

Leveling the Playing Field

Research paves the way for more affordable care

There is a great deal written these days about discrimination. There is rarely a news day when a story does not appear about gender, racial or economic bias. There is, however, one very powerful equalizer and that is cancer. Cancer does not discriminate. We all know this to be true as few of us escape the wrath of this dreaded disease.

Personally, I have lost both of my parents and both of my grandparents to this disease, and my sister is a two-time survivor. My husband Harvey's mom and dad both had cancer, and we have had many friends touched by this disease as well. Everyone has been touched by this disease and likely in very major ways. But here is the good news. Research is playing an expanding role in extending both the length and quality of a cancer patient's life. Research has kept my sister alive and research is leveling the playing field for all. You might have heard about the incredible pricing of the new generation of precision medicine medications and wondered, how can anyone afford that...are these medications only available to those with large checkbooks? The answer again is research. Research into new technologies is paving the way to more affordable and more readily accessible medication. I invite you to read the article on Dr. Steven Jonas who is literally engineering new paradigms for drug delivery.

In addition to research, Tower's psychosocial programs bring together patients from all backgrounds. Offered at no cost to survivors and their families, Tower's Magnolia House,

an integrative wellness program, creates a community where there is acceptance and understanding. For my older sibling, it was psychosocial programs that introduced her to others with the same diagnosis, the same surgery and the same journey. It made her feel less alone and provided an opportunity to learn from others.

With your help, we can change fear to hope, hope to success, and success to more positive outcomes. Tower has been able to provide access to support programs and research to reduce the burden of a cancer diagnosis and remove the barriers to care. We are so grateful to our Magnolia Council, our Cancer Free Generation and all of our generous donors who make it possible to

fund solutions to the challenges of a cancer diagnosis.

With gratitude,
Donna

"Fight for the things that you really care about but do it in a way that will lead others to join you"— Ruth Bader Ginsburg



Donna Rosen,
Chairman of the Board

