



2026 World Conference on Lung Cancer

SEPTEMBER 12 – 15, 2026 | SEOUL, REPUBLIC OF KOREA

Hidden Barriers, Real Conversations: Health Literacy and Health Equity Insights from the Lung Cancer Living Room®

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USA



Introduction



WHAT CAN WE LEARN
FROM THE LUNG CANCER
LIVING ROOM®
THAT COULD INFORM:



HEALTH LITERACY



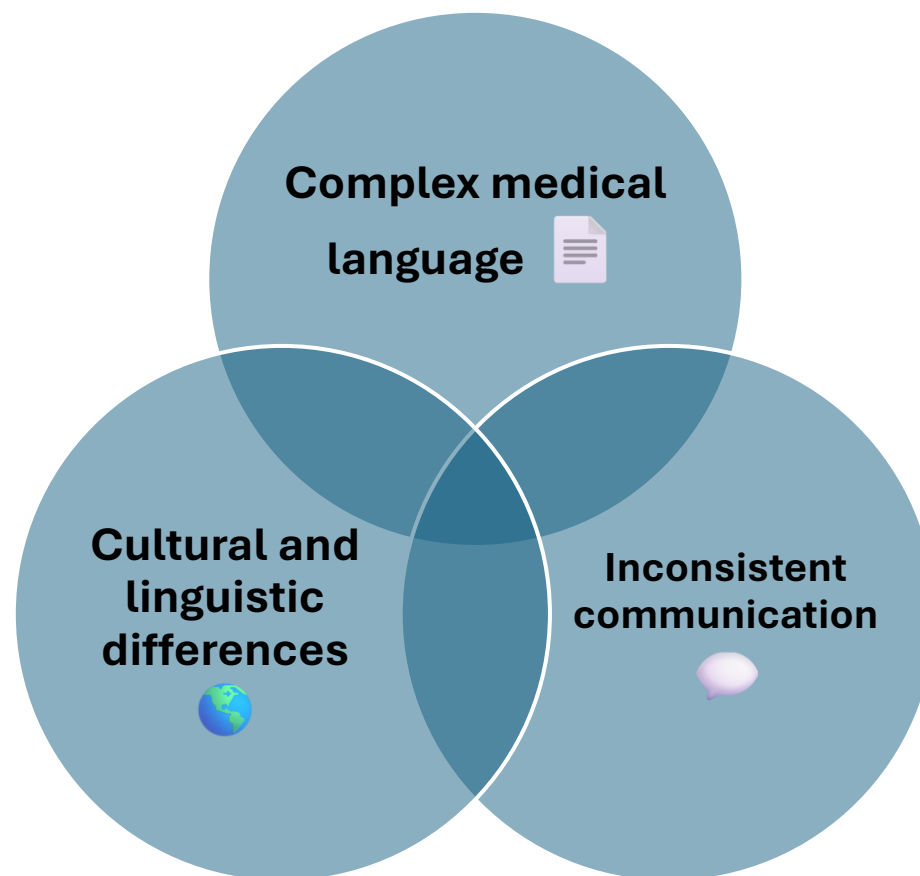
HEALTH EQUITY



LEAD TO REAL-WORLD
INSIGHTS



Communication barriers are well documented



Limits patients' ability to obtain, understand, and use health information.



Expert-led Living Room® sessions; Address challenges and actionable solutions.

Forum for patients, caregivers, and advocates

- Launched in 2009
- Started in San Francisco
- Added traveling sessions in the US, Central, South America
- Lung Cancer and related topics vary each month
- In person, live online + recorded sessions for easy accessibility

