



## **From Reactive to Proactive: A New Path for Cancer Patients**



## **CTOAM Patient FAQ & Guide to Precision Oncology**

**Discover what's possible for you in cancer care today.**  
*A guide for patients, caregivers, and advocates.*

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## How to Use This Guide

This guide is here to help patients and families understand what's possible in cancer care today – and how to access the best options available right now.

We hope it will help you to make sense of complex topics, feel more confident with your cancer care choices moving forward, and to show you that there is always hope.

Remember: There is always something more that can be done. And our team is here to help.

If at any point you would like to speak to a human on our team, please email us at [admin@ctoam.com](mailto:admin@ctoam.com) or call 778-999-5463 (direct) or 1-833-493-5463 (toll-free).

We are standing by to support you.



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## **Why CTOAM Exists – and What’s Missing in Standard Care**

*Helping you understand the “why” behind what we do.*

For many people, a cancer diagnosis feels like a punch in the gut – and completely unexpected.

Suddenly you are thrown into a brand new world, about which you know nothing (or at least very little).

And yet, there are now critical decisions to be made, unfamiliar words to learn, and a deep wish for someone to explain what is truly possible.

CTOAM exists to meet that need. We help bridge the gap between the limited menu of options that is offered to patients in standard care and what is truly possible in precision cancer medicine today – if you know how to access it.

Our mission is to help patients and families understand the science behind their cancer and guide them toward the most advanced treatments available, no matter where those treatments happen to be.

So if you’ve ever wondered, “Isn’t there something more that can be done?”...

This first chapter will help you to understand that the answer is a resounding, “Yes!” – and why, exactly, that is.



## Why does CTOAM exist?

CTOAM was created because standard cancer care often isn't enough. Traditional oncology relies on broad treatment protocols – usually chemotherapy, radiation, or surgery – that are chosen because they've worked for *some* patients in the past.

But no two cancers are identical. Each person's tumour is driven by a unique set of genetic changes. When treatment isn't matched to those changes, patients may face unnecessary side-effects, lower success rates, and lost time.

CTOAM exists to bridge that gap. Our team of cancer-research scientists and patient advocates bring the newest medical discoveries directly to individuals, helping oncologists use today's most precise diagnostics and targeted therapies – not tomorrow's or next decade's.

→ [Watch video: Know Your Options!](#)

## What problems do cancer patients face in Canada and worldwide?

Most cancer patients face the same challenge, no matter where they live: the system moves more slowly than the science.

Even in countries with excellent healthcare, new discoveries take years to reach the clinic. That delay means many people are treated with outdated methods while far better options already exist elsewhere.

In Canada and similar systems, patients often wait months for appointments, have limited access to advanced testing, and must navigate complex rules about what can or can't be covered. Families end up spending precious time searching for information on their own – time that could be used for healing.

CTOAM was created to remove those barriers: to connect patients directly with the newest medical knowledge and help them act on it right away.



## What's the main issue with standard cancer care today?

The biggest missing pieces are *time and data*.

Every week, thousands of new scientific papers and clinical-trial results are published about specific cancer mutations and drug responses. No public healthcare system – and no single oncologist – can possibly keep up with all that information while caring for hundreds of patients.

As a result, most people still receive treatments that are years behind what science already knows. Standard diagnostic tools such as CT scans or basic pathology confirm that cancer exists, but they rarely reveal *why* it exists – the molecular cause that determines which therapy will work best.

CTOAM fills this gap by analysing the genetic drivers of each person's cancer and matching them with evidence-based treatment options from around the world, often identifying possibilities that standard care has not yet adopted.

## Why aren't the best diagnostics and treatments already covered by public healthcare?

Public healthcare systems make decisions based on budgets and population averages, not on what's ideal for each individual. To be added to a public formulary or testing list, a new diagnostic or therapy must go through a long approval process – sometimes taking close to a decade.

Precision Oncology moves faster than that. The science outpaces policy.

That means the tests and analysis that reveal the best treatments are still considered “private” services in many countries. While this can feel frustrating, there is a hopeful side: once the genetic evidence exists, many patients *do* succeed in getting the recommended therapies covered or accessed through their oncologist, clinical trials, or compassionate-use programs.

CTOAM's mission is to shorten that gap – helping patients obtain the data and advocacy they need so life-saving treatments become available sooner rather than later.



## What's the difference between standard care and personalized care?

Standard care uses one-size-fits-all treatment plans that are based on what has worked for the largest number of people. Personalized care looks at *you* – your genetics, your tumour's mutations, your overall health, and even your lifestyle – to find the treatment that is scientifically proven to work best for *your* biology.

Think of it as the difference between using a generic map versus GPS. Standard care points you in a general direction; personalized care uses precise coordinates to get you where you need to go faster, with fewer wrong turns.

By identifying the molecular drivers of your cancer, personalized care allows oncologists to choose therapies that are more effective and far less harmful than traditional chemotherapy alone.

## Why are patients still receiving the same chemotherapy from decades ago?

Chemotherapy has been part of standard cancer care since the 1940s. While it can still be useful for some cancers, it's also a blunt tool – designed to attack all rapidly dividing cells, not just cancerous ones.

Public healthcare systems continue to rely on these older drugs because they are already approved, relatively inexpensive, and easy to deliver in large hospital settings. Newer targeted therapies, by contrast, require genetic testing, specialized lab analysis, and training that most hospitals don't yet have in place.

So, even though modern medicine offers safer and more precise alternatives, many patients are still given older treatments simply because the system hasn't fully caught up. CTOAM's goal is to close that gap – making sure patients know when better, science-based options are available to them *now*.



## **Is it really possible to access better treatment options right now?**

Yes – and thousands of patients around the world already have.

When genetic and molecular testing identifies exactly what's driving your cancer, it opens the door to treatments that target those specific mutations. Many of these therapies are already approved somewhere in the world, available through compassionate-access programs, or accessible via clinical trials.

With the right evidence in hand, CTOAM helps patients work with their oncologists to request these therapies, or to find specialists who can prescribe them safely.

The science exists today – and so do the pathways to access it. The key is knowing where to look and having the data to back your request. That's where CTOAM's expertise makes the difference.



## **Understanding Precision Oncology – The Science of Hope**

*What precision oncology is, and why it's changing everything.*

Every cancer begins with a change deep inside a cell's DNA.

For decades, treatments focused on destroying tumours without understanding why they formed.

Precision Oncology changes that. It uses advanced testing to identify the exact genetic mutations driving each person's cancer – and then targets them with treatments proven to work for those specific changes.

This is how modern medicine turns science into hope.



## **What is Precision Oncology (aka Precision Cancer Medicine)?**

Precision Oncology is a scientific approach to cancer care that looks at the unique genetic and molecular features of a person's tumour.

Instead of assuming all cancers of the same "type" (like breast or lung) are alike, Precision Oncology studies the DNA and RNA of the tumour to see which mutations are actually causing it to grow.

