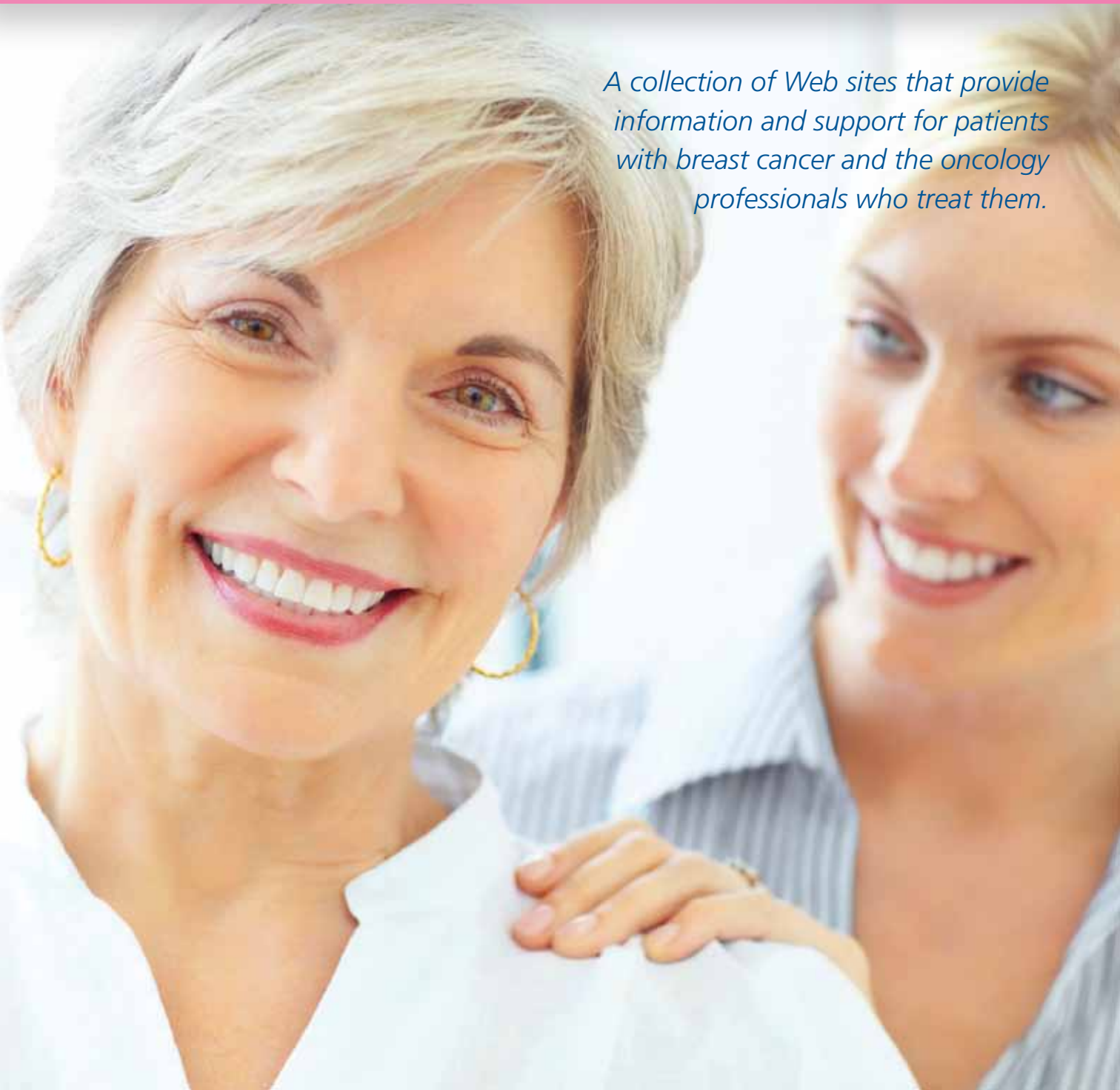


BREAST CANCER

Resource Guide

A collection of Web sites that provide information and support for patients with breast cancer and the oncology professionals who treat them.





Intellisphere[®]
Oncology Specialty Group



This **Breast Cancer Resource Guide** has been developed to help inform and support patients with breast cancer and the oncology professionals who treat them. If you would like additional copies of this resource guide, please fill out the form below and drop this postage-paid postcard in the mail.

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Institution: _____

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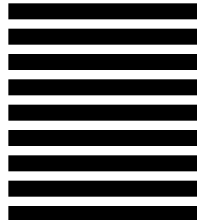
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Novartis Oncology is committed to helping patients living with cancer receive the medicines they need. **Patient Assistance NOW Oncology** offers quick and easy access to information about the many reimbursement and support programs available.

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- Call **1-800-282-7630** to speak to one of our knowledgeable staff dedicated to making access to our programs as simple and convenient as possible; or
- Visit our web site at: **www.PatientAssistanceNow.com/oncology**

Support for Patients Includes:

- Insurance verification
- Medicare education
- Assistance with denials/appeals
- Therapy-specific support programs for out-of-pocket costs
- Assistance searching for other sources of coverage/funding that could alleviate or reduce costs for patients.
- Referrals to Independent Charitable Foundations for assistance with co-pay costs
- Patient assistance for low-income and uninsured patients
- Patients pre-qualified via phone screening for the Patient Assistance Program (PAP) will be sent a 30-day supply of their needed medication while completing the application

From the Publisher

A Broad Network of Support

If you have been diagnosed with Breast Cancer, you are not alone. According to the National Cancer Institute, over 12% of women born today will be diagnosed with cancer of the breast at some point in their lives.* Aside from skin cancer, breast cancer is the most common type of cancer diagnosed in women, and it also affects a small number of men each year. Since 1999, advances in treatment, earlier detection, and increased awareness have helped many people make the transition from breast cancer patient to breast cancer survivor.

In addition to advances in treatment, a wealth of information has become available to help inform and educate patients, survivors, families, and caregivers. Advocacy organizations like the groups discussed in this *Breast Cancer Resource Guide* have made major contributions toward raising millions for clinical research, implementing screening programs, and fostering community education about breast cancer. Many of these organizations were started by survivors of breast cancer or friends or family members who lost someone to breast cancer. The tireless work of these organizations has improved the lives of tens of thousands of patients and caregivers.

This *Breast Cancer Resource Guide* highlights several organizations in the United States that provide direct support services, such as toll-free hotlines, financial assistance, and clinical trial matching services; or offer indirect support through online chat rooms and message boards, downloadable brochures, and information. Some of these organizations are active in the community, and others only provide services online. In addition to featuring organizations that focus exclusively on breast cancer, this *Resource Guide* includes some groups that have a broader mission, encompassing all types of cancer.

This *Resource Guide* serves as a tool to help you narrow down the sometimes overwhelming flood of information found on the Internet. We describe each organization's goals, programs, and accomplishments. We also direct you on how to navigate their Web sites to find the information you need to become an educated patient or care provider. We encourage patients to use these Web sites to learn more about available clinical trials. Participation in clinical trials is essential in advancing the quest to find a cure for breast cancer. We hope you find this *Breast Cancer Resource Guide* useful, and we wish you the best in your journey to wellness.

*National Cancer Institute SEER Stat Fact Sheets: Breast. Lifetime Risk. Available at: <http://seer.cancer.gov/statfacts/html/breast.html>. Accessed November 17, 2010.



Novartis Oncology Reimbursement & Patient Assistance Program (PAP) Hotline 1-800-282-7630

Services provided:

- Insurance verification
- Denials/appeals
- Coding/billing questions
- Alternative funding searches
- Referrals to copay cards
- Referrals to patient assistance for low income uninsured patients

Novartis is committed to providing access to our medications for those most in need. Through a variety of resources, including the Novartis Oncology Patient Assistance Program, the Novartis Oncology Reimbursement Hotline, and our support of independent charitable copay foundations, we have made a firm commitment to enable patients in need to access medicines.

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Breast Cancer Network of Strength

www.networkofstrength.org

The screenshot shows the homepage of the Breast Cancer Network of Strength. At the top, there is a navigation bar with language options: English, En Español, Пo-pycoe, Bảng tiếng Việt Nam, Sa Tagalog, 한국어, and 中文. The main header features the organization's logo, which includes a stylized figure of three people holding hands, and the text "Breast Cancer NETWORK of STRENGTH". Below the logo, it says "Formerly known as Y-ME National Breast Cancer Organization". To the right of the logo, there are links for "Contact Us" and "Join Mailing List", and a search bar. The tagline "Feel the network of strength.®" is displayed below the search bar. A horizontal menu contains five categories: Information, Emotional Support, Programs & Services, Get Involved, and Donate Now. The main content area is divided into several sections. On the left, a large banner reads "Don't face breast cancer alone." followed by "yourshoes" in a stylized font and "24/7 Breast Cancer Support Center". Below this, a woman is shown resting her head on her hand, with the text "Get immediate emotional relief. Talk to a breast cancer survivor. Call 1-800-221-2141 or e-mail us now." To the right of the woman, there is a "Lifeline" section with a magazine cover and the text "Read the Fall interactive issue of Lifeline. Read now >>". Below that is a "DONATE" button with a photo of two women and the text "Please Donate to support Ann & Mimi's vision of Y-ME". Further down, there is a "Read What Callers Say About Us" section with a quote: "I really think the lady I spoke to on the Hotline saved my life!". At the bottom left, there is a video player with a play button and the text "Don't face breast cancer alone. We are here for you 24/7". The video player includes the organization's logo and website URL: www.networkofstrength.org.

