

**THIRD ANNUAL**

*Update on the Management  
of Gastrointestinal  
Malignancies*

*October  
20-22, 2006*

**Estancia La Jolla Hotel & Spa  
LA JOLLA, CALIFORNIA**

*Chairman:*

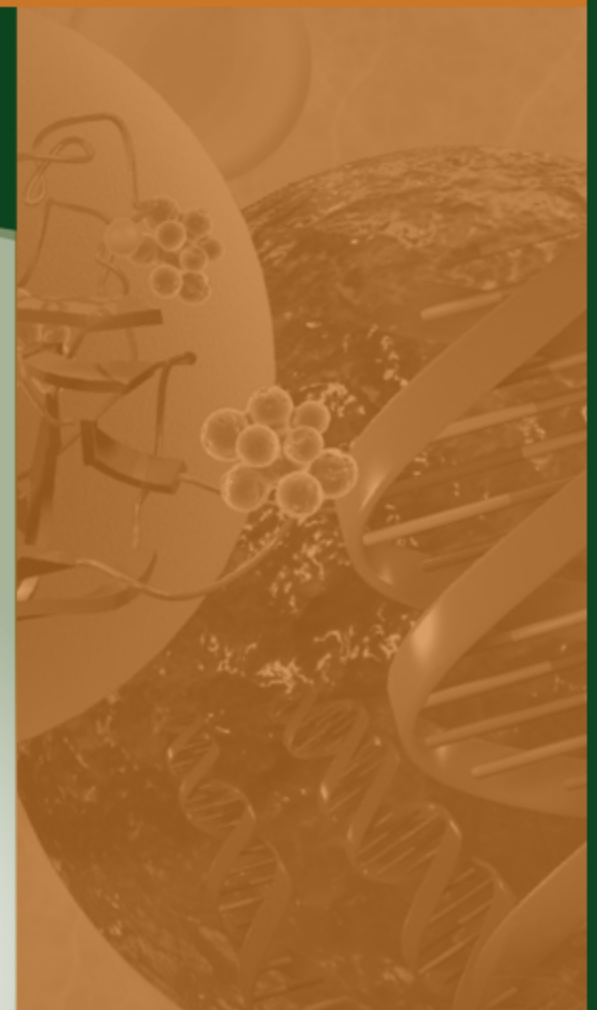
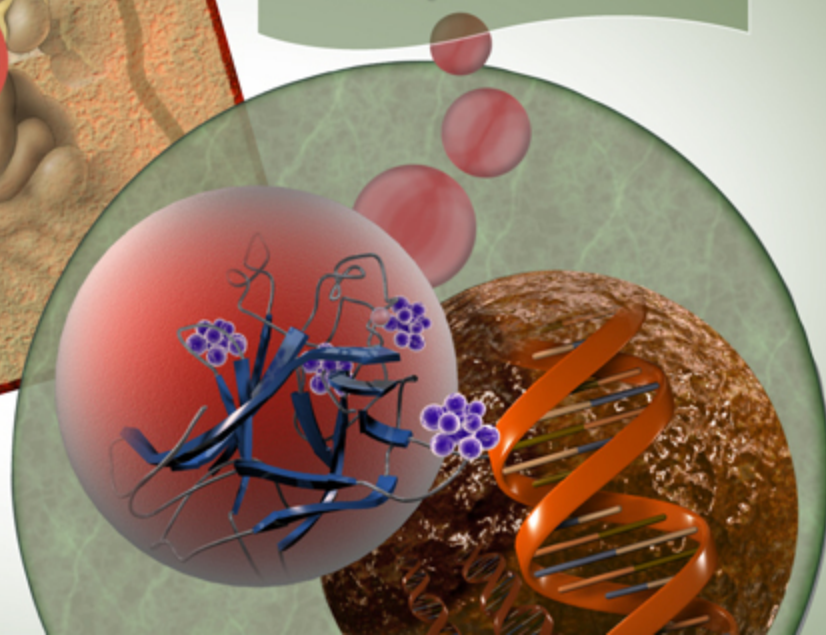
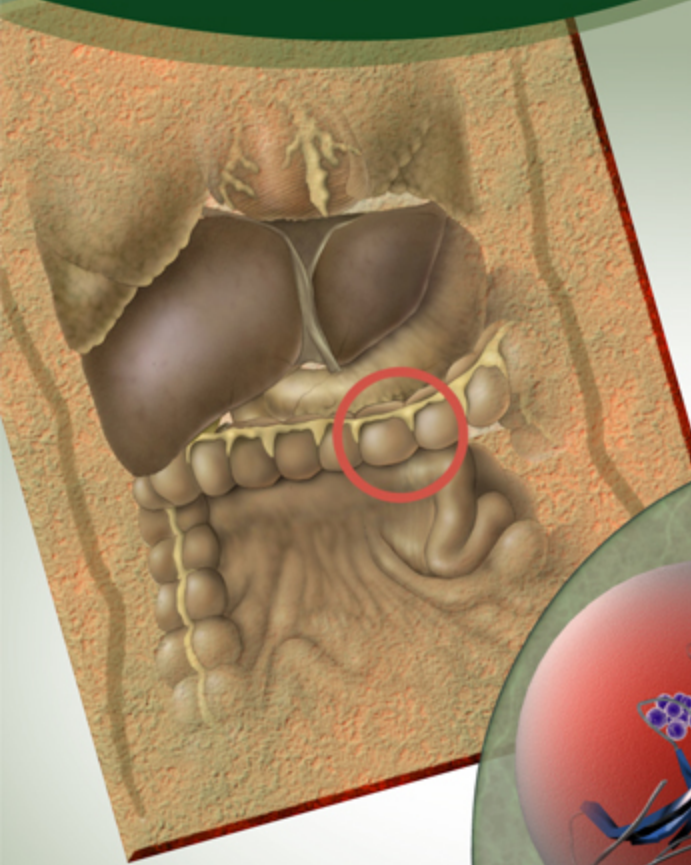
**Mace L. Rothenberg, MD**