When those mutations are identified, doctors can match the patient with therapies designed to target those exact changes – often leading to better results and fewer side effects.

## **What makes Precision Oncology different from standard treatment?**

Traditional cancer care treats the tumour based on where it started in the body. Precision Oncology treats it based on *why* it started.

By uncovering the molecular cause of a patient's cancer, this approach allows treatment to be selected according to proven genetic evidence – not assumptions or averages.

That means less guesswork, faster results, and greater confidence that each treatment is right for the individual receiving it.

## **Why is molecular testing so important in cancer care?**

Molecular testing is the foundation of Precision Oncology.

It analyzes a tumour's DNA and RNA to find mutations that can be targeted with specific drugs.

Without this information, oncologists are essentially working in the dark, using treatments that might not affect the cancer's actual cause.

With molecular data, every step – from diagnosis to treatment choice – is guided by real, measurable science.

This testing can also reveal new options when standard care has run out, giving patients renewed direction and hope.



## What's the difference between DNA and RNA testing?

DNA testing shows the *instructions* that tell cells how to behave – it identifies permanent genetic mutations in the tumour. RNA testing shows which of those instructions are actually being *used* – it measures the activity of genes in real time.

Together, DNA and RNA testing provide a complete picture of what is happening inside the cancer. It's like looking at both the blueprint and the construction site: one shows the plan, the other shows what's being built.

CTOAM uses both tests to ensure no critical target is missed.

## What are targeted therapies and immunotherapies?

Targeted therapies are drugs designed to block the specific molecules or pathways that allow cancer cells to grow and divide.

Immunotherapies, on the other hand, train your immune system to recognize and attack cancer cells more effectively.

Both are part of Precision Oncology because they rely on knowing the molecular details of a tumour.

When the right target is found, these treatments can stop cancer growth with far less damage to healthy tissue than chemotherapy or radiation.

## Why are targeted therapies better than standard chemotherapy?

Chemotherapy attacks all rapidly dividing cells, which is why it often causes hair loss, fatigue, nausea, and other difficult side effects.

Targeted therapies work differently – they focus only on the abnormal pathways that make cancer cells behave aggressively.

This precision means higher effectiveness and fewer side effects.

Many patients who switch from standard chemotherapy to targeted or immune-based treatments experience longer remissions and a much better quality of life.



## How does CTOAM use genetic data to find better treatments?

We start by analyzing your tumour's **DNA** (what mutations exist) and **RNA** (which mutations are *active* and to what degree). From there we:

1. **Identify & rank drivers:** We determine which mutations are most likely *driving* your cancer based on expression levels and known biology.
2. **Match to evidence:** We cross-reference those drivers with peer-reviewed research, clinical guidelines, drug labels, and active trials to find therapies that directly target them (including combinations and sequencing).
3. **Assess real-world fit:** We evaluate safety, interactions, prior treatments, comorbidities, and access pathways (on-label, off-label, compassionate use, international options, or trials).
4. **Build your Navigation Report:** We present the top, evidence-backed options (with references, visuals, and rationale) and speak with your oncologist to help move from recommendation to prescription.
5. **Monitor & adapt:** With tools like Liquid RNA (LRNA) and appropriate imaging, we track response and update the plan if the tumour biology changes.

This process turns raw genetic data into a *clear, actionable* treatment plan you can pursue with your care team.

## How does this approach improve quality of life and reduce side effects?

By matching treatment to the tumour's exact biology, patients often need less aggressive therapy – and experience far fewer toxic side effects.

They also avoid unnecessary treatments that wouldn't have worked for their particular cancer type.

This not only improves physical well-being but also provides peace of mind: knowing that the plan is based on clear evidence rather than trial and error.

The result is more time feeling well, more time with loved ones, and a greater sense of control over the journey ahead.



## **What does research say about the success of Precision Oncology?**

Thousands of studies confirm that patients treated through Precision Oncology live longer and feel better than those treated with standard care alone.

In some cancers, survival rates have doubled when targeted therapies or immunotherapies are used.

Leading cancer centres worldwide – from MD Anderson to the Mayo Clinic – now consider Precision Oncology the future of medicine.

CTOAM's role is to make that future available to patients *today*, no matter where they live.



## **About CTOAM – Who We Are and What We Do**

*Meet the team behind the science, and how we help patients every day.*

Behind every scientific breakthrough are people who care deeply about helping others.

CTOAM was founded to bring the best of modern cancer research directly to the patients who need it most – bridging the gap between what’s possible in the lab and what’s offered in the clinic.

Here’s who we are and how we help.



## What is CTOAM?

CTOAM stands for *Cancer Treatment Options and Management*.

We're a Canadian-based team of cancer research scientists, counsellors, and patient advocates who use cutting-edge science to help cancer patients access the most effective diagnostics and treatments available worldwide.

Our work combines four key areas:

1. **Education** – Helping patients and families understand their cancer and their options.
2. **Research** – Finding and analyzing the latest peer-reviewed studies and clinical data.
3. **Testing** – Coordinating advanced molecular testing (DNA and RNA) through world-class labs.
4. **Navigation** – Working directly with oncologists to get the best evidence-based treatments prescribed and covered whenever possible.

Our goal is simple: to improve both the *length* and *quality* of life for every person we work with.

## What is our “Cycle of Support”?

We support patients in a variety of ways, as you can see here:

# CYCLE OF SUPPORT



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## Who founded CTOAM, and why?

CTOAM was co-founded by [Alex Rolland](#), a cancer research scientist with more than 30 years of experience in oncogenomics, and **Michelle Morand**, a counsellor and patient advocate with over 35 years of experience helping people navigate complex health and life challenges.

After witnessing how slowly life-saving discoveries moved from research into real-world care, Alex and Michelle decided to build a bridge between the lab and the clinic.

Their shared mission was – and still is – to make the most advanced, scientifically validated cancer care available to anyone, anywhere, without delay.

## What has CTOAM pioneered in Precision Cancer Medicine?

We are proud to be pioneers in many aspects of precision oncology since our initial founding in 2010. The following is a short list of CTOAM ‘firsts’ – in other words, the many advancements in cancer care that CTOAM was first to use, or assist with, in Canada.

### Groundbreaking History with Patient Success:

1. First to bring Bites to a neuroendocrine patient’s treatment plan in Canada
2. First to bring an EGFR inhibitor to a patient’s treatment plan in Canada for a BRAF mutation
3. First to bring an EGFRi to a patient’s treatment plan in Canada for a Granulosa cell tumour
4. First to bring Fulvestrant to a patient’s treatment plan in Canada for a Granulosa cell tumour
5. First to bring immunotherapy to a cancer patient’s treatment plan in Canada
6. First to use liquid biopsy ctDNA in a patient’s treatment monitoring

### First to Use Leading-Edge, Advanced Diagnostic Tools:

7. First to Use Tumor DNA Sequencing
8. First to use PD-1 status
9. First to use inherited mutations testing
10. First to use RNA overexpression testing
11. First to use liquid biopsies for diagnostics, treatment monitoring, and early detection of recurrence
12. First to facilitate access to innovative surgical technique, Nico Myriad Brain Path, for brain cancer patients in Canada
13. First to use laser separation of tumor samples to ensure highly purified DNA and RNA samples for testing (LCM: Laser Capture Microdissection)



## Where is CTOAM located?

CTOAM's headquarters and partner labs are based in **Vancouver, British Columbia**, but our services are fully **virtual and international**.