ADDRESS:

135 S. LaSalle St.
Suite 2000
Chicago, IL 60603

CONTACT INFO:

Phone: (800) 221-2141
Spanish: (800) 986-9505
E-mail: yourshoes@networkofstrength.org

HISTORY & MISSION

Breast Cancer Network of Strength, which was formerly known as Y-ME National Breast Cancer Organization, is a national nonprofit organization with the mission to ensure, through information, empowerment, and peer support, that no one faces breast cancer alone. The organization does not raise money for research, instead providing emotional relief for anyone touched by breast cancer.

The organization's peer support model, which entails having breast cancer survivors support those actively undergoing breast cancer treatment, is at the heart of the organization and is unique in the breast cancer advocacy community. The Breast Cancer Network of Strength's premier peer support service dates back to 1978, when the organization was founded by Ann Marcou and Mimi Kaplan.

PROGRAMS & ACHIEVEMENTS

In 1989, the *24-hour Network of Strength National Breast Cancer Hotline* (800-221-2141), which is staffed entirely by trained peer counselors who are breast cancer survivors, was made available to anyone touched by or concerned about breast cancer or breast health. In 1994, the *Spanish Hotline* (800-986-9505) was introduced, followed by the *Men's Match Program*, developed to provide peer support to men whose partners have breast cancer. In 1999, the Breast Cancer Network of Strength expanded its teen breast health education program. The ShareRing Network was launched in 2000 and provides a free one-hour teleconference each month featuring a breast cancer-related presentation by a healthcare professional, followed by a question-and-answer session and moderated small-group discussion for patients, families, and caregivers. In 2003, the *24-hour Network of Strength National Breast Cancer Hotline* became available in 150 languages, and the organization launched two programs for under-served communities: *A Day for You*, which promotes breast health awareness in these communities, and *Friends of Ann and Mimi*, which helps women in under-served communities navigate the complexities of the healthcare system.

Modeled after the *Network of Strength RACE* in Chicago, the *Walk to Empower* was launched in San Diego and Houston on Mother's Day, 2005. In that same year, the printed materials and Web site content became available in languages such as Tagalog, Chinese, Russian, Korean, Vietnamese, and Spanish. In 2006, the Network of Strength received Charity Navigator's highest 4-star rating and was recognized for meeting all of the National Health Council's 41 Standards of Excellence. In 2008, *Walk to Empower* expanded to 15 cities, raising over \$8 million to fund free-of-charge services and programs.

YourShoes, the organization's peer support services, encompasses the 24/7 breast cancer support center, which provides information and immediate emotional relief via phone or e-mail. The Breast Cancer Network of Strength's *Wig & Prosthesis Bank* provides products for those with limited resources.

NAVIGATION & USEFUL LINKS

You can switch the Web site's content to any of seven languages, including the English default. The Top Menu features [Information](#), [Emotional Support](#), [Programs & Services](#), [Get Involved](#), and [Donate Now](#). Each link opens a new page with an expandable menu of options on the left side of the page. The [Information](#) section includes [Breast Cancer News](#) and a [Clinical Trials](#) matching service, with frequently asked



questions that explain trial participation. You will also find descriptions of [Diagnostic Techniques](#) and free downloadable [Brochures & Newsletters](#), a section that includes options to sign up to receive various newsletters on breast cancer issues. Under [Emotional Support](#), visitors can access links to the [Message Boards](#) (also linked to at the bottom of each page) and a section called [Taking Care of Yourself](#), which contains advice on [Diet and Nutrition](#), [Exercise](#), and [Self-Care Tips](#) and educates patients on how to care for their bodies and their minds. The [Emotional Support](#) section also contains tips on managing [Relationships](#), and obtaining [Support for Caregivers](#). [Programs & Services](#) consolidates all of the organization's initiatives in one central location. This includes [YourShoes](#); the [Survivor Match Program](#) and the [Partner Match Program](#); [A Day for You](#), for women in under-served communities; the [Wig & Prosthesis Bank](#); and contact information for the Breast Cancer Network of Strength's [Local Affiliates](#). To find out about special events, volunteer opportunities, or occasions for advocacy, select [Get Involved](#) from the home page.

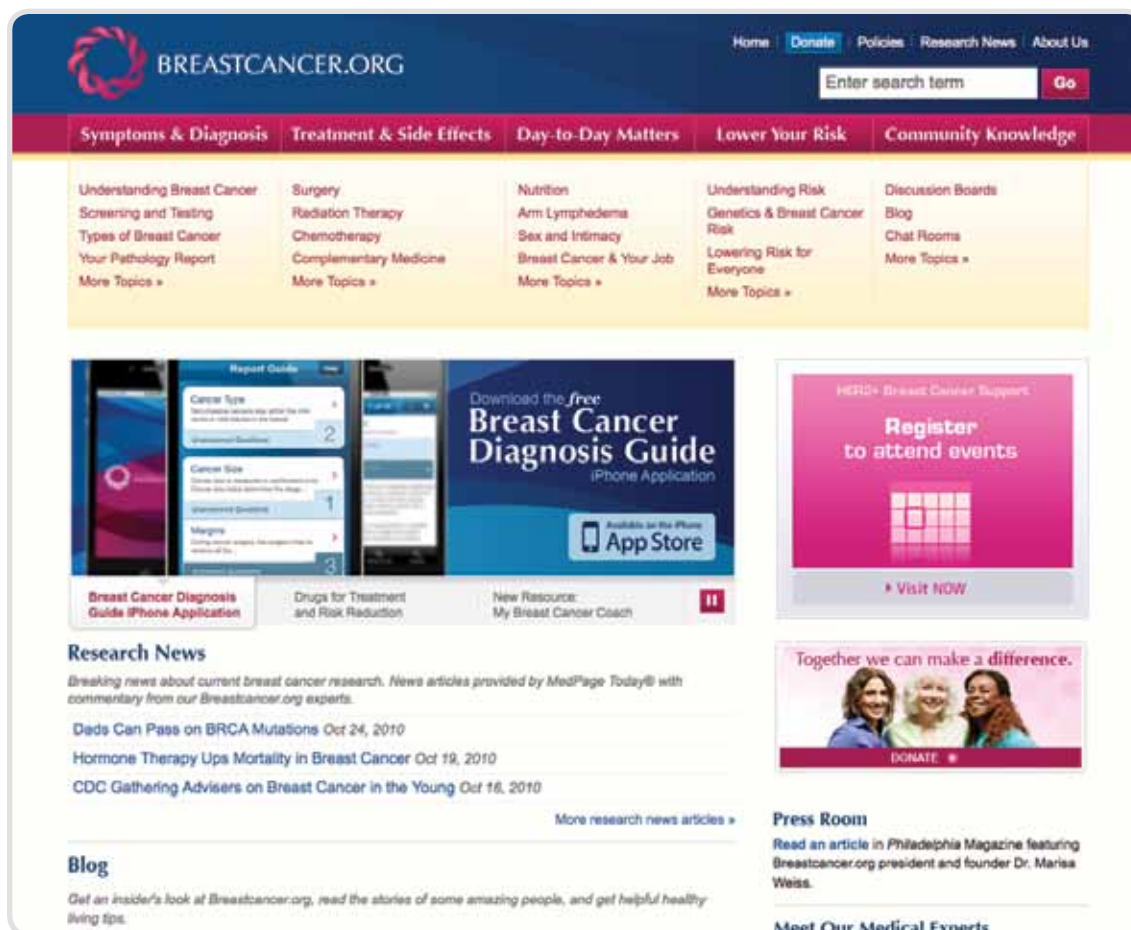
At the bottom of each page are links to the Breast Cancer Network of Strength on Facebook, Twitter, Flickr, MySpace, and YouTube. At the top of each page, a link to [Join Mailing List](#) provides access to receive e-mails on various points of interest, including the *Peer to Peer eNewsletter*, and *Third Party Events*.

Resource Checklist

- ✓ Toll-free helpline
- ✓ Downloadable brochures and newsletters
- ✓ Message boards
- ✓ Clinical trial matching service
- ✓ Support videos on YouTube
- ✓ Wig and prosthesis bank

Breastcancer.org

www.breastcancer.org



HISTORY & MISSION

Breastcancer.org was founded in 1999 by Marisa Weiss, MD, a nationally renowned breast oncologist. Dr. Weiss realized that when dealing with breast cancer, most women feel overwhelmed by vast amounts of information and can become terrified by the burden of having to make quick decisions, particularly when the average doctor's visit lasts less than 10 minutes. As a nonprofit organization dedicated to providing up-to-date information about breast cancer, Breastcancer.org has a stated mission to help women and their loved ones make sense of the complex medical and personal information about the disease, allowing them to make the best decisions for their care. Under Dr. Weiss's leadership as president, Breastcancer.org's team consists of business development experts; medical experts; experienced writers, editors, designers, and Web producers; and a Professional Advisory Board that includes doctors, nurses, researchers, and other experts from a range of disciplines. All site content is reviewed by the Advisory Board for accuracy.

