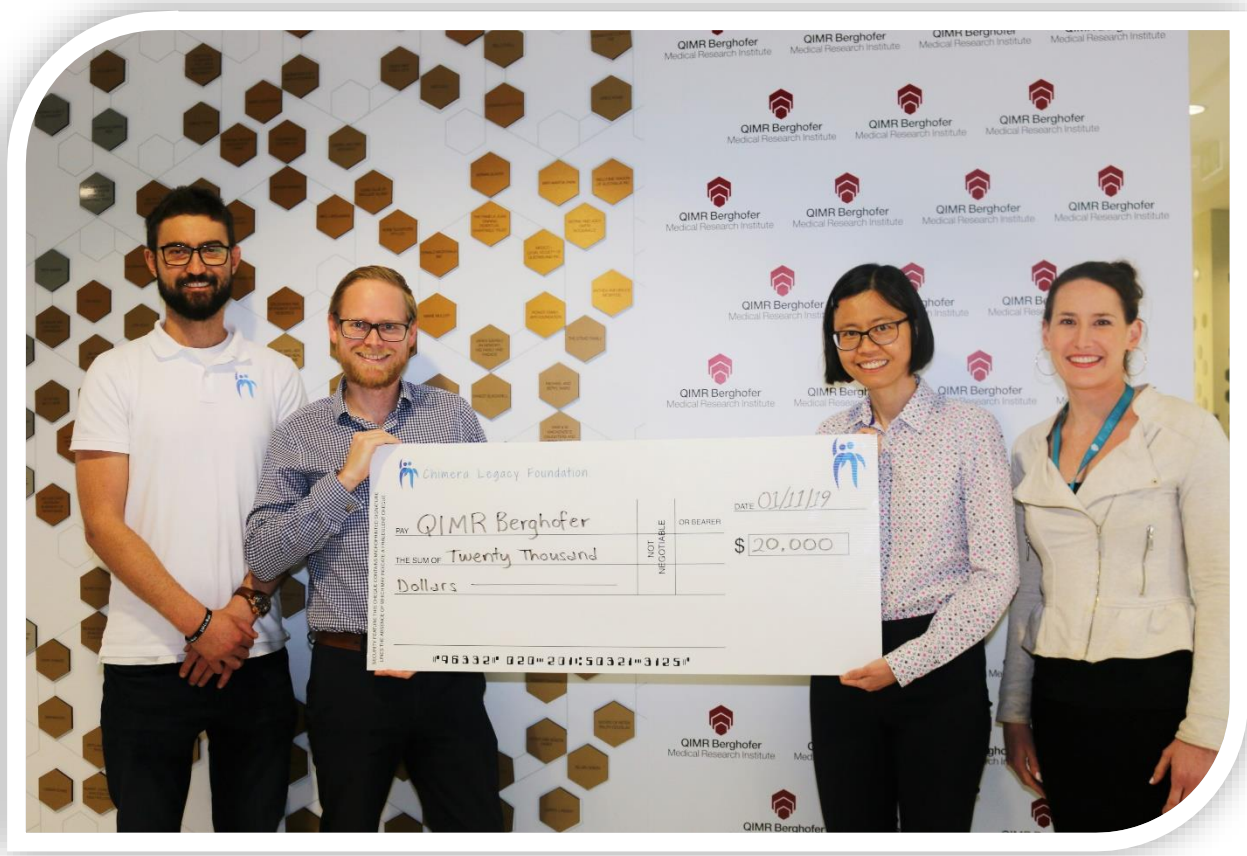
VR Program Strategic Plan

We are specialized in running virtual reality (VR) programs for patients suffering from anxiety, insomnia, and depression. This strategy document outlines the key objectives and tactics that will be used to achieve our mission of improving the mental health and well-being of patients through the use of VR technology.

Objectives

- Increase awareness of the benefits of VR therapy for mental health issues among healthcare professionals and the general public.
- Expand our reach by partnering with hospitals, clinics, and other healthcare providers to offer VR therapy to their patients.
- Continuously evaluate and improve our VR programs through research and data analysis.

Tactics:

- Develop and distribute educational materials, such as brochures and videos, to healthcare professionals and the general public about the benefits of VR therapy for mental health.
- Create VR programs that are specifically designed to address the symptoms of anxiety, insomnia, and depression. These programs will be developed in partnership with healthcare professionals and researchers.
- Reach out to hospitals, clinics, and other healthcare providers to establish partnerships and offer VR therapy as a treatment option for their patients.
- Continuously gather data on the effectiveness of our VR programs and use it to improve the programs and develop new ones.
- Collaborate with researchers and academic institutions to conduct studies on the effectiveness of VR therapy for mental health.
- Utilize social media and other online platforms to create a community of patients, healthcare professionals, and VR enthusiasts to share their experiences and ideas.
- Host events and workshops to educate healthcare professionals and the general public on the benefits of VR therapy for mental health. Raise funds through grants, donations, and partnerships to support our mission and programs**.**

Conclusion

- The Chimera Legacy Foundation is committed to improving the mental health and well-being of patients through the use of VR technology. By increasing awareness, developing and launching VR programs, expanding our reach through partnerships, and continuously evaluating and improving our programs, we believe that we can make a significant impact on the lives of those suffering from anxiety, insomnia, and depression.
- Chimera seeks to equip 50 hospitals with patient centric Virtual Reality programs over the next 5 years with a goal to reach over 1000 patient beneficiaries.

