

Exhibitors

NCONN 4th Annual Changing the Face of Cancer Care Conference

#	Name of Organization	Website
11	MyLifeLine.org	www.mylifeline.org
12	Patient Advocate Foundation	www.patientadvocate.org
13	Veran Medical Technologies	www.veranmedical.com
14	NCONN	www.nconn.org
15	OncLive	www.onclive.com
16	BFFL Co; Best Friends for Life	www.bfflco.com
17	Genetics Associates	www.geneticsassociates.com
18	TruLife	www.trulife.com
19	Life Technologies	www.lifetechnologies.com
20	BMS	www.bms.com
21	Response Genetics	www.responsegenetics.com
22	Diplomat Specialty Pharmacy	www.diplomatpharmacy.com
23	Lifepoints Publishing	www.lifepointspublishing.com
24	LymphedIVAs	www.lymphedivas.com
25	Meals to Heal	www.meals-to-heal.com
26	ProStrakan	www.prostrakan-usa.com
27	Pfizer	www.pfizer.com
28	Incyte	www.incyte.com
29	Dendreon	www.dendreon.com
30	Sirtex Medical	www.sirtex.com
31	Open Software Solutions	www.healthcareoss.com
32	Medivation	www.medivation.com
33	Amgen	www.amgen.com
34	Agendia	www.agendia.com
35	superDimension	www.superdimension.com
36	MagView	www.magview.com
37	Celgene	www.celgene.com
38	NextPath	www.oncolog.com
39	Onyx/Bayer	www.onyx.com
40	Cancer Shops USA	www.cancershopusa.com
41	CareFusion	www.carefusion.com
42	National Women Survivor Convention	www.survivorsconvention.com
43	Nurse Oncology Education Program (NOEP)	www.noep.org
44	American College of Surgeons	www.facs.org/cancer
45	Testicular Cancer Society	www.testicularcancersociety.org
46	Leukemia & Lymphoma Society	www.lls.org

#	Name of Organization	Website
47	ZarpZ	www.zarpz.com
48	Repro Tech	www.reprotech.com
49	Millennium	www.millennium.com
50	Single Jingles	www.singlejingles.org
51	Stupid Cancer	www.stupidcancer.com
52	Give Forward	www.giveforward.com
53	Cancer and Careers	www.cancerandcareers.org
54	LUNGeivity	www.lungevity.org/caregiver
55	Minnie Pearl Foundation	www.minniepearl.org
56	Live STRONG	www.livestrong.org

4th Annual NCONN Exhibitor Guide

Agendia #34

Agendia strives to bring more effective, individualized treatments within reach to cancer patients. We know that cancer is a genetic disease and without understanding the genetics of a tumor, you can't treat it. Knowing this, Agendia developed an advanced genomics platform for tumor gene expression profiling and developed microarray assay tests that can determine whether a patient is at high or low risk for breast or colon cancers recurrence, helping physicians to more accurately tailor cancer treatments. You can have confidence with the SYMPHONY™ Personalized Breast Cancer Genomic Profile and ColoPrint® to help provide direction for indeterminate cases while gaining 100% definitive results to make a clear personalized treatment decision for each of your breast and colon cancer patients. To learn more, please visit www.agendia.com.

Amgen #33

Amgen discovers, develops, manufactures, and delivers innovative human therapeutics. A biotechnology pioneer since 1980, Amgen was one of the first companies to realize the new science's promise by bringing safe, effective medicines from lab to manufacturing plant to patient. Amgen therapeutics have changed the practice of medicine, helping millions of people around the world in the fight against cancer, kidney disease, rheumatoid arthritis, bone disease, and other serious illnesses. With a deep and broad pipeline of potential new medicines, Amgen remains committed to advancing science to dramatically improve people's lives. For more information, visit www.amgen.com and follow us on www.twitter.com/amgen.

American College of Surgeons #50

Mission: The Commission on Cancer (CoC) is a consortium of professional organizations dedicated to improving survival and quality of life for cancer patients through standard-setting, prevention, research, education, and the monitoring of comprehensive quality care.