ADDRESS:

7 E. Lancaster Ave.
3rd Floor
Ardmore, PA 19003

CONTACT INFO:

Phone: Unlisted
E-mail: Online

PROGRAMS & ACHIEVEMENTS

Breastcancer.org features more than 6,000 pages of objective and responsible medical information on topics that include lowering your risk, symptoms and diagnosis, treatment and side effects, and day-to-day matters. One of the organization's best features is its *Ask-the-Expert Online Conferences*. These are regularly scheduled question-and-answer sessions with leading breast cancer experts. The site also offers a variety of free educational booklets and brochures that are available by mail, in easy-to-understand English and Spanish, such as *Understanding Metastatic Breast Cancer*, *Understanding and Reducing the Risk of Recurrence*, and *Your Guide to the Breast Cancer Pathology Report*.

Since 2004, Breastcancer.org has won an annual series of eHealthcare Leadership Awards, for *Best Overall Internet Site*, *Best Health/Healthcare Content*, and *Best Site Design*. In 2008, Breastcancer.org won a W3 Award, Silver, for *Best Web site*. In continued support of Breastcancer.org, Dr. Weiss continues to offer her expertise on breast cancer to leading media interests and regularly publishes books on the subject.

NAVIGATION & USEFUL LINKS

The Breastcancer.org Web site features five major links, available from the top main menu: **Symptoms & Diagnosis**, **Treatment & Side Effects**, **Day-to-Day Matters**, **Lower Your Risk**, and **Community Knowledge**. **Symptoms & Diagnosis** covers breast cancer screening and testing, including what the results mean, and provides information about the various types of breast cancer. **Treatment & Side Effects** explains treatments such as **Surgery**, **Radiation**, and **Chemotherapy** and the side effects they may cause. **Day-to-Day Matters** gives practical tips primarily on managing nonmedical issues related to breast cancer, such as **Nutrition**, **Sex and Intimacy**, **Fertility**, **Pregnancy**, **Adoption**, and **Breast Cancer and Your Job**. **Lower Your Risk** features basic information about risk factors, including genetic predisposition, and outlines ways to reduce risk. The **Community Knowledge** section of the site encompasses a vast array of features, including **Discussion Boards**, **Chat Rooms**, **Stories of Hope**, transcripts of prior *Ask-the-Expert Online Conferences*, tips on **Tax Deductions for Medical Expenses**, **Recommended Links**, and more. Here you can order free **Booklets and Brochures by Mail** and sign up for **Email Updates**. At the bottom of every page, you will find links to a **Dictionary** of



breast cancer terms; a **Pictures of Breast Cancer** section with illustrations related to diagnosis and management; and a **Press Room** area with links to stories from well-known news agencies. **Research News** on the home page brings updates on the latest breast cancer research with commentary from the site's experts on the articles. Clickable banners appear throughout the site, which open pop-up windows to highlight important content. For instance, the *My Breast Cancer Coach* banner helps readers identify questions to ask their doctor and treatments that may be right for them. The *Are You Ready for Chemotherapy* banner addresses how to support your natural defenses, understanding blood counts, safety concerns, and prescribing information.

By signing up for the monthly e-mail update, entitled *What's New at Breastcancer.org*, you can stay informed about Breastcancer.org and Dr. Weiss in the news, Breastcancer.org events, and the schedule for the *Ask-the-Expert Online Conferences*. The updates also present featured gift shop items and forum discussions. Visitors can also sign up for individual notices, such as the *Breastcancer.org Ask-the-Expert Online Conferences* alerts, which send e-mails reminders of upcoming conferences and notify users when transcripts are posted; the *Breastcancer.org Content Spotlight*, which highlights the best Web site information each month; and the *Breast Cancer in the News* digest, which supplies links to that month's *Research News* coverage and commentary.

Resource Checklist

- ✓ Ask-the-Expert Online Conferences
- ✓ Free booklets/brochures
- ✓ Forums and chat rooms
- ✓ Dictionary of medical terms
- ✓ Monthly E-Newsletter

Living Beyond Breast Cancer

www.lbbc.org

The screenshot shows the homepage of the Living Beyond Breast Cancer (LBBC) website. At the top left is the LBBC logo, which includes the text "LIVING BEYOND BREAST CANCER" and a stylized butterfly icon. To the right of the logo are navigation links: "LBBC Blog", "Message Boards", "Press Room", "Stay Informed", and "Share". Below these is a search bar and a "Text Size" selector. A purple navigation bar contains the following menu items: "UNDERSTANDING BREAST CANCER", "LEARNING FROM OTHERS", "EVENTS", "DONATE", "GET INVOLVED", and "ABOUT LBBC". The main content area features a large green banner with a woman's portrait on the left. The banner text reads: "Did You Know Nearly 200,000 women will be diagnosed with breast cancer this year. Help Us Reach Them." Below the banner are four small thumbnail images of diverse women. Underneath the banner is a quote: "LBBC empowers all women affected by breast cancer to live as long as possible with the best quality of life." To the right of the quote is a section titled "I Am Living Beyond" with a list of categories: "Newly Diagnosed", "Metastatic Breast Cancer", "African-American", "Latina", "Young Women", and "High Risk". Below the quote are two columns of featured content. The left column has a "Feature" tab and a "Headlines" sub-tab, with a headline "Welcome to Our New Online Community!" and a "Read more" link. The right column has an "Upcoming Events" section with a headline "News You Can Use: Breast Cancer Updates for Living Well" dated 11/13/2010, a small image of a group of people, and a "Read more" link. At the bottom left of the screenshot is a "Breast Cancer Basics" link. At the bottom right is a purple "DONATE TO LBBC" button with the text "Help Us Did you know 84 cents of every dollar donated is used for programs and support services?".

HISTORY & MISSION

Living Beyond Breast Cancer, or LBBC, a national education and support organization, was founded in 1991 by breast oncologist Marisa C. Weiss, MD, in response to a woman's need for breast cancer-related information, connection, and support after completing treatment. Early on, LBBC mainly focused on the post-treatment experience, but starting in 1996, under the direction of Jean A. Sachs, MSS, MLSP, the organization increased the size of its staff and expanded programs and services. Today, LBBC assists women at all stages of diagnosis, treatment, and recovery. The organization's mission includes offering specialized programs and services for the newly diagnosed, young women, women with advanced breast cancer, women at high risk for developing the disease, and African American and Latina women. LBBC also offers programs for caregivers and healthcare professionals, to help them better meet the needs of women affected by breast cancer.

ADDRESS:
354 W. Lancaster Ave.
Suite 224
Haverford, PA 19041

CONTACT INFO:
Phone: (610) 645-4567
(888) 753-5222
E-mail: mail@lbbc.org

PROGRAMS & ACHIEVEMENTS

LBBC serves more than 40,000 women and families affected by breast cancer, with constituents throughout the world. In 2009, LBBC raised \$3.5 million, contributing more than 80% of its income to fund educational programs.

The organization holds large-scale education conferences that help women make informed choices about their health and that offer assistance to patients' families, friends, and healthcare providers. National experts share the latest technical and practical breast cancer information in large sessions and in smaller, interactive workshops. LBBC joins with the Young Survival Coalition to host the Conference for Young Women Affected by Breast Cancer each year, focused on the unique concerns of younger women living with the disease.

LBBC provides free teleconferences that discuss research findings from leading breast cancer conferences, providing detailed information on new treatments and clinical trials and exploring emotional issues. The toll-free *Survivor's Helpline* offers confidential support from a specially matched peer. LBBC also publishes a quarterly newsletter that delivers medical information in clear, understandable language and explores emotional issues respectfully and compassionately. Visitors can order low-cost compact discs and audiotapes from the LBBC library that contain presentations from experts on a variety of medical treatments and quality-of-life concerns. Culturally sensitive books to women with breast cancer are delivered free of charge. LBBC also maintains the Paula A. Seidman Library and Resource Center in Philadelphia, which is the region's only comprehensive library of books and resources on breast cancer. Finally, LBBC provides workshops and training for healthcare providers and sponsors networking programs that bring experts face-to-face with patients and their families.

NAVIGATION & USEFUL LINKS

The main links span the page from left to right, starting with [Understanding Breast Cancer](#). The [Learning from Others](#) section provides videos, a helpline, and an ask-the-expert section. Many people dealing with breast cancer, either directly or indirectly, find it useful to speak with others who have shared similar experiences. For this reason, LBBC provides [Message Boards](#). You can find more information on upcoming conferences and teleconferences, as well as links to other sections of the site in the [Events](#) section. All the main sections of the Web site contain a link to the [LBBC](#)



[Library](#), where you can view past issues of *Insight* under [Newsletters](#), download free PDFs of [Books and Brochures](#) (these can also be mailed for a small donation or ordered in bulk), view a list of [Transcripts and Audio Recordings](#) in English and Spanish from LBBC's educational programs, or visit the [Blog](#) at <http://livingbeyondbc.wordpress.com>. This library also contains a [Glossary of Terms](#) related to breast cancer care.

