

Help for your patients with liver cancer.

Blue Faery: *The Adrienne Wilson Liver Cancer Association*

Blue Faery: The Adrienne Wilson Liver Cancer Association is a nonprofit corporation founded in Burbank, California in 2002. President and founder Andrea J. Wilson started Blue Faery to honor her sister, Adrienne, who died from HCC only 145 days after her diagnosis. Blue Faery's mission is to prevent, treat, and cure primary liver cancer, specifically hepatocellular carcinoma (HCC), through research, education, and advocacy.

When Adrienne was first diagnosed with HCC, her family requested information about the disease. Doctors

told the family that no pamphlet or brochure existed, but in order to fulfill the family's need, one surgeon made copies from his own medical textbook. The language was dense, difficult to read, and intended for doctors. Since its incorporation, Blue Faery has recognized the need for an HCC patient education brochure, specifically written for patients and their families using language that is easy to understand.

Blue Faery's HCC Patient Education brochure, the first of its kind, has been successful with both patients and clinicians. Dr. Yun Yen from the City of Hope National Medical Center states, "I thank you for your insightful brochures ... it is my hope that by having the brochures available, we can save more lives." The brochure is currently distributed in 18 treatment centers across the nation. It has also been translated into Chinese and Spanish; Dr. Mark Feitelson from Thomas Jefferson University has taken over one hundred Chinese brochures with him on his recent trips to China in

an effort to reach out to HCC patients globally. The brochures are free of charge to all patients, their families, and their healthcare providers.

Blue Faery hopes to continue to aid both the clinician and patient community with the distribution of their Patient Education brochure. Clinicians have repeatedly mentioned how much the Patient Education brochure helps them disseminate the vast quantity of pertinent HCC information to their patients. Since HCC is a rising problem in the United States, their services may become even more vital to the oncology community.

For more information about Blue Faery and their Patient Education brochure, please visit their website: www.bluefaery.org. To request free brochures for your patients or treatment facility, please call 510.316.0493 or email Sherri Rose, chair of the Medical Research Committee, at sherri@bluefaery.org.