History: Established by the American College of Surgeons (ACoS) in 1922, the multidisciplinary CoC establishes standards to ensure quality, multidisciplinary, and comprehensive cancer care delivery in health care settings; conducts surveys in health care settings to assess compliance with those standards; collects standardized data from CoC-accredited health care settings to measure cancer care quality; uses data to monitor treatment patterns and outcomes and enhance cancer control and clinical surveillance activities, and develops effective educational interventions to improve cancer prevention, early detection, cancer care delivery, and outcomes in health care settings.

Website: <http://www.facs.org/cancer>

BFFL Co ; Best Friends for Life #16

BFFL Co (Best Friends for Life) makes unique recovery tools for patients facing cancer, radiation, and other surgeries or treatments. Founded in 2011 by a radiation oncologist who was also a mastectomy patient, BFFL Co's mission is to improve recovery, ensure dignity, and enhance comfort during a hospital stay. Its unique line of BFFLBags®, comfort garments and other patient recovery tools is designed to help patients, caregivers, nurses and physicians improve patient outcome and optimize the treatment and recovery experience.

BFFLBags® are high-quality designer duffel bags containing items which facilitate communication, comfort, organization, healing, hydration, and dignity. The collection includes styles for breast cancer, prostate and GYN cancers, traumatic brain injury, transplants, C-sections, radiation and chemotherapy.

BFFLBags® can also be fully customizable to suit the needs of a unique hospital or patient population.

BFFL Co's ultra-comfortable patented post-surgical recovery bras come in several styles, and are designed to be worn immediately after surgery, during the course of radiation therapy, and after reconstruction.

A full line of accessories, recovery tools and other gift items is also available. (www.bfflco.com)

Bristol-Myers Squibb #20

Bristol-Myers Squibb welcomes you to Nashville, Tennessee. We invite you to visit our exhibit and learn of the products, services and patient support programs Bristol-Myers Squibb has to offer to your specialty. (www.bms.com)

Cancer and Careers #59

Cancer and Careers is dedicated to empowering and educating people with cancer to thrive in their workplace by providing expert advice, interactive tools and educational events. Through a comprehensive website, free publications, career coaching, and a series of support groups and educational seminars for employees with cancer and their healthcare providers and coworkers, Cancer and Careers strives to eliminate fear and uncertainty for working people with cancer.

Cancerandcareers.org informs more than 180,000 visitors per year, providing essential tools and information for employees with cancer. (www.cancerandcareers.org).

Cancer Shops USA #40

We are the first and only patient requested, doctor approved on-line store to offer products to help patients with the side effects of chemo and radiation.

Offering more than 300 specialty items, with many products inspired and developed by cancer patients and survivors, each item is reviewed and endorsed by a physician to make sure the product is safe for all patients.

A portion of the sales from Cancer Shop USA is donated to Cancer Sensibility Foundation and other various charities.

Please contact us at www.cancershopusa.com or call 866-700-6262 for free patient brochures and product samples.

Cancer Shop USA looks forward to helping you and your patients find comfort on the journey to recovery.

Lean on lavender, the color of all cancers!

CareFusion #41

At CareFusion, we are united in our vision to improve the safety and lower the cost of healthcare for generations to come. Our 14,000 worldwide employees are passionate about healthcare and helping those that deliver it - from the hospital pharmacy to the nursing floor, the operating room to the patient bedside.

Our clinically proven product families include Pyxis® for medication and supply dispensing, Alaris® for infusion, AVEA® ventilators, Jaeger® for respiratory diagnostic instruments, AVAmax® and PluerX® for interventional procedures, V. Mueller® and Snowden-Pencer® surgical instruments, and Chloraprep® skin antiseptic.

To make global healthcare better, we partner with our customers to help them improve medication management, lower costs in procedural areas, reduce risk of infection, advance the care of ventilated patients and turn the endless amount of data generated in healthcare into actionable information. (www.carefusion.com)

Celgene #37

Celgene Corporation (Nasdaq:CELG) is a global biopharmaceutical company that is helping healthcare providers turn incurable cancers into chronic, manageable diseases through innovative therapies. This dedication to medical progress goes hand-in-hand with our industry-leading patient support and access programs. Together, these aspects form the core of our commitment to patients worldwide. For more information, visit www.celgene.com