More than 2,000 people have registered to participate in the LBBC forums, which include topics ranging from new diagnosis to survivorship. In the [Stay Informed](#) section at the top of the page, you will find [Web Links](#) to useful sites that deal with breast cancer and the [Clinical Trials Resource Center](#), which will connect you to other Web sites that discuss the "hows and whys" of clinical trials. [Lotsa Helping Hands](#) is a unique feature of LBBC. It allows patients to maintain a private Web site, listing their needs for friends and families, who can sign up to help on the available calendar.

[Get Involved](#) includes information on how to [Volunteer](#), the organization's [Calendar of Events](#), and LBBC's various [Educational Programs](#), which encompass conferences, teleconferences, and networking programs. At the right of the home page, visitors will find a search field to quickly locate relevant information. Within the home page you will find links to LBBC's social networking sites. LBBC can be found on Facebook, Twitter, Flickr, and YouTube.

Resource Checklist

- ✓ Downloadable booklets/brochures
- ✓ Helpline
- ✓ Podcasts/Webcasts
- ✓ Online community
- ✓ Available in Spanish

Sisters Network Inc.

www.sistersnetworkinc.org



ADDRESS:
2922 Rosedale St.
Houston, TX 77004

CONTACT INFO:
Phone: (713) 781-0255 or
(866) 781-1808
E-mail: infonet@sistersnetworkinc.org

HISTORY & MISSION

The Sisters Network Inc. (SNI)—an organization “committed to increasing local and national attention to the devastating impact that breast cancer has in the African American community”—was founded in 1994 by 15-year breast cancer survivor Karen Eubanks Jackson. The organization strives to ensure that African American women living with breast cancer obtain medical treatment and support cognizant of their particular needs. Jackson said she was motivated by a lack of “sisterhood” in traditional organizations, the high mortality rate for African Americans with breast cancer, and the limited availability of culturally sensitive material during her personal fight to survive the disease. SNI offers educational programs, financial and emotional support to patients, and community outreach. It is the only national African American breast cancer survivorship organization, and it has more than 43 survivor-run affiliate chapters in the United States. SNI receives guidance in its efforts from an elected Board of Directors and an appointed medical advisory committee.

PROGRAMS & ACHIEVEMENTS

Since its inception in 1994, the nationally recognized SNI has grown to include 43 affiliate offices that serve more than 3,000 women. Support, outreach, and education are central to SNI's mission, and SNI estimates that in 2008 alone, its initiatives affected 6.8 million families. SNI established the Breast Cancer Assistance Program, or B-CAP, in 2006 to help women in need afford mammograms, copayments, prescriptions, and medically related lodging and transportation. That same year, SNI launched the "Raising the House" campaign, which raised \$3.5 million to purchase the Sister House in Houston, Texas. Sister House will serve as the national headquarters for SNI, provide accommodations for breast cancer survivors and their families who come to Houston for advanced medical care, and furnish support and educational resources, such as a resource library, mammography screenings, and a computer lab.

In 1999, the organization hosted the first national breast cancer conference focused specifically on how breast cancer affects African American women. The African American Breast Cancer Conference has since become an annual event, attracting more than 500 participants and medical experts. To promote vigilance among African American women regarding breast health, SNI launched the Pink Ribbon Awareness Campaign, a national faith-based educational outreach program. SNI affiliates and volunteers disseminate information through local churches on services and resources for breast care. Breast cancer survivors share their experiences with church members and inspire them to look after their breasts. SNI's most innovative program is the Gift for Life Block Walk, in which affiliates work with other local groups and go door-to-door in African American communities to distribute brochures on breast health and pink awareness ribbons.

In December 2009, Africa Cancer Care Inc. presented Eubanks Jackson with the 2009 Cancer Awareness award. SNI also worked with the University of Maryland School of Medicine to create a 30-minute patient education video specifically for African American women. In 2010, the network will hold the first National African American Breast Cancer 5K Walk/Run in Houston, Texas.

NAVIGATION & USEFUL LINKS

The SNI Web site greets visitors with a rotating display of site highlights beneath the words "A National African American Breast Cancer Survivorship Organization." An estimated 19,540 new cases of breast cancer

are expected to occur among African American women in 2009. The overall incidence rate of breast cancer is 10% lower in African American women than white women. These facts and many others can be found in the lower left corner of the home page, which includes important information from the American Cancer Society about breast cancer in African American women and the disparity in survival compared with white women. These facts emphasize why the work of SNI is so important. A brown bar across the top of every page features links to major areas of the site: [About Us](#), [Programs](#), [Breast Cancer Facts](#), [Donations](#), [Chapters](#), [Events](#), and [Sponsors](#).

[About Us](#) describes the [Mission](#) and [History](#) of SNI and supplies brief biographies for each member of the [Board of Directors](#). To learn more about SNI's outreach efforts, [Programs](#) gives an overview of the [Breast Cancer Assistance Program](#), the [Pink Ribbon Awareness Initiative](#), and the [Gift for Life Block Walk](#). Visitors looking for information on breast cancer will find it under [Breast Cancer Facts](#). This page provides detailed statistics on rates of new cases, survival outcomes, and deaths for African American women and how they differ from those for white women. This section also includes [Key Questions to Ask Your Doctor](#), which advises women on how to prepare for an upcoming visit and what types of questions to ask the medical oncologist, surgical oncologist, and radiation oncologist. There is also a [Glossary](#) of breast cancer-related terms and information on risk factors for breast cancer and signs of the disease.

SNI relies on members to help spread its message of inspiration and action. Click on [Chapters](#) to find contact information for each affiliate or to learn how to [Start a Chapter](#). Patients can also share their experience fighting breast cancer through [Tell Us Your Story](#). [Events](#) provides information on the National African American Breast Cancer Conference and the Stop the Silence Walk and offers links to register for or host your own event.

Resource Checklist

- ✓ Financial support
- ✓ Glossary of medical terms
- ✓ Local affiliates
- ✓ Monthly E-Newsletter
- ✓ Online social network

Susan G. Komen for the Cure

ww5.komen.org

The screenshot shows the Susan G. Komen for the Cure website homepage. At the top left is the logo with a pink ribbon. Navigation links include 'DONATE', 'News', 'About Us', 'Affiliate Corner', 'Message Boards', and 'Español'. A search bar and social media icons are on the right. A central banner features a world map and the text 'Join the Global Breast Cancer Movement'. Below this are buttons for 'I'VE BEEN DIAGNOSED WITH BREAST CANCER', 'SOMEONE I KNOW WAS DIAGNOSED', 'I'M HERE TO MAKE A DIFFERENCE', and 'SHARE YOUR STORY'. A 'Go to myKomen' button and a 'NEWSLETTER' sign-up form are also present. A main navigation bar lists: 'Understanding Breast Cancer', 'Get Involved', 'Research & Grants', 'Partners & Sponsors', 'ShopKomen.com', and 'Donate'. The main content area features a large photo of a crowd with a person in the foreground wearing a pink shirt that says 'You Can Make A Difference' and 'Memory of MY SISTER SUSAN G. KOMEN'. To the right is a 'LATEST HEADLINES' section with two news items: 'Some Patients with Advanced Cancer Continue Screening - 10/25/2010' and 'European Study Reports that Oncotype DX® Influences Breast Cancer Treatment Decisions - 10/18/2010'. Below the headlines is a 'MAKE YOUR PROMISE RAISE YOUR VOICE WOMEN ADVOCACY ALLIANCE' banner. At the bottom are three partner banners: 'smartwater, FUZE and Honest Tea support a world without breast cancer.', 'Bank of America supports Komen.', and 'Baked! Frito-Lay spreads the word about the benefits of EARLY DETECTION'. The footer contains links for 'Help & FAQs', 'Site Map', 'Media Center', 'Contact Us', 'Privacy Policy', 'Terms of Use', 'Link Agreement', and 'Corporate Engagement Policy'. It also includes the copyright notice '© 2010 Susan G. Komen for the Cure®' and phone numbers '1-877-GO-KOMEN (1-877-465-6636)', along with 'Charity Navigator' and 'BBB' accreditation logos.

HISTORY & MISSION

In 1982, Nancy G. Brinker founded the Susan G. Komen Breast Cancer Foundation to fulfill a promise to her dying sister that she would do everything in her power to end breast cancer forever. Brinker continues to pursue this mission as the chief executive officer of the organization, which changed its name during its 25th anniversary to Susan G. Komen for the Cure. The organization is the world's largest grassroots network of breast cancer survivors and has invested nearly \$1.5 billion fighting to save lives, empower people, ensure quality for all, and energize science to find the cures. Komen for the Cure is the largest source of nonprofit funds dedicated to the fight against breast cancer in the world and is working hard to contribute another billion dollars by 2017.