That means patients can work with us from anywhere in the world – no travel required.

We handle all testing logistics remotely, coordinate with your local oncologist, and provide reports and meetings online or by phone.

This approach saves time, money, and energy while ensuring that no matter where you live, you can access the same level of expert guidance and precision care.

## What kind of experts are on the CTOAM team?

Our core team includes cancer research scientists, geneticists, counsellors, and patient advocates who specialize in oncology, molecular biology, and healthcare navigation.

We also collaborate with an extended network of medical specialists, pathologists, and accredited international labs to ensure every case receives the highest level of expertise.

Together, our team brings decades of experience in cancer research, clinical practice, and patient support – all focused on one goal: helping you access the right treatment, right away.

→ [Learn more about our team](#)



## Who is Alex Rolland and why should I trust him?

Alex is co-founder and Director of Scientific Research of [Cancer Treatment Options and Management \(CTOAM\)](#) and [Liquid Biopsy Labs](#), with 30+ years experience as a highly respected research scientist in cancer and oncogenomics. He completed his PhD coursework in Medical Genetics (ABD) at the University of British Columbia while working at the renowned Terry Fox Laboratory in Vancouver at the British Columbia Cancer Agency.

Significantly, Alex has spent time both on the frontlines with patients in hospitals *and* in labs researching the newest diagnostic and treatment advancements. Alex has developed highly successful treatment plans for oncologists and patients at leading cancer centres around the world, including: the Mayo Clinic (USA), Johns Hopkins (USA), MD Anderson (USA), BC Cancer Agency (BC, Canada), Princess Margaret Hospital (ON, Canada), the Jewish General Hospital (Montreal, Canada), to just name a few.

He has also worked with hospitals throughout the world, including England, Germany, Sweden, Norway, Scotland, Finland, China, Taiwan, Australia, Austria, Switzerland, and more. He is recognized among the best in the industry as an expert and thought leader.

With decades of experience researching, consulting, and advocating for cancer patients, Alex works directly with the medical system to explore the newest optimal treatments for patients. He's an expert in discovering how to optimize your cancer treatment, and making this a reality for you. Alex is committed to ensuring that anyone who receives a cancer diagnosis has access to the most effective, and least invasive, form of treatment possible.

→ [Learn more about Alex](#)

### Patient feedback on Alex

*"CTOAM is a great research facility for those patients with any kind of cancer but especially for those who are not getting help from their current treatment. All the staff at CTOAM are eager to support and help and Alex is a wealth of knowledge and experience.*

*He will step you through the sometimes bewildering science of the most recent innovations in the scientific treatment of cancer with grace, kindness, and confidence. CTOAM offers access to advanced services often not provided through standard cancer clinics.*

*Alex takes a personal interest in the progress of each patient and frequently takes the initiative to check in and see how things are going. He will work with your oncologists to help assure you get the best treatment possible for your specific tumor makeup.*

*I have no doubt that without CTOAM I would not be alive today to write this." – Rosario T.*

→ [See more client testimonials](#)

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## Are you a lab, a clinic, or a research organization?

We're not a hospital or treatment clinic – and we're not a single testing lab.

CTOAM is a **personalized precision cancer medicine research, advocacy, and navigation service**: we coordinate advanced testing through trusted partner labs, interpret the results through our own research analysis, and work alongside your medical team to turn that data into an actionable plan.

Think of us as your *bridge* between the science and the system – connecting the latest breakthroughs to your personal care.

## How does CTOAM work with cancer patients and their oncologists?

We see ourselves as collaborators, not competitors.

Once testing is complete and our analysis is ready, we provide your oncologist with a concise, evidence-based **Treatment Navigation Report** that includes references, charts, and summaries of all recommended therapies.

We also help address common clinical concerns – such as drug access, safety, and availability – by supplying peer-reviewed data and case examples.

Our goal is to make it easy for your oncologist to say *yes* to the best possible treatment for you.

## Do you work internationally, or only in Canada?

CTOAM works with patients **around the world**.

While our headquarters are in Vancouver, British Columbia, all services are provided **virtually**, allowing us to coordinate testing, research, and consultations across borders.

We regularly assist patients in North America, Europe, Asia, and Australia – wherever accredited labs and reliable shipping are available.

Our goal is to make advanced cancer diagnostics and treatment navigation accessible to *anyone*, regardless of location.



## How does CTOAM collaborate with hospitals and oncologists?

CTOAM's approach is built on **collaboration and enhancement, not replacement.**

We work closely with each patient's oncologist and medical team to ensure that all recommendations are grounded in solid science and practical clinical use.

Our reports are written in professional medical language with full citations, making it easy for oncologists to evaluate and implement the findings.

We also help handle the communication with hospitals and labs – providing detailed data packages, research summaries, and support for compassionate-access or off-label treatment requests.

This partnership helps streamline the process so that the best treatment options can move forward quickly and smoothly.

## What makes CTOAM different from other NGS testing companies?

Unlike commercial testing companies such as Foundation Medicine, Caris, Guardant, or Tempus, CTOAM doesn't just send a report and stop there.

We combine testing with **personalized research, interpretation, and advocacy.**

That means every patient receives a human-driven analysis – not just an automated panel output – and ongoing support to ensure that recommendations turn into real, accessible treatment options.

We stay with you through every stage: testing, treatment, and follow-up.



## Testing & Research – How We Find the Right Treatment

*How our advanced testing process works, step by step.*

Behind every successful precision oncology treatment is a clear understanding of the cancer's biology.

CTOAM's testing and research process is designed to uncover the exact genetic changes driving each person's cancer – and then match those findings to therapies with the strongest scientific evidence.

Here's how that process works, step by step.

## What types of testing does CTOAM arrange?

CTOAM coordinates advanced **molecular and genomic testing** through our network of accredited international laboratories. Depending on your specific case, this may include:

- **Tumour DNA sequencing** to identify genetic mutations.
  - Watch video: [All About Tumor DNA Sequencing \(Tissue Biopsy\)](#)
- **Liquid DNA sequencing** to identify the ctDNA levels of a specific mutation.
  - Watch video: [All About Tumor DNA Sequence \(Liquid Biopsy\)](#)
- **Tumour RNA sequencing** to see which genes are actively driving the cancer.
  - Watch video: [What is RNA Expression Testing?](#)
- **Liquid RNA (LRNA) testing** for real-time monitoring of treatment effectiveness.
  - Watch video: [LRNA and Epigenetics Explained](#)
- **HER2 Testing** to see if a patient is eligible for a certain class of drugs.
  - Watch video: [Why HER2 Testing is Important for Anyone with Cancer](#)
- **Immunohistochemistry (IHC) or FISH** for protein and gene-expression confirmation.
- **MMR/MSI Testing** to assess the level of PD-1 expression a patient may have.