Dendreon #29

Dendreon Corporation is a biotechnology company whose mission is to target cancer and transform lives through the discovery, development and commercialization of novel therapeutics. The Company applies its expertise in antigen identification, engineering and cell processing to produce active cellular immunotherapy product candidates designed to stimulate an immune response. Dendreon's first product, PROVENGE® (sipuleucel-T), was approved by the FDA in April 2010 for the treatment of asymptomatic or minimally symptomatic metastatic, castrate-resistant (hormone-refractory) prostate cancer. (www.dendreon.com)

Diplomat Specialty Pharmacy #22

Diplomat Specialty Pharmacy we take a patient-centered approach to specialty pharmacy services. We provide much more than mere dispensing of high-cost medications. To obtain optimal results we recognize the measurable value that is derived from supporting the clinical, psychosocial, financial and administrative needs of your patients. Diplomat excels in accessing 3rd party financial assistance for patients that need additional help with co-pay assistance. In 2011 we secured over \$17M in co-pay assistance for our patients. As a result, patient experience better therapeutic effects and a decrease in the total cost of care. (www.diplomatpharmacy.com)

Genetics Associates #17

Genetics Associates, Inc. (GAI) is a clinical laboratory based in Nashville, Tennessee. We specialize in cytogenetic and molecular oncology testing providing services to hospitals, laboratories and physicians throughout the United States. Since 1990, GAI has established a benchmark of efficient, economical diagnostic services to hospitals, laboratories and physicians throughout the United States. Our CAP and CLIA certification is maintained under the leadership of four directors who are ABMG certified in clinical cytogenetics and clinical molecular cytogenetics. (www.geneticsassociates.com)

GiveForward #58

GiveForward is the #1 online medical fundraising site for individuals. We provide personalized fundraising web pages so friends and family can send financial and emotional support to a loved one facing cancer. Often called a "patient blogging site on steroids," GiveForward allows visitors to the page to sign up to receive updates. Where we differ from traditional blogging sites, however, is that visitors are able to donate directly to a patient from the GiveForward page. (www.giveforward.com)

Incyte #28

Incyte Corporation is a Wilmington, Delaware-based biopharmaceutical company focused on the discovery, development and commercialization of proprietary small molecule drugs for oncology and inflammation. Our first commercial product Jakafi® (ruxolitinib), an oral JAK1 and JAK2 inhibitor, was

approved by the FDA in November 2011. To learn about Jakafi, please go to www.Jakafi.com or visit www.incyte.com.

Leukemia & Lymphoma Society #52

The mission of The Leukemia & Lymphoma Society (LLS) is: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families. LLS is the world's largest voluntary health agency dedicated to blood cancer. LLS funds lifesaving blood cancer research around the world and provides free information and support services. Our Key Priorities will ensure that: *blood cancer patients live better, longer lives.* (www.lls.org)

Lifepoints Publishing, LLC. #23

Oncology nurse navigators are among the first healthcare professionals to introduce the complexities of the medical world to newly diagnosed cancer patients. And the tools they provide will determine the way these patients move forward.

When a cancer diagnosis is made, patients and their families begin a journey marked by fear, confusion and anxiety unlike anything experienced in other areas of their lives. It has been said that patients diagnosed with cancer become members of a club they never wanted to join, and for which membership is understood only by other reluctant members. Patients look to the nurse navigator for the critical direction they need.

This is when a Lifebook can make all the difference. As a comprehensive organizational toolkit, it offers the resources needed to manage the great number of reports and records that come with a serious diagnosis. It provides direction and concrete "how-to's" at a time when patients are asking, "What do I do now?"

The Lifebook helps support those who are ready to take charge of their situation, rather than allowing their disease, and the natural flow of the healthcare system, to funnel them into the role of victim. The nurse navigator is in the unique position of helping patients and their families focus on what they *can* do, rather than what is out of their control.

The Lifebook is a product of Lifepoints Publishing, LLC. Visit us at booth 23 at the NCONN conference, or check out our website at www.lifepointspublishing.com.

Life Technologies #19

We are a global life sciences company

We believe in the power of science and appreciate its rigorous discipline. That's what drives our passion for innovation, leading to transformative offerings that support endeavors throughout the world.

