

## **Hampton Proton Launches PATH Program to Connect Patients with Community Support and Resources**

*Hampton, Va. (April 15, 2025)* — Hampton University Proton Cancer Institute is proud to announce the launch of PATH (Patient Access to Help), a new initiative designed to connect patients with financial support for the non-clinical challenges that often accompany cancer treatment. Through PATH, Hampton Proton is partnering with the WITT Group, Inc. to offer patients access to the WITT Support Registry, an innovative platform that allows patients to express specific needs and receive assistance from friends, family, and community members.

Social determinants such as housing, transportation, and food security can become major financial burdens for individuals facing cancer, adding stress and barriers to care. WITT's platform combines the functionality of a wedding registry with the spirit of a social network, empowering patients to share their journeys and receive tangible, personalized support.

"After several months of work, I'm incredibly proud to witness the launch of PATH," said Tiffany Velez Rodgers, Marketing Director at Hampton Proton. "This program has been developed with great care and intention, and I truly believe it reflects who we are at Hampton Proton and our commitment to providing compassionate and holistic care. It also allows us to connect with community partners in a more robust way - allowing them to see how their resources are directly helping patients."

Donald King, a Hampton Proton Ambassador and former patient, noted that during his own treatment, he hadn't realized how impactful even small forms of assistance could be, including help with transportation. He believes the PATH program has the potential to be a game-changer for current and future patients, providing just a little extra support to continue their treatment journeys with ease.

"In my role, I have the privilege of getting to know each and every one of our patients," said Paris Turner, Patient Relations Liaison at Hampton Proton. "Because of that, I see not only their strength and courage, but also the real-life challenges they face outside the treatment room. The PATH registry allows our team to meet patients where they are and remind them they are never alone."

The rollout of the PATH program is part of a larger slate of initiatives tied to Hampton Proton's 15th anniversary—a milestone year for the center. As one of only 45 operating

proton therapy centers in the U.S., and the only one owned and operated by a Historically Black College and University (HBCU), Hampton Proton is using this moment to reaffirm its commitment to equitable, life-saving care for all patients.

“We are thrilled to have Hampton Proton as a collaborator in bringing our platform to more patients,” said Rahul Mahadevan, cancer survivor and CEO and Founder of the WITT Group, Inc. “As the only proton therapy center within 100 miles of Hampton, this partnership will make a meaningful difference in the lives of many. The PATH program allows patients to share their stories and receive the help they need in real time, and that kind of support is powerful. By helping patients get the non-clinical support they need, we believe PATH can (a) improve access to care, (b) increase adherence to treatment, and (c) create a real return for Hampton Proton and better outcomes for their patients.”

PATH (Patient Access to Help) at the Hampton Proton empowers patients by connecting them with additional resources during their treatment. Through a simple registry system, patients can share their needs with family, friends, and the community, making it easier to provide meaningful help. Its mission is to create a community of care, ensuring that no one faces their journey alone.

For more information about PATH or to support a patient in need, please visit [hamptonproton.org/PATH](https://hamptonproton.org/PATH).

**Media Contact:**

Lourdes Hernandez

Marketing Specialist II

Hampton University Proton Cancer Institute

[Lourdes.Hernandez@hamptonproton.org](mailto:Lourdes.Hernandez@hamptonproton.org)

**ABOUT HAMPTON UNIVERSITY PROTON CANCER INSTITUTE**

Hampton University Proton Cancer Institute, Cancer and Research Center (Hampton Proton) is a leading cancer treatment and research facility dedicated to advancing the fight against cancer. As pioneers in proton therapy and cutting-edge research, Hampton Proton provides compassionate care and precise treatments to patients while driving scientific discovery in the field of oncology. Headquartered in Hampton, Va., Hampton Proton, the eighth such center established in the country, is the only proton center owned and operated by a historically Black college and university (HBCU) and is committed to excellence in patient care guided by innovative research, advocacy, access to care and

better outcomes. The institute treats several different types of cancer, including breast, prostate, pediatric, lung, head & neck, ocular, brain & spine and gastrointestinal.

For more information, visit [hamptonproton.org](http://hamptonproton.org).

### **ABOUT WITT**

WiTT stands for We're in This Together. We are a technology-enabled platform for patients to seek help, and for caregivers and donors to give help. Our support registry allows patients to seek support for in-person as well as financial needs. Our platform allows a patient's core and extended community to learn of their needs and support them by fulfilling in-person and financial asks. We also enable verified patients to seek financial help from WiTT's donor community. Our platform is built on financial tools that facilitate seamless payments, and alleviate the non-clinical aspects of care so that those challenges don't impact the patient's treatment and recovery.

###