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Suite 250
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CONTACT INFO:
Phone: (877) GO-KOMEN
(877) 465-6636
E-mail: Online

PROGRAMS & ACHIEVEMENTS

The *Komen Race for the Cure* series is the world's largest and most successful fund-raising event for breast cancer, boasting nearly 100,000 volunteers. Since its 1983 inception, the *Komen Race for the Cure* series has grown from a single 5k run/walk with 800 people in Dallas to a global series that comprises more than 130 events with 1.5 million participants on four continents. Funds raised by *Komen Race for the Cure* events support breast cancer research and community-based outreach programs.

Today, Komen for the Cure has invested nearly \$465 million in 1,736 research projects. This includes more than \$50 million to fund the *Early Detection* initiative, which supported research to identify new screening tools, enhance the efficacy of existing screening tests, and improve existing screening methods. The *Metastasis* program has provided nearly \$28 million since 2006 to support research into understanding the processes by which tumor cells migrate (metastasize) to other parts of the body and to identify therapeutic agents for stopping this process. Komen for the Cure recently added 50 of the world's top cancer experts to a new Scientific Advisory Council, to drive innovation and breakthroughs in cancer research. The Susan G. Komen for the Cure Tissue Bank is the largest source of healthy breast tissue in the world, and will soon to be available digitally to researchers around the world over the Internet.

The Komen for the Cure logo is a running pink ribbon intended to represent its involvement in the race to find a cure. Komen for the Cure has partnered with many corporations and organizations to promote breast cancer awareness through pink products and items with their signature running pink ribbon.

NAVIGATION & USEFUL LINKS

At the upper left of the Web site, just below the organization's logo, there are four pink buttons: [I've Been Diagnosed With Breast Cancer](#), [Someone I Know Was Diagnosed](#), [I'm Here to Make a Difference](#), and [Share Your Story](#). Each of these sections opens a new window that highlights subsections of the site pertinent to your selection. One of the nice things about the Komen for the Cure site, is that it provides visitors with multiple ways to find sought-after information. You can use the [I've Been Diagnosed With Breast Cancer](#) or [Someone I Know Was Diagnosed](#) buttons to navigate to relevant information on these subjects, but you will also find a new menu on the left of the page that lists all of the site's main topics and what is included within each

one. You will find many fact sheets to view online or download. Alternatively, you can access the various topics using drop-down menus from the pink tabs on the home page, which appear above a rotating display of the many faces of breast cancer. Clicking on a face pulls up a mini-profile of a patient, survivor, caregiver, researcher, advocate, or even just someone concerned about this important disease.

If you are new to learning about breast cancer, one of the first stops you might want to make is the [Understanding Breast Cancer Guide](#), accessible from the [Understanding Breast Cancer](#) menu on the home page. Here, you will essentially find a site map that breaks everything down by category, providing links to answers on almost any question you might have about breast cancer. The menu to the left features important areas like [Diagnosis](#), which explains different biopsy techniques and procedures and guidance on understanding your pathology report. [Treatment](#) discusses all of the different types of therapies, but also lets you see treatments specific to a type of breast cancer. You will also find a link to [Insurance & Financial Issues](#) that might arise during treatment. [Getting Good Care](#) can help patients determine how to select a physician and offers a list of [Questions for Your Potential Provider](#). Once you have a physician, knowing what to ask is a key component of getting the best care. The Komen for the Cure Web site provides an assortment of topic cards in English and Spanish under [Questions to Ask Your Doctor](#) that you can download and print for future discussions with your treatment team.

From the home page, you can learn how to [Get Involved](#), possibly by finding a local affiliate, participating in a race, or becoming an advocate. You can also read about [Research & Grants](#) that Komen for the Cure has funded and see a list of the organization's [Partners & Sponsors](#). On the right of the home page is an option to subscribe to the organization's newsletter, *KomenLink*, or you can [Go to myKomen](#), to create a profile and become an active participant at the Komen for the Cure Web site and in the organization's activities.

Resource Checklist

- ✓ Downloadable brochures
- ✓ List of financial resources
- ✓ Online community
- ✓ Podcasts/Webcasts
- ✓ Toll-free helpline

Additional Breast Cancer Resources



Alamo Breast Cancer Foundation www.alamobreastcancer.org

The Alamo Breast Cancer Foundation (ABCF) provides information and support to women and men in the south Texas region who are living with breast cancer, as well as to their family and friends. ABCF's Web site includes several resource sections. **Hot Topics Mentor Sessions** offers Webcasts of national breast cancer experts reviewing the most compelling San Antonio Breast Cancer Symposium presentations with advocates. The **Calendar** lists upcoming events, including health fairs, advocacy training sessions, and fund-raising activities. The **Clinical Trials** section provides an overview of clinical trials and links to local and national listings of breast cancer clinical trials. **Resources** offers additional Web resources and information on San Antonio-area cancer support groups and stores with mastectomy supplies. While ABCF does have a **Helpline**, it is only for patients living in the San Antonio area. For these patients, former breast cancer survivors provide information on where to obtain low-cost or free mammograms and other community resources. These survivors also help patients connect with other peers facing similar circumstances.

Resource Checklist

- ✓ Clinical trials information
- ✓ Local helpline
- ✓ Webcasts



Avon Foundation for Women www.avonbreastcare.org

Breast cancer is a major focus of the Avon Foundation for Women. Since 1993, the Foundation has distributed more than \$50 million in grants to community-based, nonprofit breast health programs and more than \$640 million worldwide for various breast cancer programs. At the company's parent site, www.avoncompany.com, selecting **Breast Cancer Crusade** from the **Philanthropy** section will give you an overview of the Foundation's efforts, including a link to the downloadable **Breast Health Resource Guide**, available in English and Spanish. A major Avon-sponsored initiative, the Love/Avon Army of Women (www.armyofwomen.org), seeks to register 1 million women to partner with researchers to eradicate breast cancer. To support screening, support, and treatment, the Avon Foundation sponsors fund-raising walks, like the annual, 2-day Avon Walk for Breast Cancer (www.avonwalk.org). The money raised provides funding to leading-edge research teams across the country to fuel their quest for a cure.

Resource Checklist

- ✓ Online community
- ✓ Free *Breast Health Resource Guide*
- ✓ Fundraising events



Resource Checklist

- ✓ Clinical trial matching service
- ✓ Clinical trial search engine
- ✓ Questions for your physician

BreastCancerTrials.org

www.breastcancertrials.org

BreastCancerTrials.org (BCT.org) offers patient education on clinical trials and a free **Matching Service** that facilitates optimal clinical trial placement. BCT.org encourages visitors to first watch the site's tutorial slideshow on the **Take a Tour** page. Next, patients should read the background information under **About Clinical Trials**. Patients deciding to enter a clinical trial can choose **Browse Our Trials** for a general search or use the **Matching Service** to create a personalized list. Those choosing the latter should first review **Your Breast History** from the **Using Our Website** link for the matching program's personal information requirements. The **Matching Service** itself comprises three parts: a **My Health History Questionnaire**, an **Eligibility Assessment**, and a free **Save Your Health History** BCT.org membership option. After patients select a clinical trial from their generated list, BCT.org recommends printing out **Questions to Ask Your Doctor** and **What to Ask the Research Site**, and reviewing **Financial/Insurance Concerns** before signing up for a trial. BCT.org members can contact research sites through the Web site and sign up for the **Trial Alert Service** to receive automatic updates of new trials.



Resource Checklist

- ✓ Videos and slideshows
- ✓ Doctor finder
- ✓ News and features

Healthline Breast Cancer Learning Center

www.healthline.com/health/breast-cancer

Healthline's Breast Cancer Learning Center not only provides information on **Causes** and **Diagnosis**, but also contains other breast cancer resources such as relevant **Videos** and illustrated **Images** as well as a breakdown of different types of **Screenings** and **Treatments**. The site is updated with the latest breast cancer news and trends. Other popular topics include **Drugs to Treat Breast Cancer**, **The Latest Treatment Options**, and **Breast Cancer Statistics**. There are select **Feature Articles**, and icon buttons to the top right of the breast cancer home page allow users to quickly **Check your symptoms**, **Find a doctor**, and **Explore treatments** for breast cancer. Each month features an **In Review** section on Breast Cancer Awareness that deals with history, survivor perspectives, and trends.



Resource Checklist

- ✓ Free *For the Women We Love* book
- ✓ Online community & friend matching
- ✓ Free Wallet Card of Tips for Men

Men Against Breast Cancer (MABC)

www.menagainstbreastcancer.org

Founded in 2000, Men Against Breast Cancer (MABC) is the first national nonprofit organization designed to provide targeted support services to educate and empower men to be effective caregivers when breast cancer strikes a woman in their life. MABC also targets and mobilizes men to become active participants in the fight to eradicate breast cancer as a life-threatening disease. The MABC Web site, which is available in English or Spanish, features a variety of educational materials for purchase or free download, including the book *For the Women We Love*, a breast cancer action plan and caregiver's guide for men. Friend matching and a message board are available through the [online support/resources](#) link. MABC also provides educational workshops like [Partners in Survival](#) available as part of [mabc support programs](#).



