



Press Release

First-of-its-Kind Collaboration Among Advocacy Groups Provides Lung Cancer Patients Personalized Information About Clinical Trials

Effort launched during lung cancer awareness month to advance research and patient care in lung cancer

New York, NY, November 19, 2009 – Leading patient advocacy organizations announced today that they are teaming up for the first time on an initiative to encourage patients with lung cancer to take charge of their diagnosis and learn about clinical trials, which are an important part of treatment innovation. The *Lung Cancer Clinical Trial Call to Action* campaign matches lung cancer patients with currently recruiting clinical trials based on their individual situations. The easy-to-use resources help patients discuss with their doctor clinical trials that may be appropriate for them.

“Lung cancer is a devastating disease and treatment decisions need to be made quickly and efficiently. The *Lung Cancer Clinical Trial Call to Action* campaign provides valuable information to help patients and physicians have a dialogue about all available treatment options,” said Laurie Ambrose, president and chief executive officer of the Lung Cancer Alliance.

The *Lung Cancer Clinical Trial Call to Action* campaign was designed to ease the burden patients and their families may feel when trying to navigate the complicated landscape of researching and identifying clinical trials to discuss with their doctor. The resources available through the program include a Lung Cancer Clinical Trial Matching Service, which provides personalized education and the quick identification of clinical trial options that match each patient’s diagnosis, stage and treatment history. Patients may access the service by visiting any one of the six partner organization websites (e.g., lungCANCER.org) or by calling the toll-free number (1-800-698-0931) to be matched with a compassionate and informed Clinical Trial Specialist who will guide them through the entire process.

“As a physician, my goal is to make sure that my patients get the right treatment as soon as possible, and clinical trials are one important way to accomplish that,” said Dr. Joan Schiller, president of the National Lung Cancer Partnership and Deputy Director of the Simmons Comprehensive Cancer Center at University of Texas Southwestern Medical Center. “More broadly, participation in clinical trials is crucial to the fight against lung cancer, both now and for future generations.”

The unique collaboration among top lung cancer groups includes: Lung Cancer Alliance, CancerCare’s lungCANCER.org, Uniting Against Lung Cancer, National Lung Cancer Partnership, LUNGevity and the Respiratory Health Association of Metropolitan Chicago. EmergingMed is the service provider for the Lung Cancer Clinical Trials Matching Service. The effort is being supported by several major pharmaceutical companies, including Boehringer Ingelheim Pharmaceuticals, Inc., that are all dedicated to the fight against lung cancer.

“Boehringer Ingelheim is proud to support the *Lung Cancer Clinical Trial Call to Action* campaign and the patient advocacy organizations involved in this unique collaboration,” said J. Martin Carroll, Boehringer Ingelheim USA Corporation president and chief executive officer. “For patients living with lung cancer today, this campaign provides access to clinical trial information. For the lung cancer community as a whole, it contributes to the development of new, critically needed treatments.”

In addition to Boehringer Ingelheim, the following sponsors have provided support for the *Lung Cancer Clinical Trial Call to Action* campaign and matching service: Amgen Inc., AstraZeneca, Genentech BioOncology, and Pfizer Oncology.

About Lung Cancer

Lung cancer is the world's most common cancer and kills more people than any other cancer.^{1,2} In 2008, approximately 1.52 million new cases of lung cancer were diagnosed worldwide, with 1.31 million people dying from the disease.² In the United States, an estimated 161,840 deaths, accounting for 29 percent of all cancer deaths, occurred in 2008, according to the American Cancer Society (ACS).³

Lung Cancer Clinical Trial Call to Action Partners

- **Lung Cancer Alliance** (www.lungcanceralliance.org) is a national non-profit organization dedicated solely to providing patient support and advocacy for people living with or at risk for lung cancer. Its mission is clear: leading the movement to reverse decades of stigma and neglect by empowering patients, elevating awareness and changing health policy.
- **lungCANCER.org** (www.lungcancer.org) is a program of CancerCare, a national nonprofit organization that provides free, professional support services to anyone affected by cancer: people with cancer, caregivers, children, loved ones, and the bereaved. In 1998, CancerCare founded lungcancer.org as part of its ongoing programs for people with lung cancer. The goal of lungcancer.org is to be a source of support and information for lung cancer patients and their loved ones.
- **Uniting Against Lung Cancer** (formerly Joan's Legacy) (www.unitingagainstlungcancer.org) is committed to fight lung cancer by funding innovative research and increasing awareness of the disease and all those affected by it. Fourteen new awards were granted in 2008 at \$100,000 each, bringing the total awards granted to date to \$5 million.
- **National Lung Cancer Partnership** (www.nationallungcancerpartnership.org) is the only lung cancer advocacy organization founded by physicians and researchers, who are working together with lung cancer survivors and advocates to improve treatments. It has designed a number of educational resources for patients, their families, and their healthcare teams, including printed and online booklets, videos and electronic newsletters.
- **LUNGevity** (www.lungevity.org) was founded by seven Chicago area lung cancer survivors to increase funding for lung cancer research. Its mission is to save lives and ease the burden of lung cancer on patients and their loved ones by funding innovative research and providing emotional support for lung cancer survivors.
- **Respiratory Health Association of Metropolitan Chicago** (www.lungchicago.org) was founded in 1906. The mission of RHAMC is to promote healthy lungs and fight lung disease through research, advocacy and education. RHAMC launched its Lung Cancer Initiative in 2005 as a partnership between medical institutions, not-for-profit health and advocacy organizations, support organizations, advocates and those affected by lung cancer.

Lung Cancer Clinical Trial Call to Action Service Provider

EmergingMed was founded in 2000 and since that time has assisted over 120,000 cancer patients with customized searches for clinical trials. EmergingMed's goal is to increase clinical trial awareness and access through one-on-one, personalized services provided through collaborations with a growing partner network.

For More Information

For background information on clinical trials, including frequently asked questions, go to <http://ClinicalTrials.gov/ct2/info>.

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