



# Cancer Support Program

August 4, 2026



# Presenter

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## **Loreal Massiah, MSW, LCSW, OSW-C, TTS**

- Licensed Clinical Social Worker with 14 years of oncology experience, supporting patients and families through every stage of the cancer journey and specializing in cancer survivorship and caregiver support.
- Certified in Oncology Social Work and Tobacco Cessation Counseling, bringing deep expertise in the emotional and practical challenges of cancer care.
- Dedicated to improving cancer care beyond the bedside through advocacy to expand access to affordable treatment and a strong commitment to health equity, diversity, and inclusion.

# Introducing Iris



Iris virtual supportive care service delivers personalized, cancer-specific, 24/7 support to members and their caregivers as they navigate the emotional, physical and financial challenges caused by cancer.

**Available at no cost to BCBSM Health Plan members.**

# Cancer Support Program

**Iris provides you with personalized, whole-person care plans that include:**



**24/7 access** to highly trained oncology-certified nurses



**Guidance on financial aid** and community resources



**Emotional support** provided by cancer-specialized licensed therapist with no waiting lists



**Digital symptom tracking** with nurse monitoring



**Customized nutrition plans** from oncology dietitians and nutritionists



Clinically reviewed **library of articles and videos**

# Adapting To Your Needs in Real Time

## Recently Diagnosed

- Preparing for treatment
- Understanding what to eat
- Sharing the news with loved ones & coworkers
- Navigating treatment costs

## During Active Treatment

- Balancing and coping with work & treatment
- Easing fatigue, nausea & side effects
- Knowing what to eat/avoid to ease impact of treatment
- Processing emotions

## Post Treatment - Survivorship

- Managing lingering side effects
- Adjusting to life after treatment
- Coping skills to support fears of recurrence
- Enhancing recovery with nutrition

## Member Caregiver Support

- Helping schedule and attend visits, even from a distance
- Connecting with experts when side effects or symptoms arise
- Tracking symptoms and sharing trends with the care team



# Flexible Experience Meets Members Where They Are

*Support that fits a member's life, schedule, and needs.*

## Connect with Iris your way:



Phone Calls



Video Visits

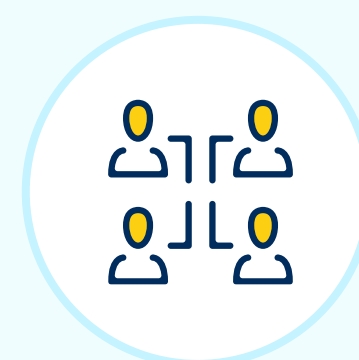


In-app Messaging

## Get care and guidance, from home:



1:1 visits with nurses, therapists,  
and dietitians



Small group sessions and classes



Live and on-demand virtual events  
with experts



**PATIENT SUMMARY:**  
Female in her 40s

**ONCOLOGY HISTORY:**  
Triple Negative Breast Cancer – Treatment-related hyperglycemia necessitating initiation of insulin

**LIFESTYLE:**  
Works full time

*\* Member case; sample picture for illustration only*

# How Iris Made a Difference – Every Step of the Way

## IRIS CARE TEAM



### Intro Call Uncovered Immediate Needs

- Cancer-specific mental health support
- Nutritional guidance
- Help navigating financial stress



### Mental Health Support that Met Her Where She Was

- Private sessions focused on coping with cancer
- Tools to manage financial anxiety and work-life changes
- Space to process the emotional impact of treatment



### Symptom Tracking Enabled Early Intervention

- Reported intense fatigue, thrush, and diarrhea
- Iris nurse assessed symptoms and contacted her oncologist
- Treatment was safely paused; additional tests and supportive therapies began



### Nutrition Support from Her Own Kitchen

- Identified issues like taste changes, weight loss, and blood sugar spikes
- Met virtually with a nutritionist to build a plan based on the food she had at home
- Personalized recommendations helped her stay nourished through treatment

*“With Iris, she felt seen, supported, and never alone in what she was facing.”*

# Activate Your Account Today

Ready to connect with Iris?  
Here's how to get started!



Schedule a 1:1 chat today to learn more and create your account!

- ✓ Visit [Rehmann.WellnessIQ.org](https://Rehmann.WellnessIQ.org)
- ✓ Click '**Vendors**', then '**Iris**'



Or visit: [IrisOncology.com/BCBSM-SignUp](https://IrisOncology.com/BCBSM-SignUp)

- ✓ Have your insurance card nearby
- ✓ Click '**Let's Go**' and enter your details
- ✓ Answer a few questions to personalize your experience
- ✓ Schedule your introduction call with your Nurse Navigator



**Prefer to talk now?** Call us at **1-844-912-4747** for immediate support.



# Thank you!

**If you have any questions,  
please reach out to:**

**[Hello@IrisOncology.com](mailto:Hello@IrisOncology.com)**

**Or call us at:**

**1-844-912-4747**