Ingram Professor of Cancer Research

Professor of Medicine

Director, Phase I Drug Development Program

Vanderbilt Ingram Cancer Center



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*Developing Medical Paradigms Through Education™*

# Perspectives in Patient Advocacy

**Nancy Roach**

**October 21, 2006**

# Disclosure

- **C3 launched in March 2005**
- **C3 has accepted funding from Amgen, Bristol, Genetech, sanofi-aventis in the form of unrestricted educational grants**
- **20% of our funding is from individual donors**
- **We take Visa and MasterCard 😊**

# Patient Advocacy?

Wall

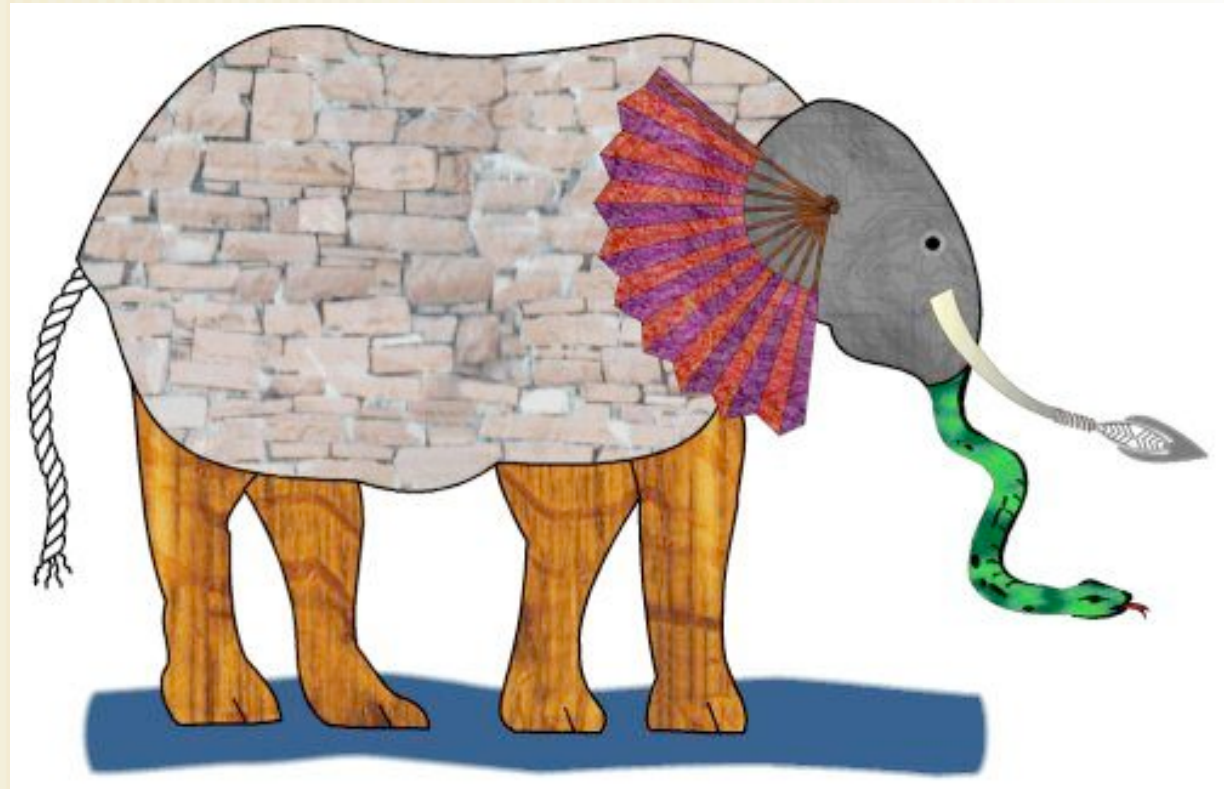
Spear

Snake

Tree

Fan

Rope



# The Power of Advocates

Action	Breast Cancer	Colon Cancer
Insurers are required to cover screening costs	50 states	20+ states
National screening and early detection program for uninsured	Exists	Does not Exist
Research funding in the Department of Defense, 2004	\$150M	Does not Exist
Funding for research at the National Cancer Institute, 2004	\$566.2M	\$262.0M
Mortality, 2004	40,110	56,730

# Organizations Involved With Colorectal Cancer

- **Support**
  - CancerCare, Wellness Community, American Cancer Society (ACS)
- **Information**
  - People Living With Cancer, NCI, Cancer Care, Wellness Community, ACS, C3
- **Opportunities to take action**
  - C3, ACS, Cancer Research And Prevention Foundation
- **Awareness**
  - Katie Couric, all of the above

## C3: Colorectal Cancer Coalition

- **Research** to improve screening, diagnosis, and treatment of colorectal cancer
