



## The Fight for Life Continuum Partners with StoreMyTumor in Creating the Personalized Cancer Care Initiative (PCCI)

### *Empowering Cancer Patients to “Own” Their Cancer Care*

Orlando, FL - The Joan L. Kidd MD Fight for Life Continuum announced today the creation of the [Personalized Cancer Care Initiative](#) (PCCI) in partnership with StoreMyTumor. The PCCI was formed in order to empower cancer patients to “own” their cancer care, and to raise awareness concerning the importance of personalized treatments and educating patients about the critical role of the patient’s own tumor for personalizing treatment options. The PCCI will be driven by current knowledgeable and experienced cancer survivors (Patient Advocates) that have experienced the limitations of the standard of care at first hand, have learned that there are no silver bullets to curing cancer, and that to stay ahead, every option matters. The Patient Advocates main mission is to raise awareness and ensure that all patients have the most comprehensive information about personalized treatments and advanced diagnostics available, to make the best decisions for them and their families.

“I am very excited to partner with StoreMyTumor to undertake this valuable educational initiative. In the weeks and months to follow we will be working closely with patients and clinicians in the cancer community to create a valuable resource for cancer patients with the PCCI,” said Tom Kidd, CEO of the Joan L. Kidd MD Fight for Life Continuum. “Storing tumor tissue viably (alive) is the first step to personalize treatment options which in turn increases the chances of the treatment working and lowers risk of recurrence. Storing tumor could be a life saving decision and patients need to be given this option before removing tumor tissue through surgery or biopsy. Personalized immunotherapies require sufficient tumor cell count to make a vaccine which could arrest the tumor growth of the patient and either extend the life of the patient or result in a cure. Too many times patients are not given this option by their Physician prior to surgery, and as a result, future therapies and advanced diagnostics are not available to the patient.”

“Joan’s legacy and Tom’s work will empower the PCCI to help more cancer patients understand the limitations of the current standard of care, explore all options, and take more of an active role in their care decisions”, said Patrick deGrouchy, VP Development for StoreMyTumor. “As a clinician, Joan understood the importance of storing her own tumor to get past these limitations, and later used it to personalize an immunotherapy vaccine that may have extended her life and given her extra time in remission.”

Michel Sadaka, CEO of StoreMyTumor said, “The PCCI is critical because all patients know that the standard of care is not enough, but are not told that storing their tumor is a requirement for personalized

treatment options and that these options would otherwise not be available. With the PCCI, we hope to shine a spotlight on the importance of personalizing treatments through viable tumor storage, so we can help more patients live longer.”

### **About the Joan L. Kidd MD Fight for Life Continuum**

The mission of the Joan L. Kidd, MD Fight for Life Continuum is to maximize the extension of life with quality for patients, as determined by the patient and the patient’s caregiver, by providing the following at no cost:

- Quality oversight of care with second opinions for cancer patients.
- Access to real time comprehensive information on cancer and related medical topics in a Resource Portal
- Personal clinical trials navigator service to match patients with available clinical trials.
- Significant support tools and counseling services for caregivers
- Financial assistance to patients and caregivers to help defer costs related to travel for the patient to receive optimum care or participate in clinical trials.

The Continuum does not charge fees or ongoing costs for medical oversight services to the caregiver and patient, but is supported by members of the Continuum. Anyone can become a member of the Continuum and participate in “making a difference, one life at a time.”

[www.fightforlife.com](http://www.fightforlife.com)

### **About Store My Tumor**

Every tumor is unique and contains important information critical to the treatment, BUT tumors are NOT preserved alive by the hospitals and are routinely discarded. StoreMyTumor specializes in collecting, processing, and storing viable tumor tissue (and fluid and biopsy) for all types of cancers. Having viable tumor helps patients take advantage of the most leading-edge diagnostics and treatments. With access to viable cancer tissue, clinicians can design personalized and more effective treatments, including: 1) cellular immunotherapies (whole tumor vaccines or TILs) that awakens and stimulates the immune system to fight the cancer; 2) prioritizing chemo choices upfront and begin with a combination that will work from day one; and 3) identifying unique mutations on cancer cells and choosing medications that will precisely target and kill the cancer cells, while sparing healthy cells. StoreMyTumor is for the early stage patient that wants to challenge the standard of care treatments, combat cancer from day one, and stay ahead. StoreMyTumor is also for advanced patients who are forced to seek more personalized treatment options since the standard treatments no longer work and there is nothing left for them to explore.

[www.StoreMyTumor.com](http://www.StoreMyTumor.com)

The Joan L. Kidd Fight for Life Continuum

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