Our extensive range of products and services, from instruments to everyday lab essentials, ensures quality and performance for every lab, every application. Customers in more than 160 countries count on us in their quest to improve life in meaningful ways. (www.lifetechnologies.com)

Lilly Oncology On Canvas *Throughout the Exhibit Hall*

Lilly Oncology On Canvas: Expressions of a Cancer Journey is an art competition and exhibition that honors the journeys people face when confronted with a cancer diagnosis. The biennial competition invites individuals diagnosed with any type of cancer — as well as their families, friends, caregivers and healthcare providers — to express, through art and narrative, the life-affirming changes that give their cancer journeys meaning.

Lilly Oncology On Canvas is presented by Lilly Oncology, dedicated to delivering innovative solutions that improve the care of people living with cancer, in partnership with the National Coalition for Cancer Survivorship (NCCS). NCCS is a nonprofit cancer organization that advocates for quality cancer care for all people touched by cancer and provides tools that empower people to advocate for themselves.

*Oncology On Canvas*SM is a program started in 2004 by Lilly Oncology to help address a great, unmet need in cancer care — a need that goes beyond medicine — to help those affected by cancer cope with the emotional toll of the disease.

Winners are selected by an independent panel of judges, typically including the art competition director, past winners, cancer survivors and representatives from media and patient advocacy groups. The end result of the competition is a compelling art collection that provides insights into the wide range of emotions experienced by those touched by cancer.

LiveSTRONG #62

The Lance Armstrong Foundation serves people affected by cancer and empowers them to take action against the world's leading cause of death. With its iconic yellow LIVESTRONG wristband, the Foundation became a symbol of hope and inspiration to people affected by cancer throughout the world. Created in 1997 by cancer survivor and champion cyclist Lance Armstrong, the Foundation provides free patient navigation services to survivors with financial, emotional and practical challenges that accompany the disease. Known for its powerful brand – LIVESTRONG – the Foundation is also a leader in the global movement on behalf of 28 million people living with cancer today. Since its inception in 1997, the Foundation has raised close to \$500 million for the fight against cancer. For more information, visit LIVESTRONG.org.

LUNgevity #60

The mission of LUNgevity Foundation is to have a meaningful impact on improving lung cancer survival rates, ensure a higher quality of life for lung cancer patients, and provide a community for those impacted by lung cancer.

Through the support of critical research into the early detection and successful treatment of lung cancer as well as providing information, resources and a community to patients and caregivers, LUNgevity is creating and sharing hope for cures, treatments and enhanced quality of life for lung cancer patients.

As a thought leader and community hub, LUNGeVity provides many resources directly to the lung cancer community, including the Lung Cancer Support Community (LCSC), the largest dedicated social network offering support to anyone touched by lung cancer. Created in 2002, LCSC provides users with an extensive message board for peer-to-peer support. Other resources include LifeLine, a telephone/email buddy program; an extensive online blog; Ask the Experts, providing medically-expert information on the latest advances in lung cancer; a clinical trials matching service; and LUNGeVity LinkUP for those interested in becoming advocates. As part of the online resources it offers, in 2011 the Foundation added the Caregiver Resource Center, at www.lungevity.org/caregiver, which offers emotional support, practical and patient advocacy advice, and other services for caregivers. It is the first online resource wholly devoted to lung cancer caregivers and their very special needs.

LUNGeVity seeks to inspire the nation to commit to ending lung cancer.

LymphedIVAs #24

LymphedIVAs™ LLC is dedicated to creating medically correct fashion: compression apparel for the savvy and stylish breast cancer survivor with lymphedema, which will inspire her to feel beautiful, strong, and confident. (www.lymphedivas.com)

MagView #36

As the preeminent leader in mammography information systems, MagView is presenting it's comprehensive navigation system at this year's NCONN meeting. Unlike many systems on the market, MagView's navigation module was developed by navigators for navigators and was structured to keep track of pathology using the College of American Pathologists (CAP) protocols and allows the users to create reports using discreet data fields for the National Program of Cancer Registries (NPCR). In addition reports are quick and easy to generate including statistical reports needed for accreditation for the National Program for Breast Centers

(NAPBC). While MagView is known as the market leader in mammography, the navigation module was designed to be able to track other tumor sites including lung, prostate, colon, and chronic diseases such as AIDS and Diabetes.

MagView's navigation module can be integrated with the mammography information system, can function as a stand alone system or be integrated with any Radiology Information System (RIS) to allow single entry of patient data and sharing of information between systems. MagView's large service organization offers on-site implementation and training and 24/7 in house technical support. The Navigation module will be customized to each sites specific workflow and rules for patient tracking and notification.

