

Statement from Cancer Treatment Centers of America®

We encourage cancer patients and their loved ones to make the most informed decisions about how and where they seek care. Advertising represents just one way in which we engage consumers to help them understand the disease and the benefits associated with our integrative approach to the delivery of cancer care. All of the individuals featured in our communications have been treated at Cancer Treatment Centers of America® and have volunteered to share their stories without any compensation in the interest of helping others who receive a similar diagnosis.

As the only cancer care provider with a true national footprint, we use national media to help educate cancer patients and their families about the latest diagnostic tools and treatment options. Many other nationally-respected cancer care providers have adopted a similar approach to telling their story to the marketplace, as demonstrated by their growing investment in marketing communications.

All of our advertising undergoes meticulous review for clinical accuracy as well as legal approval to ensure we tell our story in an informative and responsible manner, and in compliance with FTC guidelines.

We remain committed to helping patients and their families make informed treatment decisions that meet their individual clinical needs and preferences.

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