



Member Connection

A Trusted Source

I recently received a phone call from a close friend who I hadn't spoken with in a few months. After catching up a bit, the conversation turned grim. "I just found out that my father has incurable Stage III non-small cell lung cancer. His oncologist gave him one to five years to live. I know you work in the oncology industry. Do you have any information about the disease for me?"

I didn't know exactly how to respond to my friend. I offered a comforting ear and some support, but I was suddenly panic stricken. My friend was relying on me to support her through one of the worst times in her life. I could regurgitate the latest abstracts on Phase III Trials for non-small cell lung cancer, or I could send her clinical trial opportunities, but I doubted this was exactly what she had in mind.

In the end, I realized that my friend was not looking for a cure to her father's cancer; she was just searching for reassurance and some credible information. She was seeking to understand the diagnosis and evaluate the treatment regimen her father's oncologist had prescribed. I immediately sent my friend several online credible patient resources.

I've often heard physicians and nurses refer to the Internet as "a healthcare provider's worst nightmare." They recall countless times when patients self-diagnose from the Internet or refuse treatment after reading negative feedback on another frustrated patient's "blog." The fact that

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anyone can go online, create their own website and pose as an expert is truly frightening.

Oncology Associates realizes there is a vast amount of patient information online and a good majority of it is unreliable. We consistently perform extensive research to ensure that the online resources we provide are credible. Additionally, we network with

our pharmaceutical partners to provide you with dependable patient education materials.

The Web Watch feature for this issue, People Living with Cancer (www.plwc.org), an ASCO website, is one of the most valuable patient resources I have seen. Learn more about this site at Web Watch on p. 10. Additional web sources can be found on p. 18 in the Credible Patient Resources (CPR) section and with Roche's new website, RocheExchange.com/Oncology (p. 19).

Hopefully, as you and your patients take advantage of these resources, the Internet will become a little less of a scary place.

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RocheExchange.com/Oncology

A virtual, one-stop-shop for the latest, scientifically balanced clinical information about Roche Oncology products, professional and patient education materials, and peer insights.

PLWC.org

Oncologist approved cancer information from the American Society of Clinical Oncology.