We handle all logistics – from retrieving tissue samples from your pathology department to shipping, lab coordination, and documentation – so you can focus on healing while we handle the details.

## Why do both DNA and RNA testing matter?

DNA testing shows *what could happen* inside a tumour – the mutations written into its genetic code.

RNA testing shows *what is happening right now* – which of those mutations are active and influencing growth.

By analyzing both, we capture the complete picture of your cancer's behaviour.

This combined approach prevents missed targets and ensures your treatment plan is based on real, active biology rather than assumptions.



## What does “whole transcriptome (20,813 genes)” actually mean?

The “transcriptome” refers to all the RNA molecules expressed by a cell – essentially, every gene that’s switched on or off.

A whole transcriptome test examines over 20,000 genes at once, providing a deep and detailed view of how your tumour is functioning.

This allows us to see not only the key drivers of your cancer but also patterns of immune activity, drug resistance, and potential secondary targets that smaller panels might miss.

It’s the difference between looking at a few puzzle pieces and seeing the entire picture.

## What happens after testing – how do results become treatment recommendations?

Once your test results arrive, CTOAM’s research team spends **30+ hours** analyzing the data and cross-referencing it with the latest scientific and clinical evidence.

We identify:

1. Which genetic changes are driving your cancer.
2. Which drugs, combinations, or clinical trials directly target those changes.
3. Which therapies are likely to be safest and most effective for *you* based on prior treatments and overall health.

All of this is summarized in your **Treatment Navigation Report** – a concise, referenced guide that your oncologist can use to move forward with confidence.

We then meet with you to review the findings and discuss next steps.



## How are samples handled and validated?

Sample quality is critical for accurate testing.

Whenever possible, CTOAM uses a process called **Laser Capture Microdissection (LCM)** to ensure that only tumour cells – not normal tissue – are analyzed.

This greatly increases accuracy, especially when the tumour sample is small or mixed with healthy tissue.

All partner labs follow strict CLIA, CAP, or ISO standards, and we confirm key findings with secondary validation tests when required.

If a patient's previous test "failed" elsewhere, we can often still work with that sample or obtain a new one to produce reliable results.

→ [Learn more about LCM](#)

→ [Watch this video on LCM](#)

## How does CTOAM ensure the accuracy of the testing process?

Accuracy is our highest priority. CTOAM follows strict protocols for every step of testing – from sample preparation and shipping to data validation.

We partner only with accredited laboratories that meet international standards such as CLIA, CAP, or ISO certification.

Before analysis begins, our scientific team verifies that each sample contains enough tumour material and that it meets quality thresholds for sequencing.

After testing, we cross-check the results using independent databases and confirm key findings through secondary validation when necessary.

This multi-layered process ensures that your results are precise, reproducible, and medically reliable.



## What is Laser Capture Microdissection (LCM) and why is it important?

Laser Capture Microdissection (LCM) is a specialized technique that allows our lab partners to isolate only the tumour cells from a biopsy sample – separating them from normal or surrounding tissue.

This step is vital for accurate genetic testing because even a small amount of healthy tissue can dilute the tumour signal and obscure key mutations.

By analyzing only the cancer cells, LCM increases both the sensitivity and reliability of the test results, ensuring the genetic data truly reflects your tumour's unique biology.

→ [Learn more about LCM](#)

→ [Watch this video on LCM](#)

## What if my previous test “failed” somewhere else – can you still help?

Yes. Testing failures are more common than most patients realize, and they often happen because the original lab didn't have enough high-quality tumour material or used less-sensitive methods.

CTOAM can usually rescue or repeat those tests by retrieving the original tissue block or slides and reprocessing them using more advanced technology.

If the sample is too degraded, we can often coordinate a new biopsy or a liquid biopsy (blood test) that captures the same information with minimal disruption.

In most cases, patients who had a failed test elsewhere go on to get clear, usable results through our partner labs.



## **Which labs do you work with, and are they accredited (CLIA/CAP/ISO)?**

CTOAM partners with leading accredited laboratories around the world, including Fulgent Genetics, PhenoPath, and specialized university research facilities for RNA sequencing.

Each lab is chosen for its reliability, accuracy, and ability to deliver comprehensive molecular data.

We remain fully independent – meaning we select the best lab for each patient’s needs rather than relying on a single commercial provider.

This ensures every test result meets our scientific and clinical quality standards.

## **How do you validate results for my oncologist if the lab isn’t CLIA-certified?**

Some of the most advanced molecular testing in the world is performed in research-based laboratories that, while highly specialized, may not hold CLIA certification because they’re not located in the United States.

When CTOAM works with one of these labs, we take extra steps to ensure your oncologist can trust and act on the results.

Our scientific team reviews the raw data, cross-references findings through multiple independent databases, and confirms key variants using secondary validation methods when needed.

We also provide full transparency about the lab’s credentials, methods, and quality controls, along with published peer-reviewed evidence supporting the findings.

This allows your oncologist to feel confident that every recommendation is backed by solid science, even if the testing was done outside a CLIA framework.



## How long does the testing and research process take?

The full process – from obtaining your tissue sample to delivering your Treatment Navigation Report – typically takes **6 to 8 weeks**.\*

This can vary depending on how quickly your pathology department releases the sample and the complexity of the analysis.

During that time, we stay in close contact with you and your oncologist, providing updates and preparing preliminary information that can guide short-term decisions if needed.

Our goal is to make sure every day brings you closer to a clear, evidence-based treatment plan.

\*Please note: If there is a discrepancy between this timeline and the timeline given to you by our Medical Office Team, please defer to the latter. We are not always able to predict certain aspects of the testing process, such as delivery times through our express postal service.

CTOAM always aims to provide patients with the fastest service possible, no matter what.



## **From Results to Real Treatment – Turning Data Into Action**

*How your personalized testing leads to treatment options you can actually access.*

Once the genetic testing and research are complete, CTOAM's focus turns to what matters most – helping patients *use* that knowledge to access better treatments.

This is where science becomes action. Every patient receives a clear, personalized plan that transforms data into a path forward.



## What does the final “treatment navigation report” include?

Your **Treatment Navigation Report** is a concise, evidence-based summary of everything discovered through testing and research. It includes:

- A list of all genetic mutations and molecular findings from your tumour.
- A ranked explanation of which mutations are *driving* your cancer.
- Recommended therapies, combinations, or trials that directly target those drivers.
- Supporting evidence from peer-reviewed journals, clinical trials, and regulatory databases.
- A list of potential side effects, access routes, and safety considerations.

It's written for both patients and oncologists – clear enough to understand, but detailed enough to guide real treatment decisions.