Resource Checklist

- ✓ Media presentations and resources
- ✓ Message boards/online community
- ✓ Newsletter

National Breast Cancer Foundation, Inc.

www.nationalbreastcancer.org

The founder of the National Breast Cancer Foundation (NBCF), Inc., Janelle Hail, has been a breast cancer survivor for 30 years. NBCF's mission is to increase awareness through education and provide nurturing support services to patients and survivors, as well as mammograms for patients in need. Users select options such as [Early Detection](#), [Just Diagnosed](#), or [You're Not Alone](#), then push [Learn More](#) to navigate to their chosen section. The [Just Diagnosed](#) link brings users to a Beyond the Shock® media presentation with chapters on [Breast Anatomy](#), [The Cancer Process](#), [Types and Staging of Breast Cancer](#), several chapters that deal with treatment, and a chapter dedicated to [Updates in Breast Cancer](#). In the [You're Not Alone](#) section, users find encouragement and support through [Groups](#), [Discussions](#), and a connection to other users via the [People](#) link. The Web site offers additional information about the foundation, which has earned a 4-star rating from Charity Navigator for six years in a row.



Resource Checklist

- ✓ Toll-free hotline
- ✓ Family & Friends blog
- ✓ Survivor Stories

SHARE – Self-Help for Women with Breast or Ovarian Cancer

www.sharecancersupport.org

SHARE’s mission is to create and sustain a supportive network and community of women affected by breast and ovarian cancer. The organization brings these women and their families and friends together with others who have experienced breast or ovarian cancer. SHARE staffs a toll-free hotline, at (866) 891-2392, available in English, Spanish, and 10 other languages. The Web site provides listings and maps for its New York-area support groups and educational classes and also includes ways for people affected by breast or ovarian cancer to connect online through the **Family & Friends Blog** and **Survivor Stories**, which can be accessed via the **Information** link. SHARE is also a sponsor of the Advanced Breast Cancer Community at www.advancedbreastcancercommunity.org, created especially for patients and families dealing with metastatic breast cancer. From the home page, you can subscribe to the **SHARE Newsletter**, delivered via e-mail.



Resource Checklist

- ✓ Toll-free helpline
- ✓ Discussion boards
- ✓ Resource guidebook

Young Survival Coalition

www.youngsurvival.org

Young Survival Coalition (YSC) focuses on issues unique to women aged 40 and under diagnosed with breast cancer. YSC’s **ResourceLink** helpline and online program provides educational resources such as brochures, fact sheets, DVDs, and books; referrals to peer support networks; information on research and clinical trials relevant to young women; and connection to YSC’s **SurvivorLink** program. **SurvivorLink** gives young women the opportunity to discuss their breast cancer experience with other patients and survivors. YSC’s Web site offers a free, downloadable 172-page **Guidebook** full of resources for patients and survivors. The **Ask the Expert** page provides professional feedback to e-mailed questions, which have been archived. YSC’s **Bulletin Board** online community facilitates informational and supportive interaction through discussion boards. Transcripts and audio files of YSC educational events can be downloaded, and all of the Web site’s content is available in Spanish.

Cancer and Careers

www.cancerandcareers.org

The screenshot shows the homepage of the Cancer and Careers website. At the top, the logo "cancerandcareers" is displayed in a blue header bar, with a "make a donation" button and a language selector for "en español". Below the header, there are navigation tabs for "women with cancer", "employers", "coworkers + caregivers", "healthcare professionals", and "supporters". A search bar with a "go" button is located on the left. The main content area features a large image of a woman looking thoughtful, with buttons for "read our blog", "subscribe to our newsletter", and "join our google group". Below this, there are sections for "ASK A Career Coach", "READ Stories" and "SHARE Stories", and "FREE Publications". A central grid lists various resources under categories like "first diagnosed", "on the job", and "lifestyle". There are also sections for "for healthcare professionals" and "for managers & employers". At the bottom, there are sections for "What's New" (including upcoming events) and "Sponsors" (with a "make a donation" button).

ADDRESS:

Cosmetic Executive Women
286 Madison Ave.
19th Floor
New York, NY 10017

CONTACT INFO:

Phone: (212) 685-5955
Fax: (212) 685-3334
E-mail: cancerandcareers@cew.org

HISTORY & MISSION

According to the Cosmetic Executive Women (CEW) Foundation, "Work doesn't stop once you've been diagnosed with cancer." More than 80% of cancer survivors return to work after treatment, and employment becomes even more important. CEW, the charitable arm of Cosmetic Executive Women, Inc, created www.cancerandcareers.org, with a mission to change the face of cancer in the workplace. The free Web site is available in English or Spanish and has more than 120,000 visitors annually. Its primary goal is to provide essential tools and information to employees with cancer, but its reach extends to employers, coworkers, and caregivers.

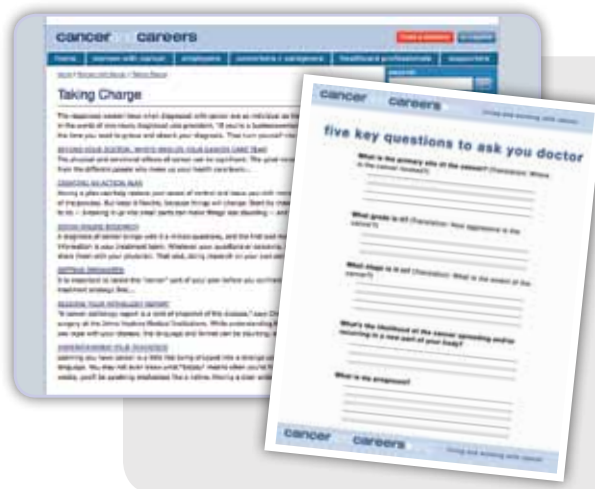
PROGRAMS & ACHIEVEMENTS

This Web-based organization highlights employer programs, including sections covering relevant laws, best practices information for chief executives, and details for human resources departments. Free publications and an educational seminar kit are also available. One of the Web site's main components includes advice on how coworkers can help their colleagues with cancer and offers legal and financial planning for caregivers.

A new program was launched in 2009, with the aid of the Avon Foundation, to educate oncology nurses, social workers, and other healthcare providers on how to help patients combine work with cancer treatment. The program was captured on video, and the four-part seminar is housed on the Web site for long-term access.

NAVIGATION & USEFUL LINKS

The site's main sections include [Women With Cancer](#), [Employers, Coworkers + Caregivers](#), [Healthcare Professionals](#), and [Supporters](#). An online newsletter and the [Ask a Career Coach](#) subsection supply advice on managing your career during and after cancer treatment. Planning tips, communication strategies, and other resources for career development are available, and the site hosts a blog that contributors can use to share career information and recommendations.



[First Diagnosed](#), [On the Job](#), and [Lifestyle](#) sections offer quick connections to information on understanding the cancer diagnosis, creating an action plan, conducting online research, or reading a pathology report. Other useful content areas provide advice on how to handle discrimination at work, taking time off, and reentering the workforce. Important topics include dressing while undergoing cancer treatment, staying physically fit, and selecting skin care products, cosmetics, and wigs.

Visitors to the site can access a virtual toolkit of charts, checklists, questions, and forms to map personal disease progress and navigate employment and hospital systems. Available charts include logs for doctor's office visits, appointments, and prescriptions. Helpful checklists and question sheets, such as [Five Key Questions to Ask Your Doctor](#), and forms for medical and cancer treatment history are also available. Users can also stay informed via the foundation's Cancer and Careers Facebook page.

Resource Checklist

- ✓ Ask a Career Coach
- ✓ Contributor blog
- ✓ E-newsletter
- ✓ Free downloadable brochures in English and Spanish
- ✓ Podcasts/Webcasts

CancerCare

www.cancercare.org

EN ESPAÑOL TELL A FRIEND E-NEWS EVENTS DONATE

About Us | Get Help | Reading Room | Support Us Find Services by Cancer Type

CANCERCARE
CancerCare is a national nonprofit organization that provides free, professional support services for anyone affected by cancer.
Call 1-800-813-HOPE or email info@cancercare.org.

I am a person with cancer I am a loved one/friend I am a healthcare professional

what's new at CANCERCARE

calendar at a glance

Co-payment Help for Lung and Pancreatic Cancer Patients
People undergoing treatment for lung cancer or pancreatic cancer who have health insurance coverage can receive up to \$10,000 per year to help with their out-of-pocket co-payments through the CancerCare Co-Payment Assistance Foundation.
Visit www.cancercarecopay.org for a complete list of diagnoses covered.

Calendar of Events

Ask CancerCare
- Coping with Lung Cancer

Connect® Education Workshops
November 9
[Update on the Treatment of Liver Cancer](#)

December 7
[For Caregivers: Coping with a Loved One's Cancer During the Holidays](#)

December 14
[Caring for Your Bones When You Have Prostate Cancer](#)

[View more...](#)

connect EDUCATION WORKSHOPS [LEARN MORE](#)

Online Support Groups
Log in Learn more...