Provides Education, Support, Community



Methods

Reviewed Lung Cancer Living Room sessions from the last calendar year

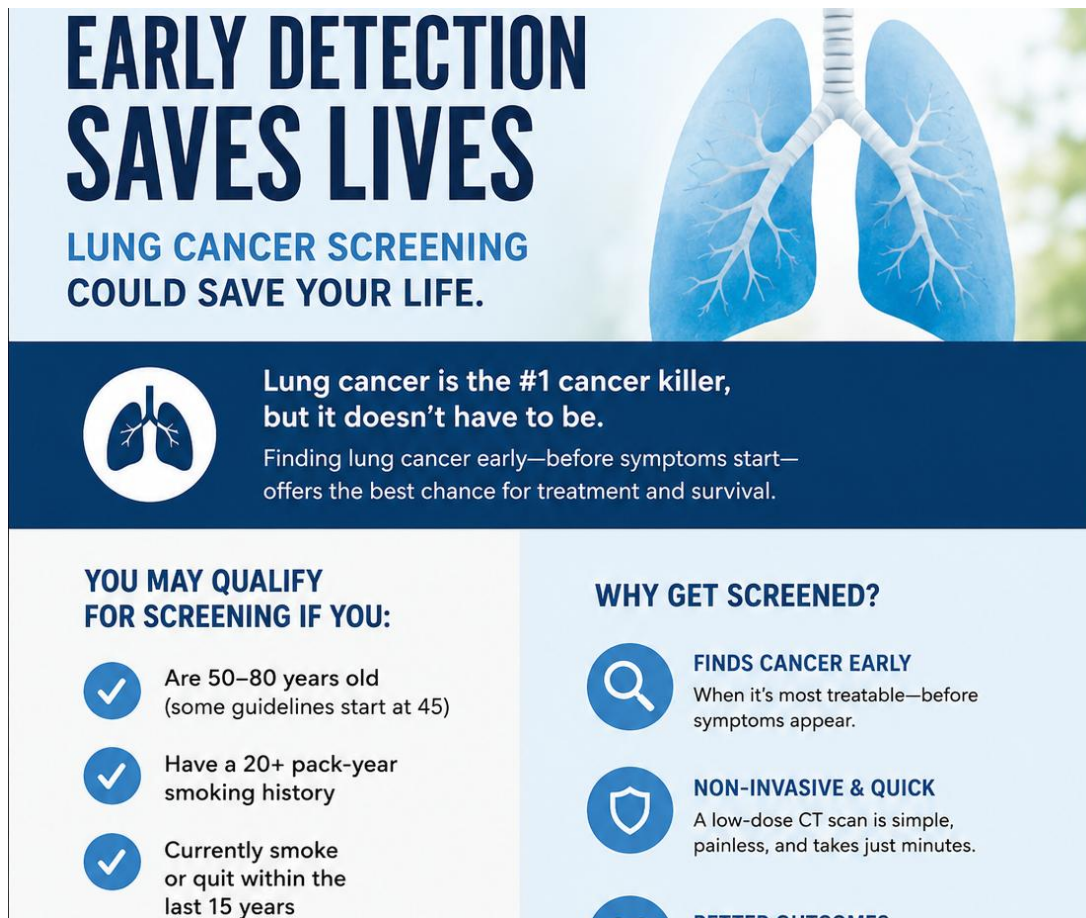
21 Jul 2026	Lung Cancer Living Room®: Lung Cancer News and Highlights from ASCO 2026 Find hope, knowledge, direction and connections through in-depth conversations with healthcare experts, people with lung cancer and caregivers. These empowering hour-long conversations cover everything from early detection and treatment options to taboos and stigma. 🕒 Time: 5:30 p.m. PT 🗣️ Speaker(s): Dr. Kyle Concannon, University of Colorado 🏠 Host: GO2 San Carlos office 📍 Location: 1100 Industrial Rd, #1, San Carlos, CA 💻 Virtual access: YouTube Live
18 Aug 2026	Lung Cancer Living Room®: How Surgical and Radiation Oncology Work Together Find hope, knowledge, direction and connections through in-depth conversations with healthcare experts, people with lung cancer and caregivers. These empowering hour-long conversations cover everything from early detection and treatment options to taboos and stigma. 🕒 Time: 5:30 p.m. PT 🗣️ Speaker(s): Dr. Megan Daly and Dr. Hari Kasheva, UCI University 📍 Location: 1100 Industrial Rd, #1, San Carlos, CA 💻 Virtual access: YouTube Live
15 Sep 2026	Lung Cancer Living Room®: Survivorship and Surveillance 🕒 Time: 5:30 p.m. PT 🗣️ Speaker(s): Heidi Nafman-Onida 🏠 Host: GO2 San Carlos office 📍 Location: 1100 Industrial Rd, #1, San Carlos, CA 💻 Virtual access: YouTube Live
20 Oct 2026	Lung Cancer Living Room®: Early Detection and Lung Cancer in Young Adults Find hope, knowledge, direction and connections through in-depth conversations with healthcare experts, people with lung cancer and caregivers. These empowering hour-long conversations cover everything from early detection and treatment options to taboos and stigma. 🕒 Time: 5:30 p.m. PT 🗣️ Speaker(s): TBD 📍 Location: 1100 Industrial Rd, #1, San Carlos, CA 💻 Virtual access: YouTube Live