## How does CTOAM help my oncologist use the results?

We provide your oncologist with a complete package: your test data, the Treatment Navigation Report, and references for every recommended therapy.

We also meet directly with your oncologist (virtually or in person) to review the findings, answer questions, and clarify evidence or safety data.

If your oncologist wants additional validation, our team supplies published research and comparable case examples.

This collaborative approach makes it as easy as possible for your doctor to take action confidently and prescribe the most promising treatment.



## Will my doctor understand and trust the recommendations?

In almost every case, yes. CTOAM's Treatment Navigation Report is written in professional medical language and supported by peer-reviewed research, regulatory data, and clear citations, so oncologists can easily verify the evidence behind each recommendation.

We also meet with your oncologist to review the findings and address any questions about safety, access, or clinical justification.

Because everything we present is grounded in science – not opinion – most doctors are relieved to have this level of clarity and data to guide the next steps.

## What if my oncologist says “that’s not available”?

That response usually means the treatment isn't yet listed on your province's or country's public formulary – not that it's impossible to access.

When this happens, CTOAM helps by:

1. Providing the supporting data your doctor can use to request compassionate access or off-label approval.
2. Identifying **alternative access points**, such as clinical trials or international programs.
3. Connecting you with **oncologists who specialize in precision medicine** if additional support is needed.

We've helped many patients successfully access advanced therapies this way – even when they were initially told “no.”



## **How often do patients need a third-party oncologist to prescribe?**

In most cases, your current oncologist can prescribe the recommended therapy once they have the scientific evidence in hand. Please note that if an oncologist is given the appropriate science-based data that proves a patient will benefit from a treatment, the oncologist is obligated to prescribe it for the patient – even if that treatment is not part of standard protocol.

Our team has 15+ years of experience advocating for our patients to get access to the treatments we recommend. Our excellent Patient Navigation Team has always found a way, through different avenues of advocacy work, to successfully access treatments for patients.

However, if your doctor is limited by institutional or provincial policy, CTOAM can connect you with a collaborating oncologist who works independently and can prescribe based on the molecular findings.

This ensures that every patient can move forward quickly, regardless of local restrictions.

## **Can CTOAM help connect me with an oncologist who supports precision oncology?**

Yes. If your current oncologist is unable or unwilling to pursue a recommended therapy, or is simply the wrong fit for you, our team can help. We can provide you with advocacy guidance for getting a new oncologist either within public healthcare or privately.

Over the past 15+ years, CTOAM has worked with oncologists who are familiar with molecularly guided treatment plans and are relatively experienced in interpreting genetic data and prescribing off-label or targeted therapies when the evidence supports it.

Our network includes medical professionals across Canada, the U.S., and internationally – allowing patients to move forward quickly with the best possible medical support.



## **Can CTOAM help me access off-label or international treatments safely?**

Yes. We research all legal, medical, and logistical aspects before recommending any off-label or international therapy.

That includes verifying:

- Regulatory status in each country
- Manufacturer quality and drug authenticity
- Safety data and dosage protocols
- Potential interactions with current medications

When a therapy must be sourced internationally, CTOAM assists with documentation, coordination, and communication with your oncologist to ensure the process is safe and compliant.



## How do you decide which therapies to prioritize first?

We evaluate every potential treatment by looking at four key factors:

1. **Scientific strength** – How much reliable evidence supports this option?
2. **Personal fit** – Is it appropriate for your specific cancer type, stage, and genetic profile?
3. **Accessibility** – How quickly and realistically can you obtain it?
4. **Safety and quality of life** – What are the side effects and long-term benefits?

Using these criteria, we rank therapies from highest to lowest priority so that your oncologist can begin with the strongest, most immediately available option.

## Can CTOAM help me enroll in clinical trials?

Yes. As part of your report, we include a curated list of **active clinical trials** that match your genetic profile, cancer type, and location.

If you're interested, we help you and your oncologist contact the trial coordinators, confirm eligibility, and prepare supporting documentation.

Many CTOAM patients have accessed breakthrough therapies years before they became standard care – simply because they were matched to the right trial at the right time.

## What happens after I start a new treatment?

CTOAM continues to monitor your progress through regular check-ins, follow-up testing, and ongoing research updates.

If new data emerges – for example, a new drug approval or trial that fits your profile – we notify you and your oncologist right away.

We can also use **Liquid RNA (LRNA)** testing to detect how well your treatment is working at the molecular level, often before changes show up on scans.

Our goal is to ensure your treatment stays effective, safe, and continuously aligned with the most up-to-date science.

From Reactive to Proactive: A New Path for Cancer Patients

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## Monitoring, Support & Quality of Life

*How we track progress and support your whole journey.*

Precision Oncology isn't just about finding the right treatment – it's also about making sure it *continues* to work, while keeping you as healthy and comfortable as possible.

CTOAM provides ongoing support through scientific monitoring, expert interpretation, and compassionate guidance for every aspect of your care.

Here's how we help you stay on track and feel supported through every stage of treatment.



## How do I know if my new treatment is working?

Treatment effectiveness can be measured in two ways: how you *feel* and what your test results show. CTOAM helps track both.

Using a combination of **Liquid RNA (LRNA)** testing, imaging, and blood biomarkers, we can see molecular changes that indicate whether your treatment is successfully targeting the cancer.

In many cases, molecular signs of improvement appear *weeks or months* before a scan shows visible change. If the data suggests your treatment isn't working as expected, we can adjust the plan early – saving valuable time and keeping your care one step ahead.

## What is Liquid RNA (LRNA) monitoring?

Liquid RNA (LRNA) monitoring is a highly sensitive blood test that detects fragments of RNA from tumour cells circulating in your bloodstream.

Unlike a traditional biopsy, it's **non-invasive** and can be done repeatedly to track how your cancer is responding to therapy.

LRNA helps identify when a treatment is working – or when resistance might be developing – long before physical symptoms or scan changes appear. It allows for truly *real-time* cancer management, ensuring your therapy remains as effective as possible.

→ [Learn more about LRNA testing](#)

## How often should I be monitored, and who decides?

Monitoring frequency depends on your treatment type, cancer stage, and personal health.

Typically, patients are monitored every **6 to 12 weeks** during active treatment, and less frequently once stable.

CTOAM works closely with your oncologist to design a monitoring schedule that balances safety, convenience, and cost.

If your therapy or condition changes, that schedule can be easily adjusted to keep pace with your needs.



## What if scans aren't showing clear results – are there better ways to measure progress?

Yes. Standard imaging such as CT or MRI can sometimes miss small but important molecular changes.

That's why CTOAM combines imaging results with **molecular monitoring** – tools like LRNA testing and specific biomarker analysis – to give a more accurate picture of how your treatment is working.

This combination often reveals improvement or resistance earlier than imaging alone, allowing your care team to make faster, better-informed decisions.

## Can CTOAM help interpret my PET-CT or CT scans?

Yes. CTOAM's research team and collaborating radiologists can review your imaging results and correlate them with your molecular data to provide a more complete assessment. We help ensure that your scans are interpreted in the context of your specific treatment and genetic profile – not just by general criteria.