Stop by booth 36 and see why MagView continues to set the bar for patient information management and care. (www.magview.com)

Meals to Heal #25

Meals to Heal is a comprehensive cancer nutrition service providing a) home delivery of fresh, nutritious meals tailored to patients' specific nutritional issues and eating preferences, b) safe, evidence-based cancer nutrition information and c) access to oncology-credentialed dietitians. The Company provides home delivery of meals in the 48 Continental United States. The service is convenient, easy-to-use, safe and affordable. The Company's customer service representatives are all credentialed oncology dietitians or oncology registered nurses who understand the unique issues and needs of cancer patients and caregivers. The Company's mission is to make the lives of cancer patients and caregivers easier and less stressful by providing solutions that relieve them of the significant time, energy and worry associated with ensuring proper nutrition for themselves and their loved ones. The Company was started by Susan Bratton after she experienced, during her friends treatment for a glioma of the brain stem, the nutritional needs of cancer patients and their caregivers. More information can be found at <http://www.meals-to-heal.com>.

Medivation #32

Medivation was founded by a group of experienced professionals with a long track record of working together successfully as a team in the pharmaceutical, biotechnology and medical device industries. We founded Medivation to leverage that expertise to bridge the medical product development gap between early-stage development and product launch.

Through our extensive network of contacts with top-flight scientists and research institutions, we acquire early-development stage pharmaceuticals and medical devices that have promising clinical, intellectual property and commercial prospects. Using the extensive development experience and expertise of our core team, supplemented by expert consultants in relevant functions, we identify and execute the strategic pathway that will allow the most rapid, efficient and effective development. (www.medivation.com)

Millennium #55

The Takeda Oncology Company, a leading biopharmaceutical company based in Cambridge, Mass., markets VELCADE, a first-in-class proteasome inhibitor, and has a robust clinical development pipeline of product candidates. Millennium Pharmaceuticals, Inc. was acquired by Takeda Pharmaceutical Company Ltd. in May, 2008. The Company's research, development and commercialization activities are focused in oncology. Additional information about Millennium is available through its website, www.millennium.com.

Minnie Pearl Cancer Foundation #61

The mission of The Minnie Pearl Cancer Foundation (MPCF), a nonprofit public charity, is to create a more confident cancer journey for adults anytime, anywhere. This organization offers:

- Cancer-specific education and treatment information
- Personalized cancer guidance
- Nutrition consultations and side effects management
- Clinical trials education
- Online educational videos through www.minniepearl.org

All services are free of charge regardless of treatment facility. This organization serves adults with cancer, as well as their co-survivors (family members or friends) seeking guidance and healthcare professionals from across the country. Staffed with oncology social workers and registered dietitians who specialize in cancer care, The Minnie Pearl Cancer Foundation offers support and guidance through phone and email consultations and by using a variety of online tools.

The organization will soon be launching an innovative, online portal that incorporates simplified language and that is easy-to-use, user-paced, and comprehensive. It will also feature

- a personalized “dashboard” that serves as a collection point for the user’s most helpful information
- a clinical trials locator to facilitate clinical trials education and to break down barriers to understanding the latest in cutting-edge treatment
- a means for interaction with our specialists

For more information on The Minnie Pearl Cancer Foundation and to stay in touch with the latest in complimentary services, please visit www.minniepearl.org.

MyLifeLine.org #11

MyLifeLine.org Cancer Foundation believes a strong support community is critical for cancer patients. Every day we provide free, personal websites to cancer patients and caregivers to easily connect with family and friends, because no patient should ever feel alone.

MyLifeLine.org provides the most comprehensive cancer-specific personal website service that streamlines communication with family and friends through one central website. Family and friends can receive the latest information without being intrusive and are able to leave their message of support and encouragement.

The MyLifeLine.org program features include a Helping Calendar where the Member can post treatment sessions, doctor appointments, meal requests, visiting hours, etc., the Giving Angels Page where a caring community can contribute to the Member financially or contribute to causes the Member supports, Learning Links where the Member can share more information about their cancer and treatment, Patient and Caregiver Resources with links to a wide variety of support and resources and a Photo Gallery where the Member can post photos to share with their friends and family.