Need help paying for your cancer medications?
CANCERCARE CO-PAYMENT ASSISTANCE FOUNDATION

e-shop SUPPORT US

Join Our Team
Make a difference. Learn more about employment opportunities at CancerCare.

HISTORY & MISSION

CancerCare was founded in New York City in 1944 to help patients with advanced cancer. It is a national nonprofit organization that provides free professional support services to anyone affected by cancer, including patients, caregivers, children, loved ones, and the bereaved. The organization chose a lamp as its symbol because light represents warmth, comfort, and hope. From its inception, CancerCare has provided financial assistance for home care and emotional and practical counseling by professional oncology social workers. By 1980, CancerCare was helping more than 25,000 people each year through its free counseling service, which is still the heart of the organization's work.

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275 Seventh Ave.
Floor 22
New York, NY 10001

CONTACT INFO:
Phone: (212) 712-8400
(800) 813-HOPE
Fax: (212) 712-8495
E-mail: info@cancercare.org

Now, with more than 100 staff members, CancerCare helps more than 100,000 people annually face the crisis of cancer, and the Web site has become a leading online resource for cancer information, with more than 1 million unique visitors last year. While the size and focus of the organization have grown tremendously since 1944, the essential work remains the same: caring for the individual, supporting loved ones, and providing help and hope to anyone affected by cancer.

PROGRAMS & ACHIEVEMENTS

CancerCare programs include a toll-free counseling line, support groups, education, financial assistance, and practical help provided by professional oncology social workers free of charge.

The organization also offers **CONNECT® Education Workshops** that are interactive and made available by telephone or live internet stream. The programs feature oncology experts helping patients and families understand and cope with a cancer diagnosis.

In 2007, CancerCare established the CancerCare Co-Payment Assistance Foundation to help patients with cancer afford their insurance and drug copayments. The need-based program provides partial or full coverage of essential services and treatments.

NAVIGATION & USEFUL LINKS

The three main sections of the CancerCare Web site are tailored for persons with cancer, loved ones and friends, and healthcare professionals. In the first two sections, visitors can review frequently asked questions about the organization; access free educational programs and publications about the disease; sign up for free counseling online, by phone, or in person from professional oncology social workers; and apply for financial assistance. In the healthcare



professionals section, visitors can download educational materials, participate in distance-learning programs, and consult with any of CancerCare's staff of professional oncology social workers.

In addition to the **CONNECT® Education Workshops**, the Web site offers online learning programs, Podcasts, booklets on research, and fact sheets with quick tips and easy reference material on a range of cancer topics. The **Get Help** section is a quick way for visitors to peruse categories on counseling, support groups, publications, and financial assistance. A detailed calendar of events provides a thorough list of upcoming programs, workshops, and meetings.

CancerCare's online **Reading Room** is intended for those dealing with cancer whose world has become flooded with new information, vocabulary, challenges, and worries. This section is the place to go for all cancer questions—whether they are medical, practical, or emotional. Visitors can order publications through an online order form or download files in PDF format. You can share your story, or read about others' experiences with cancer at **Stories of Help & Hope**, accessible from the home page and in the **Reading Room** subsection. Those who sign up to receive free **E-News** will be notified whenever new content becomes available.

Resource Checklist

- ✓ Telephone education workshops: *Better Bone Health*
- ✓ Toll-free helpline
- ✓ Financial assistance
- ✓ Online support groups
- ✓ Downloadable fact sheets and booklets

Cancer Support Community

(formerly The Wellness Community and Gilda's Club Worldwide)

www.cancersupportcommunity.org

HISTORY & MISSION

In July 2009, The Wellness Community (TWC) and Gilda's Club Worldwide merged to become the Cancer Support Community, "A Global Network of Education and Hope." The Washington, D.C.-based Cancer Support Community encompasses approximately 50 Wellness Community centers and Gilda's Clubs, as well as more than 100 satellite offices worldwide. TWC was founded by Dr. Harold Benjamin in 1982 to provide free support, education, and hope to people with cancer and their loved ones internationally. Gilda's Club was founded in 1995 in honor of late comedian Gilda Radner, and the organization had a similar mission. The Web site describes the merger as "a new beginning of the highest quality cancer support for the millions of people facing this disease."

ADDRESS:

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CONTACT INFO:

Phone: (888) 793-9355
Fax: (202) 659-9301
E-mail: help@cancersupportcommunity.org

PROGRAMS & ACHIEVEMENTS

The C.A.R.E. (Cancer Advocate Resources and Education) Campaign for breast cancer caregivers offers advice, support, and free resources to individuals caring for loved ones with breast cancer. Resources include educational publications, workshops, and online tools.

Open to Options, a new project being piloted in Philadelphia, Cincinnati, and San Francisco's East Bay, seeks to help blood cancer patients with one-on-one decision making and to help care providers discuss clinical trials as a treatment option with patients who have a hematologic cancer. Cancer Support Community offers the program in collaboration with the Education Network to Advance Cancer Clinical Trials.

Cancer Support Community is also continuing to develop the Cancer Survivorship Research & Training Institute, an initiative of The Wellness Community. The institute conducts peer-reviewed research, sponsors forums and retreats for patients and caregivers, and coordinates training programs for healthcare professionals.

NAVIGATION & USEFUL LINKS

The Cancer Support Community Web site, available in English and Spanish, is so rich in content that visitors can find information on nearly every aspect of dealing with cancer. The home page welcomes visitors with a quote from a cancer survivor on the comfort afforded by belonging to a support group. Above the quote is a link to a YouTube video on the Cancer Support Community's C.A.R.E. campaign. A **Search** button in the upper right allows users to search instantly for affiliates and programs by zip code to find one in their area. The red navigation bar across the top includes the following clickable categories: **Newly Diagnosed**, **Learn About Your Cancer**, **Cancer Survivorship**, **Caring for Your Loved One**, and **Get Support Online-Login Now**. Selecting one of these opens up a new page, with a gray box on the right containing expandable links for each section.

Learn About Your Cancer takes you to a page where you can find information by tumor type. You can also find information about **Cancer Treatment Options**, **Managing Side Effects of Cancer Treatment**, **Managing Emotional Health**, and even what to expect when treatment is finished.

Going to **Get Support Online-Login Now** opens up a portal to the Online Social Network, where registered



members share their experiences with one another, blog, or use instant messaging; registration is free. You can also sign up for a scheduled online support group, based on your situation or diagnosis. From the home page of the Web site, under **Our Communities**, you can also select a community specific to **Patients**, **Teens**, **Caregivers**, or **Local Communities**. Teens are redirected automatically to Group Loop (www.grouploop.org), a site specifically for young people.

Cancer Support Community offers several multimedia options, with links to **Podcasts** providing in-depth answers to questions about cancers; **Videos**, including excerpts from the book *Seven Levels of Healing*; the **Internet Radio** show "Frankly Speaking About Cancer," hosted by Kim Thiboldeaux, president and chief executive officer of the Cancer Support Community; and the organization's official **CSC Blog**, which keeps visitors up-to-date on important cancer news.

The **Frankly Speaking About Cancer: Breast Cancer** page provides a plethora of informational resources specifically for patients with breast cancer. To access this section, scroll over **Learn About Your Cancer** on the home page's main menu bar and click **Type of Cancer**. When the next page loads, click Breast Cancer in the gray sidebar on the right-hand side of the page. The breast cancer page's subsections include **Understanding Breast Cancer**, **Diagnosing, Staging, Treatment, Side Effect Management**, **Advanced Breast Cancer**, **Social and Emotional Concerns**, and **Resources**.

Resource Checklist

- ✓ Online community
- ✓ Clinical trials matching service
- ✓ Internet radio show
- ✓ Podcasts/Webcasts
- ✓ Book excerpts

Patient Advocate Foundation

www.patientadvocate.org

The screenshot shows the Patient Advocate Foundation (PAF) website homepage. At the top, the PAF logo is displayed in blue and orange, with the text "Patient Advocate Foundation" and "Solving Insurance and Healthcare Access Problems | since 1996". A navigation menu includes links for Home, Get Help, Patient Services, Resources, Press Room, Events, Meet PAF, Get Involved, and Careers. A search bar and a "CONTACT PAF" link with the phone number 1-800-532-5274 are also visible. A "Donate" button is located in the top left corner. The main content area features a large banner with the text "UNDERinsured? FIND THE MISSING PIECES" and "with PAF's National UNDERinsured Resource Directory". To the right of this banner is a section titled "Our Mission:" which states: "to provide effective mediation and arbitration services to patients to remove obstacles to healthcare including medical debt crisis, insurance access issues and employment issues for patients with chronic, debilitating and life-threatening illnesses." Below this is a list of services: "We assist patients with: Medical Debt Crisis, Insurance Access Issues, Job Retention Issues". There are three circular icons representing communication: a speech bubble, an envelope, and a person. Below the banner are three columns: "ACCESS" (describing the process of arbitration, mediation, and negotiation), "EDUCATE" (offering knowledge through publications), and "PROGRESS" (listing recent news items with dates like 10.22.2010, 09.28.2010, and 09.28.2010). At the bottom, there is a "Site Map" section with a "CHARITY NAVIGATOR" logo and a footer containing contact information and copyright notice: "Copyright © 2010 Patient Advocate Foundation".

