

Health Bulletin



Cancer Information Made Easy

(NAPSA)—You've just been told that a loved one has been diagnosed with cancer. Your head is swimming with questions. You sit down at your computer, go to your favorite search engine, and type in "cancer." The search turns up millions of sites, but an hour later you've looked at a dozen and haven't found what you're looking for. You log off, more frustrated and confused than when you began.

This is the unhappy experience most people report when using the Internet as a resource for information on cancer, according to a recent survey conducted by Harris Interactive. The poll surveyed 1,046 adults, finding that while the majority of Americans go on the Internet for cancer facts, seven in ten respondents (71 percent) say that the sheer volume of cancer Web sites makes it difficult to know where the best source is for online cancer information.

In response to these findings, a team of leading cancer advocates teamed up with Ortho Biotech Products, L.P., a leading pharmaceutical company in cancer care, to launch www.cancer.com—the first comprehensive resource directory of cancer links on the World Wide Web. More than a year in the making, Cancer.com provides instant access to more than 200 of the most respected Internet cancer sites. All of the sites listed on cancer.com have been thoroughly reviewed for accuracy of their information by independent cancer advocates and cancer information specialists.

Cancer.com was designed to be logical and easy to navigate. As visitors click on the Web site, they will start on the Cancer.com home



www.cancer.com offers links to credible sources of information about preventing, treating and recovering from cancer.

page and will have immediate access to menu options covering:

- Types of cancer
- Current therapies
- Information about clinical trials
- Facts about prevention and detection
- Help with coping with cancer
- Treatment of side effects, such as hair loss, anemia and fatigue.

When users click on a selected cancer topic, they are automatically connected to the exact location of a linked site where the information resides, rather than just landing on the homepage. This significantly reduces the number of clicks required to get the desired information.

Cancer.com also provides a comprehensive search function and a series of self-assessment tools and patient materials addressing some of the most challenging aspects of cancer treatments. Additionally, the physician locator on Cancer.com makes it easy for people to find a cancer specialist in their geographic area.