Initiatives

Our initiatives help us to drive the foundation's vision forward by meeting patients' unmet needs throughout their healthcare journey.

Aim	Focus	Objective	Actions	Key Result
VR Program Providing inpatients access new holistic therapies To deliver a VR patient wellbeing care service model for inpatients	The patient experience	To develop a VR program for inpatient care	-Workshop VR experiences with patients in hospital -Implement a VR program trial	Prove the effectiveness of VR therapy for inpatient care
	Healthcare provider support	To implement a VR care service model within hospital	-Educate healthcare providers on the use of VR technology -Upskill healthcare providers in new VR care service model	Integrate VR program into routine patient care
	Technology capabilities	To scale VR program into more hospitals	-Build capacity to deliver VR support services -Facilitate program support and guidance to healthcare professionals	Embed VR healthcare technology into hospitals for patient care
Online support group Building a community of patient voices to share healthcare experiences Build an ecosystem of	The patient experience	Build a social media support group	-Recruit patients and carers -Offer support and resources -Collect patient healthcare experiences	Increase patient community engagement Sign up new members

patients and carers to engage with and support			-Share patient healthcare experiences to rally community support	Develop fundraising campaigns
Research program Applying research to support new and innovative patient centric programs To obtain program credibility within the healthcare industry	Research Institutes	Conduct trials to prove program benefits	-Codesign and develop trials into patient centred care technology -Publish findings in support of programs	Gain the trust and support of healthcare providers
Community memberships program Educating the community in support of new programs Build a community of members to champion programs	Community clubs and societies	Initiate new program joint fundraising models	-Educate VR patient care benefits throughout the community -Engage with potential new stakeholders -Form structures to host fundraisers	Establish fundraising programs within the community
Volunteer and partnerships program Joining forces to resource new patient centred care programs To build our network of stakeholders to	Hospital Foundations	Develop joint marketing and fundraising models	-Share social media exposure -Share stakeholder market	Establish long term partnerships with hospitals
	Universities	Develop student volunteer placement programs	-Form an alliance with university groups and	To ensure the longevity of patient centred programs

resource programs			society's presidents -Recruit student volunteers	
	Community Organisations			

Our Strategy - Chimera Legacy Foundation 2023

Our Team and Responsibilities

Damien Thompson

Founder & Director

Sets direction & vision for Chimera with CEO.

Leads the development of the VR program

Liaises with community groups (e.g., Lions Clubs) to develop a yearly presentation schedule to profile CLF activities to obtain donations and funding.

Bill Petch

CEO

Provides strategic guidance and direction for CLF. Uses an existing extensive network in the NFP sector to build the profile for CLF.

Stephen Adam

Funding and Partnerships

Responsible for identifying and applying to suitable grants to obtain funding. Oversees the end-to-end process from discovery to implementation

Jordan Staneke

Social Media & Marketing

Manages social media channels, creating posts and engaging with online audiences and other organisations to raise the CLF profile.

Develops and manages the monthly newsletter ensuring it keeps our members and those interested up to date and engaged with the foundation.

Erin Goldsack

Media Relations

Liaises with media representatives to further the foundation profile through obtaining and developing media articles and appearances

Jessica Sizer

Membership & Community Engagement

Owns and maintains the CLF Membership database

Develops and owns the process for keeping donors informed on how their contribution is being used to maintain engagement.

Regularly communicates with members and donors

Future Position

Fund Raising (future role)

Grants, Trusts and Foundations, Crowd Funding, Event Fundraising

Ashley Crocker

Administration

Responsible for paying invoices for services used to operate the charity such as website, and other subscriptions on time.

Maintains the Chimera Google Drive.

Provides general administrative support to the foundation

James Vedelago

Chairperson

Organises charity structure and meetings. Provides Technology support for VR headsets.

Sally Collet

VR Program Manager

Develops schedule for and executes Holiday from Hospital event working with hospital liaison person to schedule and ensure a successful day.

Develops and owns a VR events calendar for the FY Coordinates and manages volunteer base to deliver VR sessions

Manages patient participation & collects user experience feedback

Engages with relevant stakeholders (Patients Doctors, Nurses, Carers, etc) pre and post events to maintain buy-in.

Anthea Faherty

Legal Counsel

Support the charity would providing legal advice and resolving

Jonno Page

Events & Promotions

Initiates and coordinates events and promotions to raise funds on behalf of the foundation.

Blair McMillan

Treasurer

Responsible for managing the foundation finances including owning the budget, and ensuring all donations and

Ben Thompson

IT

Acts as the CLF webmaster, manages the outlook email account, and team communication platform (Slack account)

Dr. Rob Boots

Medical Advisor

Provides medical advice and stewardship to CLF. Develops and runs clinical trials to demonstrate patient benefit resulting from CLF activities.

A/Prof. Dylan Flaws

VR program Research Advisory

Having extensive experience in research and publications, Prof. Dylan has joined to advise CLF with VR research advisory.