- **Policy** decisions that make the most effective colorectal cancer prevention and treatment available to all
- Increased **awareness** that colorectal cancer is preventable, treatable, and beatable.

# Create a Community of Engagement

- **Connect**



*[www.FightColorectalCancer.org](http://www.FightColorectalCancer.org)*

- **Empower**



- **Inspire**



# For Patients

- Website
  - One stop shopping for patients
  - Focus on referring people to excellent resources, not reinventing the wheel
  - Physician-reviewed information
- Clinical trials matching
  - Online or toll-free phone call

# **C3 Connecting**

- **GI Research Advocate Trainings**
  - **Cooperative Groups, SPORES, FDA**
- **Connect The Dots**
  - **Washington DC Lobby Days**
  - **Support at State Level**
- **Patients**
  - **Patient Symposia, CRC Events, health fairs, health care providers, Google**

# Rebecca – Ohio Constituent

**“We’re not going to cut funding to NCI - take my word for it.”**

*Chairman Ralph Regula,  
House Labor-HHS-Education  
Appropriations Subcommittee,  
responding to a question from  
Rebecca Dague*

# What can YOU do?

- **Connect patients with credible organizations**
  - Nature abhors a vacuum
- **Research, research, research**
  - Participate
  - Refer patients to trials
- **Pay attention to politics**
  - Doctors in Congress

# In closing

- **Talk doesn't cook rice**

*Zen*

- **We are here to cook**

**C3**

The Chair would like to thank the following companies for their generous support of this CME activity.



