



FOR IMMEDIATE RELEASE

January 2, 2013

Patient Resource™ & Joanna M. Nicolay Melanoma Foundation Release Melanoma Guide *National Distribution of 100,000 1st Edition Copies to Patients & Caregivers*

Westminster, MD/ Overland Park, KS – The [Joanna M. Nicolay Melanoma Foundation](#) (JMNMF) and [Patient Resource LLC](#) announce the 1st edition release of their new, *Patient Resource™ Cancer Guide: Melanoma*, available as a free 24-pg. comprehensive guide for newly diagnosed and advanced melanoma patients, and their caregivers. The Guide’s distribution is underway across the U.S. through physicians, medical centers, oncology nurses, social workers, patient groups and by the two advocacy organizations directly.

More than a million cases of skin cancer are diagnosed each year, making it the most common cancer in the U.S. Melanoma, the most serious and lethal form of skin cancer, accounts for ~75% of all skin cancer deaths and an estimated 76,250 new cases will be diagnosed in the U.S. in 2012. Similarly striking, are statistics that 1 in 50 men and women will be diagnosed with melanoma of the skin during their lifetime, and that this disease is the #1 most common cancer for young adults, 25-29 years of age.

JMNMF Chairman, Robert E. Nicolay, stated “This melanoma guide is unequivocally, a ‘signature,’ patient-friendly resource that provides accurate, up-to-date information regarding melanoma skin cancer. The JMNMF is extremely proud to realize further strides in support of our mission, in the essential areas of melanoma education and patient advocacy, through the guide’s national distribution.”

According to Charles M. Balch, MD, FACS and Editor-in-Chief for Patient Resource LLC, “Similar to other cancer guides and resources we provide that patients and caregivers utilize when discussing a diagnosis with their physician, we were very pleased to partner with the JMNMF on this melanoma guide. As pre-orders reached nearly 30,000 prior to publication, the demand is indicative of the significant need present in the patient and medical communities for such a resource on melanoma, covering topics from staging and pathology, to treatments, clinical trials, life after treatment and patient advocacy resources.”

This patient-friendly melanoma resource is organized in straightforward, important content presentation areas, including:

- Overview of Melanoma
- Staging of Melanoma
- Your Pathology Report
- Surgical Treatment of Melanoma
- Using Lymph Node Mapping to Guide Treatment
- Treatment of Early-Stage Melanoma
- Treatment of Later-Stage & Advanced Melanoma
- Follow-up Care
- The Value of Clinical Trials
- Living Life During and After Treatment
- Survivor Stories
- Melanoma Advocacy & Support Resources
- Financial Assistance
- Personal Medical Journal

Two “Survivor Stories” are featured detailing their battles and success in fighting the disease. Brittany Lietz-Cicala, crowned Miss Maryland in 2006 and a contestant in the 2007 Miss America pageant, was diagnosed with Stage IIa melanoma in 2005. Robert “Bobby” Harsh, a State Police Aviation Command



Patient Resource™ Cancer Guide: Melanoma – Press Release
January 2, 2013
Page Two

trooper and paramedic defied odds by surviving Stage IV melanoma. Their stories of trials, treatments and success are inspiration for the tough battles many patients wage against melanoma.

The JMNMF also proudly recognizes the Guide's Medical Reviewers, who unselfishly provided active input, topical content and editorial review; and, through their extensive expertise and professionalism contributed significantly to the publication, as follows:

Charles M. Balch, MD, FACS
Professor of Surgery, University of Texas Southwestern Medical Center
Editor-in-Chief, Patient Resource LLC
Editor-in-Chief, The Annals of Surgical Oncology

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Herbert Mescon Professor and Chair
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- Amgen, Inc.
- Genentech, Inc. A Member of the Roche Group
- Merck & Co., Inc.
- Prometheus Laboratories Inc.

To order individual or multiple complimentary copies of the *Patient Resource™ Cancer Guide: Melanoma*, contact JMNMF directly at (410) 857-4890; or email: contact@melanomaresource.org or visit Patient Resource LLC's online order site.



Patient Resource™ Cancer Guide: Melanoma – Press Release
January 2, 2013
Page Three

JOANNA M. NICOLAY MELANOMA FOUNDATION

The [Joanna M. Nicolay Melanoma Foundation](#) is a non-profit public charity founded in January, 2004 to foster melanoma education, advocacy and research. In nearly nine years, the Foundation has grown dramatically to become an influential voice in the melanoma community and is now established as a national, and international, “voice for melanoma prevention, detection, care and cure.”

PATIENT RESOURCE LLC

The goal of [Patient Resource LLC](#) is to empower people who are suffering with life-altering diseases by giving them the most comprehensive and up-to-date guides to treatment and facilities for their disease free of charge. The information is written for ease of understanding and is offered in printed publications and online at [PatientResource.com](#).

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