Megan,

As you may be formulating ideas for upcoming fall features, I would like to present an opportunity to learn more about the relatively unexplored challenges your readers often face after their parents are diagnosed with cancer.

Dr. Lodovico Balducci, the Program Leader of the Senior Adult Oncology Program at Moffitt Cancer Center, will be in New York on March 14th and March 15, and is available to discuss:

* The inherent age-related prejudices that influence how doctors treat seniors with cancer
* Tips for senior cancer patient caregivers
* The risks associated with polypharmacy (the unnecessary use of multiple prescription and over-the-counter drugs)
* What to know when selecting a cancer care facility for an elderly parent

Moffitt can also provide compelling personal stories of thriving senior cancer patients and their caregivers whom your readers can relate to, helping to better communicate the need to improve the overall treatment of these patients.

Dr. Balducci is protocol chairman of the Geriatric Oncology Consortium, which conducts nationwide clinical trials in older individuals, and is chairman of the committee on guidelines for the management of older individuals of the National Comprehensive Cancer Network.

Please let me know if you are interested in speaking with Dr. Balducci while he is in New York regarding these topics or another story you may be working on. I’ve included some background on Moffitt Cancer Center below.

Megan Burke

Fry Hammond Barr, agency of record for Moffitt Cancer Center

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Moffitt Cancer Center is Florida’s only NCI-designated comprehensive cancer center (one of 40 nationwide), and one of "America's Best Hospitals for Cancer" according to U.S. News and World Report. Florida is estimated have both the second-most diagnosed cases of cancer and second-most cancer deaths in 2010. Moffitt has treated patients from every state in the U.S., and is the fastest growing NCI-designated cancer center based on NCI funding.