Research shows that when a cancer patient feels supported, treatment compliance improves and the healing process is fostered during their cancer journey. MyLifeLine.org provides a community of support.

National Women Survivor Convention #48

The National Women Survivors Convention is a Nashville-based non-profit organization founded in 2011. The NWSC is a 501(c)3 organization committed to transforming the lives of women who have fought cancer. The NWSC consists of approximately 3,700 women cancer survivors who will gather at the Gaylord Opryland Hotel and Resort on August 22-24, 2013, to experience a new type of convention – a convention in which THEY are the sole focus of transformation. The National Women's Survivorship Convention is not your average convention. This three-day, one-of-a kind experience for women survivors of ALL TYPES OF CANCERS offers a high energy, immensely entertaining and content-rich program comprised of interactive educational workshops, spa/makeovers, the latest in clinical research for women's cancers, inspirational cancer survivor stories, 'Red Carpet LIVE!' event, a "Healing for Cancer" Fashion Show and capped off with a all-star celebrity concert to benefit cancer research opportunities. Through the breakouts and programming content of the National Women's Survivors Convention, we will touch on each of the issues that keep women from achieving their goal of true survivorship and moving on to a more fulfilled, whole life, which in turn allows for a more promising opportunity of a cancer-free life. It takes strength to survive cancer and you are a cancer survivor from the day you are diagnosed. That's 1 out of every 3 women...and we're bringing them to Nashville in 2013. (www.survivorsconvention.com)

NextPath #38

NextPath offers OncoNav, a comprehensive Nurse Navigation software solution that allows Navigators to organize their schedules, track the patients under their care from screening through treatment across all cancer sites, scan and organize educational information or forms, and document their efforts to overcome barriers to care. OncoNav comes standard with a powerhouse reporting module, Gather, which allows users to easily generate presentation quality reports for administrators and for leading accreditation organizations tracking quality measures in cancer care!

OncoNav was designed from the beginning with input from active Nurse Navigators from across the United States. The development team at NextPath has been providing Oncology specific software solutions for over 30 years! We partner with each of our clients to ensure that the system meets your needs and have built into our software adaptability to make sure that you are able to collect the information you need from each patient encounter and to document the efforts of your Navigation program and the impact you are having on the Patient's care.

OncoNav also includes one HL7 Interface to automate the data capture process from your EMR or other electronic hospital system. This allows you to avoid redundantly entering demographic and basic diagnosis data and streamlines the entry of information into the patient record. (www.oncolog.com)

information please visit www.Pfizer.com

Nurse Oncology Education Program #49

The Nurse Oncology Education Program (NOEP) provides free, evidence-based continuing education to nurses on cancer prevention, detection, treatment, and survivorship. Our goal is to educate all nurses to create changes in nursing practice. We partner with expert nurse clinicians and faculty from leading academic institutions to develop cutting edge programs, and conduct post-education evaluation and outcome measurement follow up to ensure those programs are effective. NOEP is a nonprofit project of the Texas Nurses Association/Foundation. www.noep.org

Open Software Solutions #31

Open Software Solutions LLC. is a developer of custom software solutions for the healthcare community designed for ease of use by developing products around work flow and end-user input. Our software is designed to be platform independent, thus allowing cost savings over systems requiring proprietary licensing. All of OSS' current products have been designed and tested by practicing Oncologists, nurses and staff.

Medical Concierge: Navigator Version 2.0 is OSS' updated web based tool for nurse navigation which is simple, affordable and modifiable by each site to meet all navigator requirements.

Medical Concierge: MCMS was initially developed in the late 1980's for electronic claims submission. Over the years the program has evolved into a robust billing/management system applicable for any medical practice.

Medical Concierge: EMR is HITECH certified and combines Medical Concierge: MCMS with an Oncology specific EMR for small and medium practices. (www.healthcareoss.com)

OncLive #15

OncLive is the official Website for the Oncology Specialty Group, which publishes *Oncology & Biotech News*, *Oncology Fellows*, *OncLive*, *OncLive Nursing*, and *Contemporary Oncology*. The mission of OncLive and these publications is to provide oncology professionals with the resources and information they need to provide the best patient care.

