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CANCER SUPPORT COMMUNITY ADDRESSES THE IMPACT OF MEDICAL RESEARCH ON PERSONALIZED CANCER CARE

Frankly Speaking About Cancer: New Discoveries – New Edition Released

Washington, D.C. – July 12, 2012 – The Cancer Support Community (CSC), the largest professionally-led network of cancer support is proud to announce its 5th edition of *Frankly Speaking About Cancer: New Discoveries*. The new resource, made possible by the generous support of Pfizer and Genentech, explains the impact of medical research on enhancing personalized cancer care.

“Our medical system is evolving, with health care leaders evaluating the best approaches for achieving quality care,” said Kim Thiboldeaux, President & CEO of the Cancer Support Community. “We are proud to provide resources on how to leverage these evidence based health practices to meet the individual needs of those impacted by cancer.”

Frankly Speaking About Cancer: New Discoveries contains all of the important information from previous additions, as well as critical updates. Highlights include:

- How cancer develops and what parts of cancer cells can be used as *targets* for treatment.
- The role of biomarker and tumor markers in helping predict patient responses and avoiding treatments that may not work.
- Common treatment side effects and how to manage them early on.
- Coping tips for managing cancer stress during and following treatments.
- A table that outline available cancer treatments, how they work and the biomarkers that can be used.

“The Research Advocacy Network (RAN) is committed to improving patients’ understanding of research advances and the impact those advances have for better treatment decision making.” said RAN Co-Founder, Mary Lou Smith. “We are pleased to partner with the Cancer Support Community in the development of valuable resources for those impacted by cancer.”

To learn more about the *Frankly Speaking About Cancer* series or to download *Frankly Speaking About Cancer: New Discoveries*, click [here](#).

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About the Cancer Support Community:

Backed by evidence that the best cancer care includes emotional and social support, the Cancer Support Community offers these services to all people affected by cancer. Likely the largest professionally-led network of cancer support worldwide, the organization delivers a comprehensive menu of personalized and essential services. Because no cancer care plan is complete without emotional and social support, the Cancer Support Community has a vibrant network of community-based centers and online services run by trained and licensed professionals. For more information, visit www.CancerSupportCommunity.org.

In July 2009, The Wellness Community and Gilda's Club Worldwide joined forces to become the Cancer Support Community. The combined organization provides high-quality psychological and social support through a network of nearly 50 local affiliates, more than 100 satellite locations and online.