



Leading Expert Describes Progress for Today and the Future

DR. KENNETH C. ANDERSON, MYELOMA EXPERT

“It’s a new world in myeloma treatment,” says international myeloma expert Dr. Kenneth C. Anderson of the Dana-Farber Cancer Institute in Boston, Massachusetts. Dr. Anderson will discuss how advances in myeloma therapy are changing how myeloma is managed during The Leukemia & Lymphoma Society’s (LLS) upcoming live telephone education program.

A new era of treatment

Multiple factors are considered when determining a patient’s myeloma treatment plan. “In myeloma, as in other cancers, there is a trend now towards personalized medicine: getting the right medicine to the right patient at the right time. We are learning, together with our patients, which drugs work and why, and when drugs work and why,” says Dr. Anderson. Factors such as the type and stage of myeloma, the presence of kidney problems or high blood calcium levels or bone damage, and the patient’s age and overall health have traditionally been used to determine what therapy will be used and when. “Today, we have multiple exciting trends happening at the same time. Cutting-edge genetics is allowing us to understand more about individual patients’ myeloma cells. In a parallel fashion, we have the development of novel myeloma therapies which are being used

alone and in combination to get unprecedented rates of response. We are beginning to use these advances together to determine which therapies are most likely to work at a given point in an individual’s illness.”

Leading the way with clinical trials

Dr. Anderson describes how clinical trials have led to these advances and to greatly improved patient outcomes.

“In the last five years we have had six new FDA-approved strategies to treat myeloma.” He gives the example of landmark clinical trials studying the combination of dexamethasone with two novel myeloma drugs, lenalidomide (Revlimid®) and bortezomib (Velcade®), in patients with advanced myeloma who had previously received treatment and, more recently, as the initial treatment in newly diagnosed patients. “These studies show an extent and frequency of response that has never been seen before,” explains Dr. Anderson. Like most myeloma clinical trials today, these trials include genetic tests that help researchers understand the features of myeloma cells that contribute to treatment resistance and sensitivity—helping researchers define who will benefit from these novel therapies in the future. “The patients are the real heroes here. Patients participating in myeloma clinical trials can expect benefits for themselves as well as for future generations,” he says.

A team approach

Because progress in myeloma is happening at such a fast pace, a team approach to patient care is increasingly important. Dr. Anderson explains, “It is essential for patients to have a hematologist/oncologist locally with whom they have a close relationship. It is equally important for patients to have a myeloma expert involved in their care so they can reap the benefits of these advances that are happening so rapidly.” You can hear more about myeloma from this leading expert during his live telephone/webcast program on October 29, 2009.

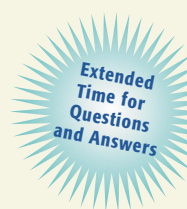
FREE UPCOMING TELEPHONE/
WEBCAST EDUCATION PROGRAM



*Managing Myeloma:
An Expert’s Update*

**THURSDAY,
OCTOBER 29, 2009
12:00 PM – 1:30 PM ET**

Speaker:
Kenneth C. Anderson, MD



Two easy ways to register:

Call toll-free (866) 992-9950 (x304) or
visit www.LLS.org/myelomaeducation

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OUTLOOK on
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The LLS Outlook on Myeloma program includes:

- Myeloma News* • Outlook on Myeloma Telephone Education Series
- Living with Myeloma Chapter Education Program • First Connection • Myeloma Booklet**
- The Myeloma Guide: Information for Patients and Caregivers Easy-to-Read Booklet**
- Co-Pay Assistance Program**

*Three Spanish issues available. **Available in English and Spanish.



Giving and Receiving Makes the Journey Easier

On Friday, December 1, 2006 at 5:30 PM, Barb Hansen received a phone call she never expected—a nurse at her doctor's office called to say that the tests she had earlier that day for back pain and an unusual cough showed she had cancer. The following week, like approximately 20,580 people in the United States each year, Barb was told she had myeloma. Although she had heard of myeloma, she did not know much about the disease and was frightened by what she read on the Internet. This 63-year-old wife and mother of two adult children spent the next months seeking out good information and finding a specialist to lead her care. Today, she continues to stay informed by participating in local and national education programs through The Leukemia & Lymphoma Society (LLS). Barb learned about the LLS Co-Pay Assistance Program while attending an educational program at her local LLS chapter in Denver, Colorado. Like many other patients, she had concerns about insurance coverage and the cost of her treatment. Her husband retired the month of her diagnosis, and while she had coverage through his retirement plan, the costs were taking a toll. For the last year, she has received support through the program, using the \$5,000 grant to help pay her insurance premiums. "With the economy being what it is and my husband now retired, this program has been so helpful," she explains.

Barb also participates in LLS myeloma telephone education programs. She explains, "There is so much happening in the field of myeloma now that you have to stay informed. During the calls, you are able to hear live the physicians who are leading myeloma clinical trials and who are dedicated to finding a cure." Barb has participated in a clinical trial and says, "I have received

excellent care through the expertise of my doctors and nurses at Rocky Mountain Cancer Center." She now serves on a clinical trials patient advisory board and tells others, "In a clinical trial you always get the standard of care, and you may get something in addition that really works well for you."

While Barb has received support from LLS, she has also given back in countless ways. As a volunteer for the *First Connection* program, she speaks one-on-one with others diagnosed with myeloma. "It helps to talk to someone soon after diagnosis just to know that you are not in this alone," she says. She also participates in her local LLS Light the Night® Walk. This fall, in communities throughout the United States and Canada, thousands of people will participate in Light the Night Walks—carrying illuminated balloons and raising funds for lifesaving research and patient services. "It is very moving to be a survivor and see all of the other survivors, adults and children, and know that what we are doing is so important for so many people."

"There is so much happening in the field of myeloma now that you have to stay informed."

Barb explains that it has been essential for her to reach out to others. "At some point we are the people being supported and at other times we are the people who support. Use whatever gifts you have, utilize the resources LLS has to offer and connect with others. If we can help each other, it makes this journey a whole lot easier."

LLS Co-Pay Assistance Program Provides Help When Patients Need it the Most

Since 2007, The LLS Co-Pay Assistance Program has provided financial help to patients with myeloma and other blood cancers. "We know that even in the best of circumstances, patients face a heavy burden in paying for medications and insurance costs," explains Anita Welborn, Senior Director, Patient Services Reimbursement Programs for The Leukemia & Lymphoma Society. The LLS Co-Pay Assistance Program helps patients pay for prescription, hospital and doctor visit co-pays as well as private insurance or Medicare premiums and deductibles. Qualified myeloma patients are eligible to receive up to **\$5,000** in co-pay assistance. "Without this program, many patients would not be able to afford the life-sustaining treatments on which they rely," explains Ms. Welborn.



Co-Pay specialists are available by phone at (877) 557-2672 or e-mail at copay@lls.org. Applications can also now be submitted online by visiting www.LLS.org/copay.

Online Support Groups

The Leukemia & Lymphoma Society (LLS), in partnership with The Wellness Community®, is offering free weekly online support groups for adults living with blood cancers and for their caregivers. These private, password-protected groups are facilitated by trained professionals and are designed to meet the specific needs of individuals with blood cancers. To learn more, please visit www.LLS.org/onlinesupport.

Supported by grants from Celgene Corporation and Millennium Pharmaceuticals, Inc.



For more information, contact the LLS Information Resource Center (IRC) at (800) 955-4572.