We will be covering every angle of oncology practice, from new technology to treatment advances to important regulatory decisions. OncLive allows the Oncology Specialty Group to add features and tools not possible with print, such as social media feeds, blogs, and live coverage from major oncology meetings. As we move ahead, we will continually look for new and better ways to get you oncology news as quickly and efficiently as possible. It is an exciting time for cancer research and treatment, and we look forward to being **Your Link to Everything Oncology**. (www.onclive.com)

Onyx Pharmaceuticals #39

Based in South San Francisco, California, Onyx Pharmaceuticals, Inc. is a global biopharmaceutical company engaged in the development and commercialization of innovative [therapies](#) for improving the lives of people with cancer. At Onyx, we are grounded in three leadership hallmarks that guide how we manage our business and build value for patients and shareholders: innovation, patient-centeredness and stewardship. (www.onyx.com)

- **Innovation:** We are expanding innovation beyond science to focus on rethinking each aspect of the way we serve patients.
- **Patient-Centeredness:** We are here for patients, and everything we do is in service of them and their families who are waiting for breakthrough therapies and innovative approaches to treating their diseases.
- **Stewardship:** We are thoughtful in how we plan for and manage our resources, partnerships and people, including our financial and operational discipline, how we engage with and attract strategic partners, how we govern ourselves, in our commitment to corporate citizenship by supporting the communities in which we serve, and in the development of our employees into leaders.

Patient Advocate Foundation #12

Patient Advocate Foundation (PAF) is a national non-profit organization that seeks to safeguard patients through effective mediation assuring access to care, maintenance of employment and preservation of financial stability. PAF serves as an active liaison between patients and their insurer, employer and/or creditors to resolve insurance, job retention and/or debt crisis matters relative to their diagnosis through professional case managers, doctors and health care attorneys. (www.patientadvocate.org)

Pfizer

Pfizer Oncology is committed to the discovery, investigation and development of innovative treatment options to improve the outlook for cancer patients worldwide. Our strong pipeline of biologics and small molecules, one of the most robust in the industry, is studied with precise focus on identifying and translating the best scientific breakthroughs into clinical application for patients across a wide range of cancers. By working collaboratively with academic institutions, individual researchers, cooperative research groups, governments, and licensing partners, Pfizer Oncology strives to cure or control cancer with breakthrough medicines, to deliver the right drug for each patient at the right time. For more

ProStrakan #26

First and foremost, our aim is to improve the lives of patients, their families, and the healthcare professionals who care for them. With this foundation, we endeavor to operate in the best interest of the patient, whether through our research and development or our policies, packaging, and patient education.

As a company, we believe we can do things differently than other pharmaceutical companies. Our size allows us to address issues quickly where others might be restricted, and makes it possible for us to enter markets others can't reach. This is vital to our future growth and goals, but most importantly, addresses the needs of patients and their families. (www.prostrakan-usa.com)

Repro Tech #54

Throughout the United States, ReproTech has developed a network of highly qualified reproductive laboratories (including a sperm banking by air kit) which are available to provide Fertility Preservation (sperm banking & embryo, oocyte and ovarian and testicular tissue freezing) services for cancer patients who are about to begin treatment which may cause sterility. ReproTech offers financial assistance programs for patients who qualify, www.vernaspurse.org.

Response Genetics #21

Response Genetics, Inc. was founded to leverage breakthrough, patented technology for the extraction and analysis of genetic information to help physicians make informed treatment decisions.

Response Genetics has proprietary tests and panels for lung, colon, gastric cancer, and melanoma. To learn more about the technology behind each of these products please visit the [Response Genetics Technology](#) page.

Response Genetics is fully-licensed and accredited by CLIA and CAP. (www.responsegenetics.com)

Single Jingles #56

Testicular Cancer is the #1 cancer impacting young men ages 15 - 35. It's nearly 100% treatable if detected early. Unfortunately, the vast majority of young men don't know the symptoms of testicular cancer and the importance of doing a simple monthly self-exam.

That's where [Single Jingles](#) comes in.

We are dedicated to educating young men and their families about this disease. We have easy-to-understand material (including an iPhone app and a great shower card with instructions for performing a self-exam) as well as speakers and volunteers who can speak to school groups and other organizations.

We're here at NCONN to not only spread the word about our organization, but explore ways we can partner with you or organizations you care about. Please stop by and say hello! (www.singlejingles.org)

Sirtex Medical Inc.