This prevents misinterpretations, such as confusing inflammation or immune response with tumour growth, and gives you and your oncologist greater confidence in every decision.

## Can CTOAM help co-ordinate my PET-CT scan?

Yes, we absolutely can. If you would like more accurate imaging than standard diagnostic imaging tools can provide (such as, CT, bone scans and MRI), we can coordinate your PET-CT scan for you. Depending on your location, your scan can usually be scheduled within one to two weeks on average.

→ [Learn more about our PET-CT Coordination Service](#)

→ Watch video: [Why a PET-CT Scan is So Important for Cancer Patients](#)



## What kind of nutrition or lifestyle guidance do you provide?

CTOAM's approach is scientific, not prescriptive. We provide **evidence-based recommendations** for diet and lifestyle choices that support your immune system, reduce inflammation, and promote recovery.

Rather than promoting one-size-fits-all “cancer diets,” we help you understand which foods, nutrients, and habits are most beneficial based on your treatment and overall health.

We can also coordinate with nutritionists or other specialists if you want a deeper personalized plan.

→ Watch video: [Science-based Supplements for Cancer Support](#)

## Do you recommend supplements or complementary therapies?

We review all supplements and alternative treatments through a scientific lens. Some supplements can enhance the effectiveness of certain therapies – while others may interfere or cause harm.

CTOAM evaluates your medications and treatment plan before suggesting or approving any complementary options. If you already use supplements, we help ensure they're safe and compatible with your ongoing therapy.

## Are there any integrative treatments to avoid based on my cancer type?

Yes – some “natural” or complementary therapies can actually **interfere with cancer treatments** or even make them less effective.

For example, certain antioxidants, herbal blends, or high-dose vitamins may reduce the impact of chemotherapy, radiation, or targeted therapies by altering how drugs are absorbed or metabolized.

Because every cancer and treatment plan is unique, it's important to review any supplement, herb, or alternative therapy **with a professional who understands your genetic and treatment profile**.

CTOAM's scientific team evaluates each integrative option through published evidence to ensure that everything you take supports your treatment – and nothing works against it.

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## Can CTOAM help with emotional or decision-making support?

Absolutely. Cancer care is both a medical and emotional journey.

CTOAM's co-founder, **Michelle Morand**, is a counsellor with a successful 35+ year career in mental health education, program development, and supporting patients and families through major life challenges. She has been praised by leading minds such as Gabor Maté and John Gray as being a valuable thought-leader in the field of mental health.

We provide emotional support, decision-making guidance, and help families navigate difficult conversations with clarity and compassion.

Our goal is not only to improve outcomes but also to help you feel calm, informed, and empowered throughout the process.



## **Costs, Access & Funding**

*Understanding what's covered, what's not, and how to make it work.*

One of the most common questions patients ask is about cost.

It's natural to wonder why advanced testing and research aren't automatically part of public healthcare – and what options exist for making it affordable.

This section explains how pricing works, what you receive for your investment, and how CTOAM helps make precision oncology accessible to as many people as possible.



## Why isn't Precision Oncology covered by public healthcare?

Public healthcare systems are designed around population averages – they approve tests and treatments only after long, multi-year policy reviews.

Precision Oncology, by contrast, advances at the pace of research: new discoveries happen every month, often years before public systems are ready to adopt them.

That means these advanced diagnostics and analyses are still considered *private medical services* in many countries.

However, once your genetic evidence exists, it often helps your oncologist request access or coverage for the recommended therapies through provincial, insurance, or compassionate-access programs.

CTOAM's mission is to close that gap – making cutting-edge care available sooner, not later.

## What does the CTOAM process cost?

Costs depend on the level of testing and research required for your case.

Typical price ranges include:

- **Comprehensive DNA + RNA testing and analysis:** \$4,000–\$15,000 CAD
- **Treatment Navigation Report and consultation:** included in the testing package
- **Ongoing monitoring and support:** customized based on needs

Each plan is tailored to your specific cancer type, previous testing, and goals.

There are *no hidden fees* – everything is explained in writing before you begin.



## Can I choose specific services to fit my budget?

Yes. CTOAM offers **modular service options** so you can choose what's most important right now.

For example, you might begin with a **report review** or **second opinion** based on your existing pathology and add advanced testing later if needed.

We'll help you prioritize the steps that offer the greatest impact for your situation and budget.

## Are partial refunds possible if I prepay and don't need everything?

Yes. If circumstances change and certain services are no longer required, CTOAM will provide a partial refund for any unused components of your package.

We believe in transparency and fairness – you should only pay for what's actually completed and valuable to your case.

## Can I use multiple payment methods or credit cards?

Absolutely. We accept major credit cards, e-transfers, and split payments.

Many families prefer to divide payments across multiple cards or individuals – our team can arrange that easily.

We can also create payment plans for larger packages when needed, to help reduce immediate financial pressure.

## Do you help patients find funding or insurance coverage?

Yes. CTOAM assists patients in exploring:

- **Private insurance** claims and extended health benefits
- **Compassionate-use** programs offered by pharmaceutical companies
- **Non-profit foundations** that provide grants for specific cancer types
- **Employer benefit programs** that may reimburse testing or counselling services

We also provide template letters and supporting documentation to help you and your oncologist make strong, evidence-based coverage requests.

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## **What's the long-term cost benefit of doing this testing early?**

Getting accurate genetic data early can prevent months or years of ineffective treatment – and the physical, emotional, and financial costs that come with it.

When therapy is guided by molecular evidence, patients often respond faster, need fewer drugs, and spend less time hospitalized.

In the long run, early testing can save both money and time while greatly improving quality of life.

## **How does CTOAM advocate for better coverage at the government level?**

CTOAM actively advocates for policy change by sharing anonymized patient outcomes and cost-effectiveness data with government health agencies and research bodies.

Our long-term goal is to make Precision Oncology part of standard public care – ensuring that every patient, regardless of income, can benefit from the latest science.

Until that day comes, we continue to provide access, education, and advocacy on behalf of every patient we serve.



## Real Patient Stories & Results

*Stories of hope from people who've worked with CTOAM.*

Behind every statistic is a person – a mother, father, partner, or friend – who wanted more time and better options.

CTOAM's patients come from all over the world, with many different cancer types and circumstances.

What they share in common is courage, curiosity, and a desire to take an active role in their care.

These are some of the results and stories that show what's possible when science and advocacy come together.



## What kinds of cancers have you worked with successfully?

CTOAM has worked with **hundreds of patients across more than 53 cancer types**, including:

- Breast (all subtypes), ovarian, cervical, and endometrial cancers
- Lung, colorectal, pancreatic, and liver cancers
- Prostate and bladder cancers
- Brain tumours, glioblastomas, and CNS cancers
- Sarcomas, lymphomas, melanomas, skin cancers, and rare genetic subtypes
- Neuroendocrine, NETs, squamous cell
- Head and neck, esophagus, and gastric cancers
- Rare cancers
- We work with everything from pre-stage 1 to stage IV

Because precision oncology focuses on the *molecular drivers* of cancer rather than its location, our methods are effective across nearly all types of solid tumours – even those considered rare or treatment-resistant.

