



# Newsletter

CANCER CONSULTANTS OF AMERICA

BRIDGING THE GAP BETWEEN CANCER AND UNDERSTANDING®

## Cancer Answers

Take This Seriously...

Because Your Life Depends On It

A cancer diagnosis comes with an elephant in the room that everyone needs to acknowledge. Take this seriously...because your life depends on it! For most people, a cancer journey is a once-in-a-lifetime experience. While this fact is recognized by the cancer patient and their family, it is not taken as seriously enough to favor the odds of beating the disease. Too often a hopeful mindset is emphasized while not focusing on taking action to manage the disease. Indeed, a positive and hopeful mindset are important to any cancer journey, however there is another important component to the journey...action! When dealing with cancer, the number "one" is important in many ways. How so?...the patient has one chance to get cancer experience right because there are only two possible outcomes to any cancer journey. The two outcomes are in stark contrast to each other. One of the outcomes favors improved health and longevity while the other has a less positive ending. Given the high stakes of these polar opposite outcomes, patients need to utilize all of the resources that are available to them in an attempt to favor the one positive outcome.

Taking a proactive approach by including a cancer consultant on the journey is a crucial piece to the patient's "circle of care". A cancer consultant is an expert who is knowledgeable about all kinds of cancer, knows the details to cellular events that occur within the cancer cells, and can provide mental clarity for the patient by explaining the details of the diagnosis in a way that is understandable. Cancer patients report that understanding the details of the diagnosis helped them when dealing with the stress that accompanies the diagnosis. In turn, this reduction in stress also lowers inflammation. Controlling inflammation is an important element for a cancer patient because high levels of inflammation are known to promote tumor development. Simply by becoming more informed about the diagnosis and having clarity to the details of the cancer journey benefits the patient. To reiterate a phrase used in the October newsletter, knowledge is power! When the cancer patient is in a position of power, a positive mindset can be attained which leads to better health.

Living through a cancer journey does not need to be a solo effort for the patient but can involve a cancer consultant who is working on behalf of the patient and available to the patient throughout the journey. It is the patient's responsibility to enjoy a full life while trying to return to good health. It is the consultant's responsibility to work on behalf of the patient to get information requested by the patient and to help them achieve their goals established at the beginning of the cancer journey.

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The cancer patient no longer needs to become a medical expert in order to understand the disease. Cancer consultants are available who can provide this valuable information to the patient for all aspects of the journey including the diagnosis, treatment options, and expected outcomes. The patient has a trusted source with the most up-to-date and accurate information regarding the latest treatment options, patient support groups, and knowledge of clinical trials that are available to the patient.

Today's cancer journeys are very different from the journeys experienced decades ago. Cancer medicine now involves a coach in the form of a consultant who is available to the cancer patient and their family. The patient no longer needs to be concerned with becoming a cancer expert in order to understand the condition in an effort to answer the many questions asked by family members. The coach is the expert and able to answer all the questions posed by loved ones of the cancer patient. Today's cancer journey is now a team effort and the most valuable person (MVP) on the team is the cancer patient.

Submit your **Cancer Answers** topics to [info@CancerConsultantsOfAmerica.com](mailto:info@CancerConsultantsOfAmerica.com)

### We Are Available to You

Please contact us today if you would like more information about how our services can benefit you and your family.

#### Services:

- Individual and Family Cancer Education
- Medical Appointment Liaison Services
- Information Seminars and Public Speaking Events

### Fun Facts – November

#### Cancer Awareness Month:

- Neuroendocrine Cancer (Black & White) 
- Lung Cancer (White) 
- Stomach Cancer (Periwinkle) 
- Pancreatic Cancer (Purple) 

November 2 – Daylight Saving Time Ends 

November 3 – Give Someone A Dollar Day 

November 9 – World Freedom Day 

November 13 – World Kindness Day 

November 23 – National Espresso Day 

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