HISTORY & MISSION

The Patient Advocate Foundation (PAF) is a national nonprofit organization that seeks to safeguard patients' rights. PAF facilitates mediation to negotiate assured access to care, job retention, and financial stability for those who receive a diagnosis of a life-threatening or debilitating disease like breast cancer. PAF has been "solving insurance and healthcare access problems since 1996," and comprises a network of research and community oncologists, attorneys, legislators, healthcare industry representatives, and case managers. Through the support of myriad donors and grants, PAF has provided education and information to millions of Americans.

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CONTACT INFO:

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E-mail: info@patientadvocate.org

PROGRAMS & ACHIEVEMENTS

The Co-Pay Relief Program provides direct financial support to insured patients, including Medicare Part D beneficiaries. To receive assistance in making copayments for drugs, patients must qualify financially and medically. The program offers one-on-one service, providing call counselors who guide patients through the enrollment process. In addition to patients with breast cancer, the program assists insured patients being treated for lung, lymphoma, prostate, kidney, colon, pancreatic, head/neck cancers, malignant brain tumors, sarcoma, diabetes, multiple myeloma, myelodysplastic syndrome, osteoporosis, chronic pain, hepatitis C, rheumatoid arthritis, and certain autoimmune disorders.

PAF also offers the National African American Outreach Program (NAAOP), designed to reduce racial disparities in health care. NAAOP works to help patients in disenfranchised communities with high-risk health concerns obtain a better quality of life by disseminating information to those who typically lack reliable health care.

PAF also hosts an annual fundraising gala and holds a yearly Patient Congress. The latter features speeches and presentations on public policy concerns for people with serious diseases and sends advocates to Congress to discuss their challenges.



NAVIGATION & USEFUL LINKS

On the front page, visitors can find a link to chat live online with a Professional Case Manager about their concerns. In addition, the **Personal Help** drop-down list presents several patient/provider hotlines designed to provide assistance to patients and providers seeking education, access to care, or assistance navigating the reimbursement system. You can also select **Success Stories**, to read about patients whom PAF has helped in overcoming some of their challenges.

The **Resources** area has several helpful subsections, including **PAF Publications**, **National Financial Resource Guide**, **National Underinsured Resource Directory**, **Disease Related Information**, and **Employment Related Information**, as well as a **Self Help Guide**.

Visitors can select **Get Involved** or **Donate** to discover how they can help further PAF's efforts. Giving time can be hard work, but it can be rewarding and fun. Volunteers will learn about current state and federal initiatives that affect the health care of all Americans, including those with breast cancer.



Resource Checklist

- ✓ Financial resources guidebook
- ✓ Toll-free helpline
- ✓ Copay assistance
- ✓ Colorectal care hotline
- ✓ Downloadable publications
- ✓ Survivor scholarships

Additional Cancer Resources



Resource Checklist

- ✓ Toll-free helpline
- ✓ Guide to cancer drugs
- ✓ Clinical trials matching service

American Cancer Society

www.cancer.org

The American Cancer Society (ACS) is a national, nonprofit organization devoted to eliminating every type of cancer. ACS has 3,400 affiliates throughout the country. On the ACS Web site, a list of common cancers under **Learn About Cancer** allows access to specific resource pages for **Breast Cancer**. These pages offer detailed guides to breast cancer, interactive treatment profile tools, free brochures, and links to additional Web resources. ACS's online community includes an entire section of breast cancer discussion boards. The organization's toll-free, 24-hour helpline, listed in the top, right corner, provides answers to questions on specific cancers and help locating medical and social support services. A separate helpline offers a free **Clinical Trials Matching Service**. The site's **Circle of Sharing** interactive tool allows patients to enter, receive, and share information related to their treatment experience. ACS's online **Guide to Cancer Drugs** can be found in the **Support and Treatment** section under **Treatments and Side Effects**. These downloadable evaluation worksheets help patients make informed treatment decisions.



Resource Checklist

- ✓ Podcasts/Webcasts
- ✓ Oncologist database
- ✓ Resources in Spanish

Cancer.Net

www.cancer.net

Cancer.Net supplies a wealth of patient-oriented information approved by oncologists from the American Society of Clinical Oncology. Sections on every type of cancer detail diagnosis and treatment options, provide clinical trial resources, and suggest questions to ask oncologists. The site's medical illustrations gallery helps patients conceptualize the physical effect of their cancer. Multimedia options at Cancer.Net include podcasts and videos. Site literature includes fact sheets, downloadable booklets, and weekly articles. A database, searchable by cancer type, provides links to additional resources. When cancer-associated costs become overwhelming, the **Managing the Cost of Cancer Care** in the **Publications and Resources** section offers advice and organization strategies. Need assistance finding an oncologist? Use the searchable oncologist database. Cancer.Net en Español furnishes several of these resources in Spanish.



CopingUniversity.com

www.copinguniversity.com

CopingUniversity.com offers stress-reducing and inspirational audio and video programs for patients with serious illnesses or conditions, loved ones, and caregivers. The majority of content features conversations between a hodgepodge of experts and founder Dave Balch, who assisted his wife through her battle with breast cancer. Several of the programs find applicable uses of expert strategies developed in fields outside of the healthcare industry. Topics include finding humor in challenging times and difficult situations; interpreting body language; doctor–patient communication; staying productive during serious illness; and organizing your life to reduce stress. Most content is available online at no charge, and programs are downloadable to iPods and other digital players. See the Curriculum section of the Web site for a list of expert biographies and descriptions of their programs. The site also offers a free e-mail mini-course, “11L’s of Caring and Coping.”

Resource Checklist

- ✓ E-mail mini-course
- ✓ Expert commentary
- ✓ Podcasts/Webcasts



National Cancer Institute

www.cancer.gov/cancertopics/types/breast

The National Cancer Institute is a division of the U.S. National Institutes of Health. They provide pages on a variety of different cancers in English and Spanish. The **Breast Cancer** section is comprehensive. It provides **Treatment** information on various types of breast cancer, including male breast cancer treatment and the management of ductal carcinoma in situ (DCIS). It also discusses **Breast Cancer Treatment and Pregnancy**. The site has an extensive section on **Clinical Trials** that describes **How to Find a Cancer Treatment Trial**, **Breast Cancer Trial Results**, and more. The site also contains sections on **Prevention**, **Genetics**, **Causes**, **Screening and Testing** for breast cancer, and **Statistics** on mortality and survival. Links to related pages are available for visitors who want to learn more about inflammatory breast cancer, breast cancer in seniors, and mammograms. **Coping with Cancer** provides information on other supportive services. People with questions about cancer can call the toll-free hotline at (800) 4-CANCER or send an instant message to **LiveHelp**.

Resource Checklist

- ✓ Clinical trial information
- ✓ Drug dictionary
- ✓ Online booklet



Resource Checklist

- ✓ Cancer Survival Toolbox
- ✓ Telephone workshops
- ✓ Online community

National Coalition for Cancer Survivorship

www.canceradvocacy.org

The National Coalition for Cancer Survivorship (NCCS) demonstrates its dedication to quality care advocacy through a Web site filled with patient education resources. The award-winning **Cancer Survival Toolbox**[®] audio-learning program gives patients the basic skills needed to understand the challenges facing them and make decisions moving forward. All sessions are downloadable and CDs are available through online orders. NCCS also partners with CancerCare to offer interactive **Survivorship Telephone Workshops** covering a multitude of topics. The **Cancerversary** blog and online community allows individuals to create their own pages sharing survivor experiences. **Journey Forward** (www.journeyforward.org) provides tools and resources for survivors and oncologists to develop individualized follow-up plans after treatment. Additional NCCS assistance includes a resource search engine, a **Surviving with Confidence** video, and a series of downloadable publications. Several of the site's resources are also available in Spanish and the Toolbox program includes transcripts in Chinese.



Resource Checklist

- ✓ Message boards
- ✓ Oncologist database
- ✓ Newsletter

WebMD

www.webmd.com/breast-cancer

Since WebMD was founded in 2005, it has been a leading provider of health information services, helping consumers, healthcare professionals, employers, and health plans. It has a very comprehensive section on breast cancer that includes a **Breast Cancer Guide** featuring sections on **Symptoms & Types** of breast cancer, **Diagnosis & Tests**, and **Treatment & Care**. The site includes **Breast Cancer Videos**, breast cancer-specific message boards, descriptions of individual breast cancer drugs, updates on the latest headlines on breast cancer research, and a **Breast Cancer Glossary**. You can also sign up for the *WebMD Breast Cancer Newsletter*. WebMD provides a database of oncologists in the United States, searchable by ZIP code. The WebMD Web site is sponsored and does feature advertisements along with some information that is designated as sponsor provided.