## How do CTOAM outcomes compare with standard care?

While every case is unique, patients who follow a precision oncology approach consistently show **improved outcomes** – both in survival and quality of life.

In many instances, treatments identified through molecular testing have achieved remission or long-term control when standard options had failed.

By using the newest science available, patients can often skip ineffective therapies and move directly to those with the highest chance of success.

These real-world outcomes reinforce what clinical research has already proven: when cancer treatment is guided by genetics, results improve.



## Do you have case studies or testimonials?

Yes. CTOAM has dozens of **real patient case studies and testimonials** that demonstrate how precision oncology can change – and often save – lives.

Each case highlights the unique path of a patient who accessed new treatment options through molecular testing and evidence-based navigation.

From aggressive cancers that had stopped responding to chemotherapy, to rare cancers with few standard options, these stories show what happens when personalized science replaces guesswork.

### Patient stories on our blog

- [Chris's Story \(Complete response\)](#)
- [Korey's Story \(Stage 4 to complete response\)](#)
- [John's Story \(Prostate Cancer\)](#)
- [Jarred's Story \(Prostate Cancer\)](#)
- [Annette's Story \(Stage 4 to cancer-free\)](#)
- [Gerry's Story \(CT scan was not enough\)](#)
- [Janice's Story \(CT scan was not enough\)](#)
- [Gail's Story \(Stage 4 to cancer-free\)](#)
- [Frederick's Story \(Stage 4 to cancer-free\)](#)
- [Lilian's Story \(Stage 4 to cancer-free\)](#)

### Patient Interviews

You can also read some of our [patient Interviews here](#). We are grateful to our clients who have been willing to share their personal cancer journeys with us, in the hopes that their stories will help other patients and families to navigate their own journey.



## **Patient case stories on our website**

### **Breast Cancers**

[Lisa \(age 54\) – ER Positive](#)

[Verna \(age 55\) – ER Positive](#)

[Margaret \(age 64\) – ER Positive](#)

[Anna \(age 68\) – ER Positive](#)

### **Gastric/Esophagus Cancers**

[Anastasia \(age 69\) – Esophageal squamous cell carcinoma](#)

[Mark \(age 53\) – Esophageal/gastric squamous cell carcinoma](#)

### **Head and Neck Cancers**

[Julio \(age 81\) – Squamous cell parotid gland](#)

### **Colon Cancers**

[Damian \(age 52\) – colon cancer](#)

[Betty \(age 65\) – colon cancer Tom \(age 65\) – colon cancer](#)

[Sven \(age 34\) – colorectal cancer](#)

### **Ovarian Cancers**

[Samantha \(age 54\) – High-grade serous](#)

[Lauren \(age 54\) – Low-grade serous](#)

### **Lymphomas**

[Kerryanne \(age 77\) – Hodgkin's lymphoma](#)

### **Lung Cancers**

[Katherine \(age 43\) – Non-small cell lung cancer](#)

[Georgette \(age 66\) – Squamous cell carcinoma](#)

[Sherri \(age 56\) – Non-Small Cell Lung Cancer](#)

[Lilian – Stage IV Lung Cancer](#)

### **Neuroendocrine Cancers**

[Korey \(age 41\) – Neuroendocrine carcinoma](#)

### **Skin Cancers**

[David \(age 66\) – Melanoma](#)

[Bob \(age 66\) – Metastatic squamous cell carcinoma \(SCC\)](#)

[Annette \(age 45\) – Melanoma](#)



## Are there patient stories or interviews I can watch?

Yes. Several patients and families have shared their journeys through video interviews on CTOAM's website and YouTube channel.

You can watch them discuss their experience in their own words – from the moment of diagnosis, to the testing and decision process, to the results that changed their lives.

Hearing directly from people who've walked this path can be one of the most inspiring and reassuring steps for anyone beginning their own journey with precision oncology.

### Patient stories on our YouTube channel (videos)

- [How Erin Helped Husband Corey Get the Right Cancer Treatment](#)
- [How Corey Went From Stage 4 to "Poster Child" for Precision Cancer Medicine](#)
- [From Stage 4 to Complete Response - Gail's Incredible Journey to Treatment Success!](#)
- [Sheila's Success Journey to the Newest ER+ Breast Cancer Treatment](#)
- [How our Second Opinion Saved Frederick from Terminal Cancer](#)
- [The Value of a PET-CT: Elise's Story](#)
- [A Real Story of Hope: How BiTEs Therapy Saved Chris](#)



## What have patients said about their experience with CTOAM?

Patients frequently describe CTOAM as *life-changing*.

They often mention how supported and informed they felt throughout the process – finally having clear explanations, up-to-date research, and people who took the time to answer every question.

Families also tell us that the sense of control they gained – knowing there was always another option to explore – gave them peace of mind, even during difficult times.

Many patients remain in remission or on stable long-term therapy thanks to this approach.

→ [See more client testimonials](#)

Below are just a few:

*“I am so grateful for the incredible support I’ve received from CTOAM. They have helped provide me with a precision diagnosis of my cancer, giving me better information to guide my treatment plans. The entire team is approachable, easy to reach, responsive, friendly, knowledgeable, and professional. I can’t say enough good things about Alex, Michelle, and the whole team – they truly go above and beyond, and I feel so fortunate to have them on my side.” – Dawn Henry*

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*“CTOAM is a fabulous educator, facilitator and companion on your cancer journey – if you choose to have some assistance. Our socialized system does not have the resources to expedite DNA blood analysis, tissue staining and sequencing as well as other offerings. If you are someone who values facing your truth/diagnosis, CTOAM is a great partner in this journey. Of course, there are not necessarily guarantees with our diagnosis BUT...CTOAM will be able to expedite so much necessary information regarding your circulating cancer cells or molecular features of your tumor. This information is invaluable, allowing faster and more targeted treatment for some. For others, they are your partner in putting the accurate options on the table for you to have more choice. Working with Michelle, Alex, Mike and Lindsey is like having an educated family 'have your back.'” – Angela Silvera*

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*“We loved today’s “office hours” zoom. It was really eye opening! Thank you in advance for the focus diet plan that you will send. We look forward to starting it. We can’t express how thankful we are that we found you! It has already been life changing in many ways and you both continue to amaze us. Thank you for guiding us in our stressful, scary journey.” – Mike and Claire Scott*

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*"The Team at CTOAM have been very helpful in giving me advice and guiding me through the requirements for a PET scan. I can't thank Michelle enough for being available at short notice to discuss test results. I would thoroughly recommend CTOAM as a priority to look at other options in cancer treatment outside of the Canada Health Care System." – Ian Flood*

