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➡ **Dr. Charles Balch**, former Executive Vice President and CEO of the American Society of Clinical Oncology (ASCO), leads the Patient Resource Advisory Board and has assembled these well-known leaders from business and industry, non-profit organizations, and highly respected medical professionals from the nation's leading cancer centers to work together in ensuring all editorial content is accurate and presented with a sensitive professionalism meant to empower cancer patients and their families.

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Education that Enlightens & Empowers



"As a survivor of cancer, I believe that the value of an open, collaborative relationship between the patient and members of the health care team cannot be overstated. We have unique areas of expertise to bring to the table to create optimal strategies in support of the goals of care."

~ Lisa Greaves, cancer survivor



"Patients need to be aware of what to expect financially about their treatment, and they should have an opportunity to discuss it with a member of their medical team and be prescreened for programs that may provide assistance."

~ Alan J. Balch, PhD



"Hearing the words 'you have lung cancer' has generated a dread and pessimism in patients for many years. But it is no longer appropriate for these words to generate such feelings, as the outcomes for lung cancer patients of all stages have improved considerably in recent years."

~ Paul A. Bunn, MD, FACP, FASCO

"As physicians, I believe one of the most important things we can do is educate our patients, and I'm passionate about why and how we do it."

~ Charles M. Balch, MD, FACS, FASCO



"One of the best aspects of my job is that I can tell the majority of my breast cancer patients that with proper treatment, they can expect a terrific outcome."

~ Lisa A. Newman, MD, MPH, FACS, FASCO



"It is important that we put the needs of the patient first. With each patient comes a different set of circumstances unique for that patient, and therefore it is important that not only do we as physicians have to be well-informed, we also have to make sure the patients are equally as informed in order to make decisions in the best interest of each individual."

~ Kaisorn L. Chaichana, MD



"I tell patients we are going to be optimistic for as long as it is realistic."

~ Lillie D. Shockney, RN, BS, MAS, ONN-CG



"When patients look for care, they should consider that cancer treatment is often a lifelong journey. Choosing a team made up of experts just makes sense."

~ Terry T. Tsue, MD, FACS