**Patient Interview Questions**

The Block Center for Integrative Cancer Treatment

**INTRODUCTION**

**Our Purpose**

To create an effective marketing message and campaign that tells the story of The Block Center’s unique approach to — and successes with — cancer treatment.

**Our Intent**

To do this by letting patients like you tell their own compelling stories.

**Okay with this?**

So, first, we want to make sure you’re completely aware of our plan and are comfortable participating. Are you?

**We need to engineer your quote**

Secondly, we have a specific approach that we’ve devised for The Block Center. It revolves around specific “articles of truth” about cancer care, specifically the Block approach to it. These articles of truth include things like the importance of…

* integrating nutrition and exercise
* a completely individualized approach
* very thorough and unique testing
* addressing mental/emotional factors
* of patient participation in their care
* etc.

So we have the need to focus our questions — and your testimonial — around these specific topics. This means many of our questions will be tied to these specific truths. It also means we will be using your responses to craft quotes from you about these topics. We take great care to base these quotes on your actual words, but we sometimes need to engineer them to suit the marketing need. But we’ll be sharing them with you to get your changes, if you have any, and to get your approval to use the quotes that we’ve written.

Does this still sound fair?

**We have off-topic questions**

We also have questions that will sound off-topic from these main concepts. This is because we want to understand you personally, the context of your life, etc. so that we can stay true to who you are, match your sensibilities, try to capture your unique voice, et.

**We may need to ask further questions later**

Lastly, we may have additional questions during the writing process in order to get more clarity or specificity. Is that okay with you

**Shall we start?**

**INTERVIEW**

**How old are you? What is your vocation? Avocation? What was your life like before your cancer diagnosis?**

*Answer.*

**How long ago were you diagnosed with cancer? What was your diagnosis (type/stage)?**

*Answer.*

**How were you diagnosed? What took you to the doctor? How was it suspected? Found?**

*Answer.*

**What was the impact of your diagnosis? What was your reaction? What went through your mind?**

*Answer.*

**What happened next? Were you referred to an oncologist? Or to Block?**

*Answer.*

**How did you find your way to The Block Center? What influenced your decision to got to Dr. Block?**

*Answer.*

**What were your first impressions of TBC and Dr. Block? What did you notice that was different, unusual, unique?**

*Answer.*

**Where are you in your cancer care today?**

*Answer.*

**Before we get into specific questions about him, what is your take on Dr. Block, his team, his approach and your experience at TBC?**

*Answer.*

**What did you know about “integrative treatment” before experiencing TBC?**

*Answer.*

**What did your “integrated” treatment consist of? What surprised you about your care at TBC?**

*Answer.*

**How was fitness incorporated into your treatment?**

*Answer.*

**Nutrition?**

*Answer.*

**Chronomodulation?**

*Answer.*

**What did you know about cancer before? What do you know now?**

*Answer.*

**What is your prognosis? Outlook on life.**

*Answer.*

**How was biobehavioral care integrated into your treatment?**

*Answer.*

**Do you have any questions for me?**

*Answer.*