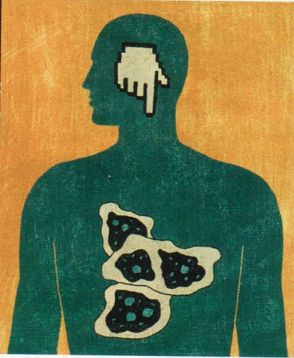


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Navigating cancer online

Few medical diagnoses are as daunting as being told you have cancer. With that in mind, Navigatingcancer.com, a Seattle-based website that helps patients sift through voluminous amounts of information, launched earlier this year. It offers personalized tools, such as symptom trackers and tracking reports—unavailable on other cancer websites—allowing newly diagnosed cancer patients to better manage their illnesses. It also allows cancer patients to partner more closely with their physicians, support networks and other patients.

Founder and CEO Gena Cook, who has a background in medical sales and marketing, says the new website, financed by venture capital, supports current trends in the field, such as the rise in patient-centered care. Since its launch, Navigatingcancer.com has registered about 1,000 users and gets about 4,500 visitors a month. Cook says the site's information is sourced from the National Cancer Institute and other respected organizations trusted by doctors and the cancer community. *E.M.E.*

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