Sirtex Medical Inc., a subsidiary of Sirtex Medical Limited (ASX:SRX), is a leading manufacturer of targeted, innovative liver cancer therapies. Sirtex produces SIR-Spheres® microspheres, the only fully FDA-approved microsphere radiation therapy for the treatment of colorectal liver metastases. Sirtex's U.S. headquarters are located in Woburn, Mass., and product for the U.S. market is currently produced at the company's manufacturing facilities in Wilmington, Mass.

For more information visit www.sirtex.com or find the latest updates on the SIR-Spheres microspheres Facebook page ([www.Facebook.com/SIRSpheresmicrospheres](https://www.facebook.com/SIRSpheresmicrospheres)).

SIR-Spheres® is a registered trademark of Sirtex SIR-Spheres Pty Ltd

Stupid Cancer #57

Stupid Cancer (aka The I'm Too Young For This! Cancer Foundation, i[2]y) is a non-profit organization that empowers young adults affected by cancer through innovative and award-winning programs and services. We are the nation's largest support community for this underserved population and serve as a bullhorn for the young adult cancer movement. (www.stupidcancer.com)

superDimension #35

superDimension, Inc. develops and manufactures software, hardware and disposables for the lung disease market. superDimension's iLogic system is the total bronchial access and navigation system that provides a safe pathway to peripheral or central lung lesions, even for patients with procedure-restricting conditions. (www.superdimension.com)

Testicular Cancer Society #51

The Testicular Cancer Society is a 501(c)(3) non-profit organization to raise awareness for the most common form of cancer in men age 15-35. We are dedicated to increasing awareness and education about the disease and providing support for fighters, survivors and caregivers. We serve as the hub to the spokes of the available services to the testicular cancer community and help guide individuals to the services that will best fit their needs. We will also be exhibiting *Dial it Down*, our public awareness campaign about low-dose computed tomography (CT) technology. *Dial it Down's* goal is to help reduce the risk of unnecessary exposure to ionizing radiation that is a part of necessary CT scans. (www.testicularcancersociety.org)

Trulife #18

Trulife aims to ensure continued growth through a strategy of maximising our human resources, developing and launching a variety of new products each season, constant improvement in product quality, increasing efficiency in production and distribution capabilities and a drive to continuously satisfy and exceed customer expectations. The Group is also committed to growth through acquisition.

The core philosophy is a belief in serving customers' needs through excellence in product innovation and quality in everything we do. We strive to continuously improve our systems and procedures, offering extensive education & training and developing patient care through committed and dedicated professionals.

Trulife is owned and managed by a group of highly professional and experienced healthcare executives since 1987. Trulife is internationally based and totally engaged in the creation, development, manufacture and marketing of niche healthcare products. The Group activities encompass Orthopaedics, Breastcare, Prosthetics and Pressurecare products and services. (www.trulife.com)

Veran Medical Technologies #13

Veran is focused on the next standard of care for minimally invasive delivery of interventional oncology therapies. Veran provides a suite of clinical products using proprietary 4D registration capabilities for targeting lesions within the human body. By enabling minimally invasive early stage diagnosis, patient survival and lower healthcare costs may occur. Veran's SPiN Drive® electromagnetic navigation platform allows physicians to biopsy Solitary Pulmonary Nodules for the potential early diagnosis of lung cancer. The system works with Always-On Tip Tracked® instruments with electromagnetic sensors at the tip for navigating and sampling deep in the lungs. (www.veranmedical.com)

ZarpZ #53

ZarpZ.com is a free-website that enables patients to create personal messages for family and friends from the comfort of their own home – messages that can take the form of written, audio, or video content. Once created, these messages are stored on a secure website and sent out electronically on a FUTURE date that you decide.

Examples of what can be created on ZarpZ.com include:

- Letters that contain words of wisdom or hopes and dreams for loved ones
- Stories that you want shared with future generations
- Photo scrapbooks
- Videos that contain advice

All of the information is stored in a highly secure setting with multiple back ups. Through the process of creating personalized messages and videos, it is the objective of ZarpZ to improve the quality of life of

patients with cancer, caregivers, and their loved ones.

ZarpZ.com has received the seal of approval from the National Coalition of Onc