

Headline	Cancer fight gets 'Strong for Someone' aid	
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## Cancer fight gets 'Strong for Someone' aid

Cancer is strong, but the fight against it is stronger, especially when there are people around us to battle this brutal disease with.

As the market leader in oncology in the Philippines, Roche has launched its “Strong for Someone” advocacy that aims to inspire and ignite strength among cancer patients and their families by creating a nationwide community that will serve as their pillars of support.

Strong for Someone is a multi-stakeholder campaign that provides access to information for cancer patients and caregivers on disease awareness, treatment solutions, funding sources, and emotional support.

“While we recognize that better outcomes for patients are expected as new treatments are discovered and become available in the market, we also believe in the importance of the collective resolve of the patient’s support system to not give up and to be strong for each other,” said Edgar de las Alas, campaign lead from Roche.

“Each cancer patient needs to have pillars of support: their families, their doctors, other patients, government institutions, private organizations. We are here to bridge them together,” he added

Roche (Philippines) Inc. coordinated with the Philippine Society of Medical Oncology, a professional non-profit organization of medical oncologists that aims to advance the science and ethical, holistic practice of cancer care in the Philippines.

This organization of doctors serves as the pillar in providing education on the latest treatment solutions and information available for cancer patients.

The company also teamed up with patient support groups, non-profit foundations that provide support, education, and hope to persons with cancer and their loved ones, that will help patients and their families deal with the emotional and psychological challenges that the disease brings from diagnosis to treatment.

Roche also tapped the support of the Department of Health and the Philippine Charity Sweepstakes Office to share both existing and upcoming programs that will lessen the financial burden among patients and their families.

Strong for Someone, is also endorsed by television personality, model, and vlogger Will Dasovich, who was diagnosed with cancer in 2017 but was able to fight it with the help of family and community. He serves as proof that belonging to a community of support, cancer can be fought better.

With this campaign, Roche, together with its partners and ambassador, aims to bring out strength from a network and community by using platforms that would further increase awareness on the advocacy campaign.

These include videos and an interactive community page that will present cancer patient stories of survivorship to serve as an anthem of strength between patient and their loved ones.

These channels will also serve as sources of information, engagement, and build connections from patients, doctors, support-groups, and institutions that can help provide financial support.

“This disease brings patients and their families the burden of having to deal with various challenges that are unpredictable and even frustrating, for the most part. Cost of treatments and emotional challenges add to the ever-growing burden of cancer care,” said Sheryl Enriquez, Roche Business Leader.

“And now, as we remain committed to be strong for someone, the fight is ours to conquer. We need to be strong for ourselves and for the people around us.”