

Power Tools: New CancerTrialsHelp.org Offers Rich Resource for Exploring Clinical Trial Options

October 30, 2007, Philadelphia, PA: Getting up-to-date information on cancer clinical trials just got faster, “friendlier”, and more robust. CancerTrialsHelp.org, the leading resource for cancer clinical trials, re-launches today with new features and navigation tools. The official website of the Coalition of Cancer Cooperative Groups, CancerTrialsHelp.org has been revamped to support the Coalition’s main public message that “knowledge is power” when considering clinical trials for cancer patients and those at risk for the disease. The new site offers updated and customized cancer clinical trials information for the organization’s three broad constituent groups – patients and caregivers, healthcare professionals and advocates.

We have drafted an insert, below, for use in your organization’s cancer resource guide.

With a fresh new design, CancerTrialsHelp.org guides users quickly from the home page into three specialized sections. Patients can learn about clinical trials, cut through medical jargon and complicated terminology, and find out how to work with their physician to enroll in a trial. Healthcare professionals can learn how to enhance their institution’s clinical trial process and access guidance documents, reports and surveys on cancer clinical trials issues. As an advocate, you can explore partnership and information-sharing opportunities and access policy documents, training modules and interactive study guides to assist you in helping to shape the clinical trial process for patients.

TrialCheck®, the nation’s premiere searchable database for cancer clinical trials, remains a centerpiece of the website, with customized access to thousands of cancer clinical trials currently open and seeking patients. Two versions – one for healthcare professionals, the other for patients - are available. The patient-friendly version offers trial-searching based on diagnosis and zip code to help users locate trials near their home. Users can discuss TrialCheck® results immediately with an American Cancer Society National Cancer Information Center specialist (also using TrialCheck®) by calling 1-877-227-8451.

Although cancer clinical trials offer access to state-of-the-art care – and the potential for the development of more effective cancer treatments – many patients are unaware that clinical trials are a treatment option. Yet, data from a study of cancer survivors conducted by the Coalition and Northwestern University found that most patients (87 percent) would have considered enrolling had they known about the option at the time of their diagnosis.

Go to the following URL to access the site: www.CancerTrialsHelp.org.

To register for regular updates and information from the Coalition, go to the following page: http://www.cancertrials-help.org/news_content/newsMainContent.aspx?intAppMode=10

Notice to Organizations: If CancerTrialsHelp.org is listed in your organization's resource guide, please REPLACE our listing with the information below:

CancerTrialsHelp.org
1-877-227-8451

This web site is a rich, dynamic resource for updated and customized cancer clinical trials information for patients and caregivers, healthcare professionals and advocates. Sponsored by the Coalition of Cancer Cooperative Groups, the site includes TrialCheck®, the nation's premier searchable database for cancer clinical trials. Both patient and professional search capabilities are offered, with patient-friendly trial searching matched to diagnosis and zip code. Professional searching services are available by registration. Users can discuss TrialCheck® results immediately with an American Cancer Society National Cancer Information Center specialist (also using TrialCheck®) by calling 1-877-227-8451.