Bristol-Myers Squibb Company



(osi)<sup>™</sup> pharmaceuticals

Lilly Oncology



Roche Oncology

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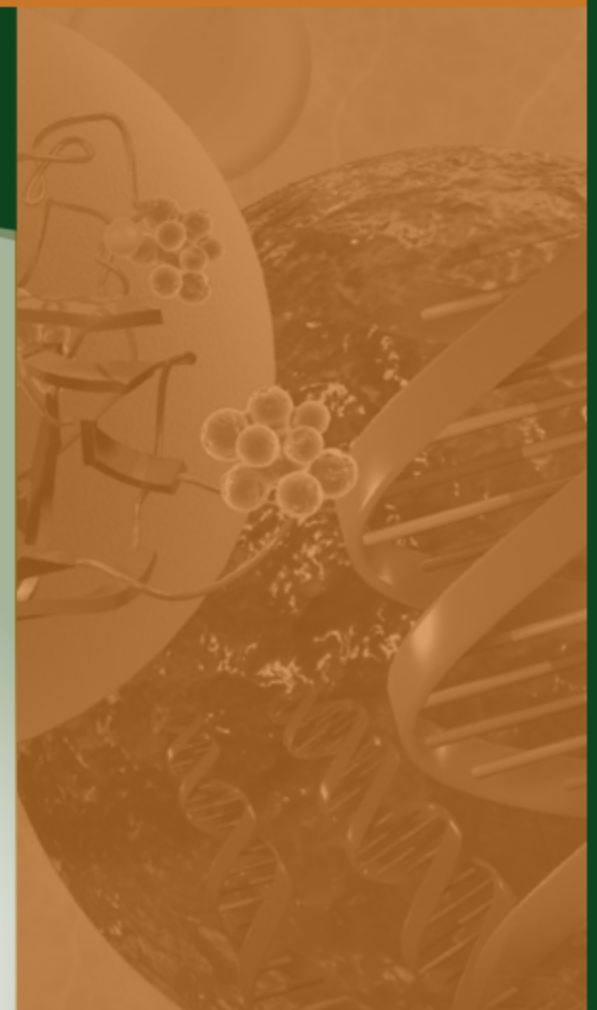
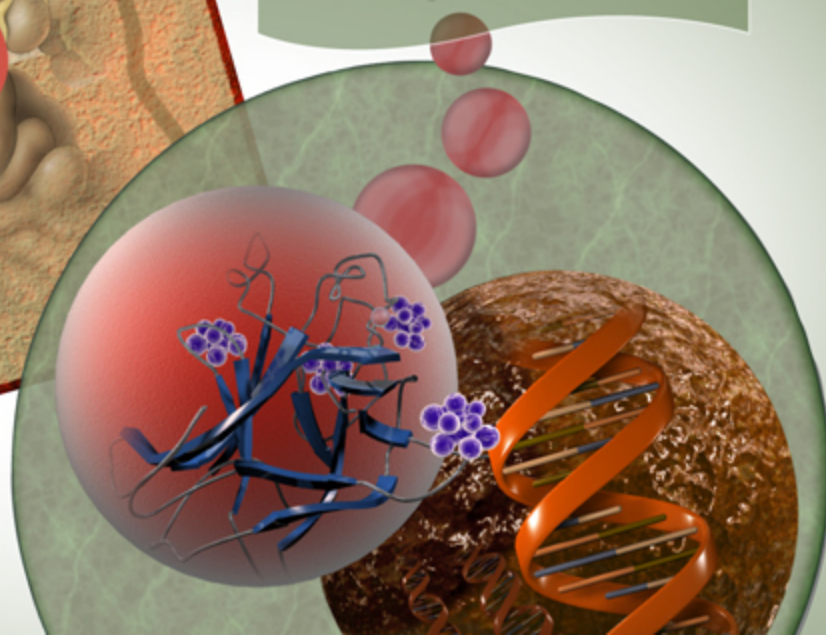
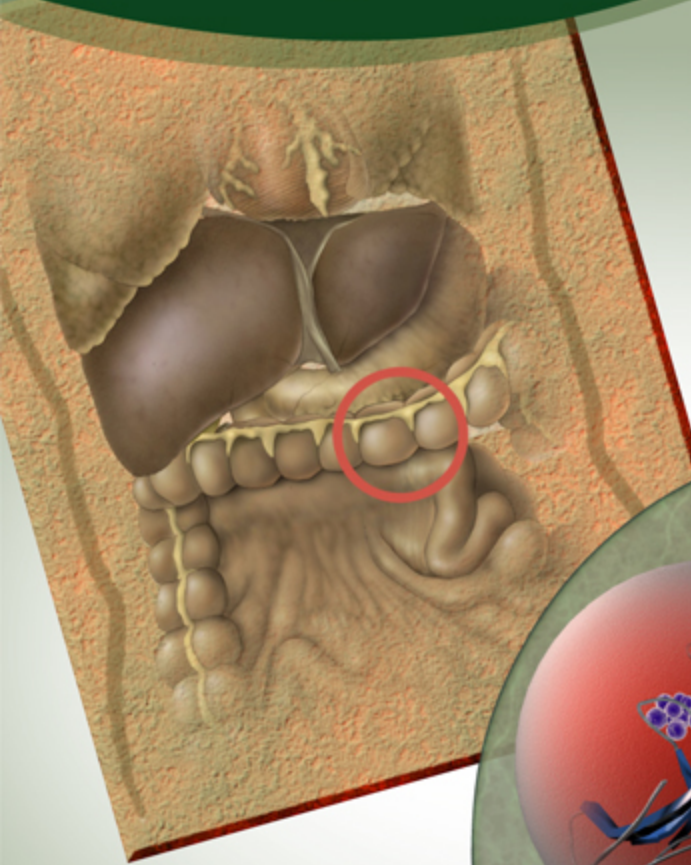
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