Identified recurring health equity, health literacy themes

17 Nov 2026	Lung Cancer Living Room®: Managing Your Respiratory Lung Health During Lung Cancer Treatments Find hope, knowledge, direction and connections through in-depth conversations with healthcare experts, people with lung cancer and caregivers. These empowering hour-long conversations cover everything from early detection and treatment options to taboos and stigma. 🕒 Time: 5:30 p.m. PT 🗣️ Speaker(s): Dr. Kyle Hogarth, UC Chicago 📍 Location: 1100 Industrial Rd, #1, San Carlos, CA 💻 Virtual access: YouTube Live
15 Dec 2026	Lung Cancer Living Room®: Reflecting on Our Year & Holiday Celebration Find hope, knowledge, direction and connections through in-depth conversations with healthcare experts, people with lung cancer and caregivers. These empowering hour-long conversations cover everything from early detection and treatment options to taboos and stigma. 🕒 Time: 5:30 p.m. PT 🗣️ Speaker(s): Danielle Hicks, GO2 for Lung Cancer 📍 Location: 1100 Industrial Rd, #1, San Carlos, CA 💻 Virtual access: YouTube Live



Results



EARLY DETECTION SAVES LIVES

LUNG CANCER SCREENING COULD SAVE YOUR LIFE.

Lung cancer is the #1 cancer killer, but it doesn't have to be.
Finding lung cancer early—before symptoms start—offers the best chance for treatment and survival.

YOU MAY QUALIFY FOR SCREENING IF YOU:

- ✓ Are 50–80 years old (some guidelines start at 45)
- ✓ Have a 20+ pack-year smoking history
- ✓ Currently smoke or quit within the last 15 years

WHY GET SCREENED?

- FINDS CANCER EARLY**
When it's most treatable—before symptoms appear.
- NON-INVASIVE & QUICK**
A low-dose CT scan is simple, painless, and takes just minutes.
- BETTER OUTCOMES**

Three themes identified:

1. Need for expanding Screening Awareness
 - More education in primary care/community settings
 - Visible LDCT educational materials
 - Focus on rural communities 

Results

2. Promote Respectful Communication

- Avoid stigmatizing language
- Encourage open discussions about smoking history



3. Improve Clinical Trial Access

- Explain trials using plain language
- Address rural travel barriers
- Leverage nurse navigators to connect patients with trials



Conclusion

Improving outcomes requires:

Earlier, clearer
communication

Reducing stigma in
messaging

Expanding navigation
and support systems



Community-based models like the Lung Cancer Living Room[®]
are critical for identifying real-world barriers



Thank you

We sincerely thank the following individuals for their subject matter expertise and LR contributions:

Dr. Bryant Lin, MD, Meng, Clinical Professor of Medicine

Alison Sachs, MSW, LMSW, LSW, FAOSW

Please feel free to reach out to the GO2 Lung Cancer Team with any questions:

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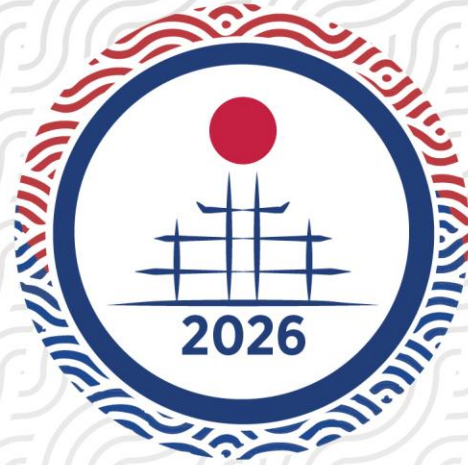
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Thank You.