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*"No second guessing! Accurate and life-saving science to medicine, with up-to-the-minute in the best life-saving, and life-prolonging, research and advocacy. Very happy with CTOAM! From stage 4 to survivor! Now cancer-free! Great work Alex and Team!" – Dave D*

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*"Yeah, I would hands-down recommend CTOAM. You know, you can't turn back time. I just wish we had known about Alex and CTOAM at the time of diagnosis for us. I think it would have saved both of us a lot of stress and all of that. The last almost five years have been so tough.*

*Had we been involved with you at the very beginning, it would have made everything so much easier.*

*I've been really impressed with CTOAM. Alex has been pretty amazing. And I think there's a bit of an investment in Korey only because of the uniqueness of his case and you know, him having 209 tumor mutations is apparently unheard of.*

*So I think, for us, the investment into Korey has been phenomenal because he's so rare. I feel that there's a lot of trust on my end – like, with your team working with Korey. Honestly, I have nothing bad or negative to say about our experience with you.*

*I'm just really grateful. Because I don't think Korey would still be here if we weren't involved with CTOAM.*

*I just wish more people were aware of the option to access CTOAM because I think there's some pretty amazing work to be done. And I think your team is leading that way with a lot of the cancer research stuff. And hopefully one day, you know, more people are able to access it...and not live with the regrets of "what if..."*

*Because I know, for me, I feel like we've really kind of accessed a lot of that stuff. And, as of right now, I don't have any regrets.*

*If something happened to Korey sooner rather than later, I don't have any regrets because I feel like we kind of explored a lot of options and more so since we got involved with CTOAM, to be honest."*

*– Erin Hazelwood (Korey's wife)*



## **Free Educational Resources**

*Resources for learning and taking your next step.*

Knowledge is the first step toward better care.

CTOAM believes that every patient – regardless of background, diagnosis, or income – deserves access to clear, accurate, and up-to-date information about modern cancer treatment.

That's why we offer several free educational resources to help patients and families learn what's possible and make more informed decisions.



## Do you offer any free educational resources?

Yes. CTOAM provides a range of **free science-based learning tools** for patients, caregivers, and healthcare professionals.

### YouTube channel

Our YouTube channel, [The Cancer Guy](#), has hundreds of free educational videos on Precision Cancer Medicine, including:

- Articles and explainer videos about precision oncology, testing, and treatment options.
- Real-world patient stories and interviews.  
Updates on major research breakthroughs.
- Free live and recorded webinars that anyone can attend.

All of these are designed to simplify complex science into practical, hopeful information that patients can use right away.

### Masterclass video on precision cancer medicine

→ [Watch our free webinar on Precision Oncology](#) to learn from renowned molecular oncology scientist, [Alex Rolland](#), what precision cancer medicine is, and how patients can integrate these advancements into their current treatment plan.

### “Cancer: Just the Facts” online education & support group

Our [Cancer: Just the Facts](#) program is a free online education series that breaks down complex cancer science into plain language.

It covers everything from the basics of tumour genetics to how to read a pathology report or talk with your oncologist about new options.

→ [Sign up for Cancer: Just the Facts](#)

Once registered, you'll receive access to a growing library of short lessons and expert insights designed to empower you with knowledge and hope.



## Research blog

→ [Read our Cancer Research Blog](#) to stay up-to-date on the newest advancements in precision cancer medicine.

## Ebook on precision cancer medicine

→ Download our free ebook, "[7 Ways to Beat Cancer Using Precision Cancer Medicine](#)", to learn more about the four pillars of precision oncology and how to apply them to your current cancer care.



## Getting Started with CTOAM

### What are the best first steps if I want to explore this further?

There are two main ways to start with our team: A **free Cancer Care Consultation** or a **Precision Second Opinion**.

#### Option 1: Free Cancer Care Consultation

This short consultation gives you the chance to speak directly with one of CTOAM's experts about your diagnosis, past treatments, and next possible steps.

You'll receive personalized recommendations on whether additional testing could help and what options are most relevant for your case.

There's no pressure, no obligation – just clear information so you can make the best decision for your care.

### What's included in your free Cancer Care Strategy Session?

During your session, CTOAM's team will:

1. Review your medical history and current diagnosis.
2. Explain what Precision Oncology testing and research involve.
3. Identify the next logical steps based on your goals, health, and budget.
4. Answer any questions about logistics, timelines, and potential outcomes.

Many patients say this call gave them more clarity and confidence than weeks of online searching.

It's simply about education – helping you see what's possible before you decide how to proceed.



## Option 2: Precision Second Opinion

The Precision Second Opinion is a comprehensive review of your cancer treatment plan, tailored to your unique diagnosis and stage.

Whether you're newly diagnosed or at stage IV, this Complete Treatment Options Review provides a personalized, science-based assessment that identifies all viable treatment options – treatments that are proven to work better for your cancer than what has been offered to you through standard care.

### What you receive:

1. **Personalized Case Review:** Our team collects and organizes all of your medical records and conducts a thorough examination of your history: what tests you've had, what treatments you've received, and what the outcomes have been to date.
2. **Personalized Research:** A dedicated team of molecular scientists and medical genetics experts dig into peer-reviewed studies, diagnostics and new therapeutic approaches specific to your cancer's molecular profile.
3. **One-hour 1:1 Online Consultation:** You'll have an online meeting with members of our Molecular Science & Medical Genetics Team and our Patient Navigation Team, who will walk you through the findings and map out what actions might serve you best.
4. **Written Summary Report:** After the consult you receive a succinct but detailed report summarising research findings, treatment & diagnostic recommendations, and a personally-tailored action plan you can take to your oncologist.
5. **Follow-Up & Advocacy Support, Upon Request:** Beyond this initial consult, if you would like further support in accessing the recommended diagnostics and treatments, and/or help to secure coverage for advanced therapies, our team is standing by. These services are additional; fees vary.

The recommendations we make are to enhance your current treatment plan. Our team helps to empower you **and** your medical team with knowledge, evidence and strategy so you can make confident, informed decisions.

There are always more options than what your doctor alone is able to provide you with – and we are here to help you identify those options and access them quickly and affordably.

Fee: \$1497 CAD plus GST

→ **Watch video:** [How our Precision Second Opinion Saved Frederick](#)

From Reactive to Proactive: A New Path for Cancer Patients

[www.ctoam.com](http://www.ctoam.com)



## What's the easiest way to contact CTOAM?

You can reach us in whatever way is most comfortable for you:

- **Online form:** [www.ctoam.com/contact](http://www.ctoam.com/contact)
- **Email:** [admin@ctoam.com](mailto:admin@ctoam.com)
- **Phone:** +1 (778) 999-5463

We respond quickly – usually within one business day – and can arrange a free call or video meeting at your convenience.

## How can I stay updated on new advancements through CTOAM?

### Subscribe to our newsletter

You can [subscribe to our free newsletter](#) for ongoing updates about breakthroughs in precision oncology, new treatment approvals, and upcoming webinars.

### