

Breastcancer.org – Lilly Oncology Blog

Categories: The Breast Cancer Journey

It can be difficult to know what to do after a cancer diagnosis. People living with cancer may not know where to go for emotional support, the right information, or how to find others going through similar circumstances. That's what helps set Breastcancer.org apart from other cancer support pages.

Breastcancer.org not only provides relevant information to people living with cancer, caregivers, and family members, but also creates an online community where people can find support from those who have shared a similar journey. With content on a myriad of topics, from how to manage treatment side effects to presentations on how parents can talk to their children about a cancer diagnosis, Breastcancer.org recognizes that each person living with cancer has a unique experience. It has also developed into a trusted space where people can learn from and support each other.

Breastcancer.org is a leader in the breast cancer support community. More than a resource page for people living with cancer, it's a safe place where men and women can share their stories. That builds a sense of trust, intimacy, and community, which is so important for people living with cancer who are trying to get "out from under the covers."

It may look easy, but don't be fooled — it takes resources and hard work to maintain an online resource and community where people feel safe in sharing personal details about their experience with cancer. That's why Lilly Oncology proudly supports Breastcancer.org and its efforts to make a difference in the lives of people living with cancer. We share the same passion, working to educate people and to address the issues that matter most to them.

Over the last year, Lilly Oncology has sponsored Breastcancer.org efforts to educate patients, including webinars for patients and podcasts on breast cancer research during key medical congresses such as the American Association for Cancer Research's (AACR) annual meeting. Lilly Oncology also sponsors Breastcancer.org's Rock the Ribbon annual gala and auction, which has raised more than \$3 million in funds to support the organization's mission to help women, men, and their families navigate the complex medical and personal information about breast cancer. In sponsoring events for Breastcancer.org, our goal is to help the organization grow as a resource hub and to reach more patients.

Shining a light on challenging forms of cancer like metastatic breast cancer can be challenging, but supporting organizations like Breastcancer.org helps to expand their reach and to highlight these key issues. As the community continues to fight for the people they serve, it is important for companies and organizations to combine their efforts and to grow their partnerships as Lilly Oncology and Breastcancer.org continue to do. Now, more than ever, we must work together to educate and support breast cancer patients.

Last year, a patient wrote a letter to Breastcancer.org that captures how important these efforts are. “To all the staff and volunteers at Breastcancer.org. You saved me, mentally. I cannot thank you enough.” Lilly Oncology is proud to support an organization that fights to improve the lives of people living with cancer. Through continued education, support, research, and development, Lilly Oncology and Breastcancer.org will serve as leaders in the breast cancer community. We look forward to growing this partnership in the years to come as we work together to improve the lives of people living with cancer.