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PERSONALIZED SUPPORT FOR THE JOURNEY THROUGH CANCER

NavigateCancer Foundation, a nonprofit organization, unveils its free service to help patients and their families steer their way through diagnosis and treatment and survivorship

Raleigh, N.C. – May 11, 2009 – The NavigateCancer Foundation (NCF), an organization that empowers cancer patients and families, announced today a free national program that provides personalized, confidential online assistance for adult cancer patients. The nonprofit foundation’s service is the first of its kind whose sole mission is to provide unbiased, specific and contextual information regarding the patient’s disease. NCF ensures that all aspects of their care including: physical, mental, emotional and spiritual needs are integrated into their cancer care plan. Additionally, it prepares patients for their oncology visits, answers their questions and discusses all treatment options including alternative and complementary medicine as well as referrals to clinical trials.

Co-founded by Sharon M. Bigelow, an advanced oncology certified nurse practitioner, the service helps patients learn about their disease and navigate their way through diagnosis and treatment. The foundation assists them so that a plan of action can be created and the best medical decisions made.

The foundation – supported by private donations and grants – seeks to improve cancer care by providing easily accessible tools and services, all with an eye toward promoting knowledge and self-advocacy while at the same time supplementing the care they receive from their medical team.

“Cancer treatment is evolving, and so must the services available to cancer patients,” said Ms. Bigelow. “Patients now receive a highly individualized plan of care. This requires patients to have an increased level of understanding and coordination of care at a time when resources are diminishing. With such complex information come more barriers for patients to overcome; website information is generic and quickly outdated, and the time for a cookie-cutter approach is long gone.”

Bigelow stressed that the foundation’s services are focused on assisting patients and families through the fog that a cancer diagnosis creates.

The foundation’s services include:

- Access to highly trained, experienced oncology nurses.
- Simplifying information and placing it in an individual-case knowledge base.

- Referrals to resources including: medical specialists, financial support, clinical trials, support groups, survivorship plans and more.
- Translating scientific articles, clinical-trials, radiology and pathology reports into information the patient can easily understand
- Helping patients prepare questions to ask their doctors.
- Answering “hard to ask” personal questions.

For further information or to make a donation visit the foundation’s Web site at www.navigatecancerfoundation.org

About NavigateCancer Foundation

NavigateCancer Foundation (NCF) is a nonprofit service that uses seasoned oncology nurses to provide cancer patients with the ability to understand, navigate and advocate through their illness. The foundation – supported by private donations and grants, provides these services free of charge via an innovative, secure, online patient portal. Founded in 2008, NCF’s mission is to help all cancer patients including those in the underserved populations. Cancer is an illness that requires careful action; NCF is ready to help those touched by this disease. For additional information or to make a donation visit www.navigatecancerfoundation.org.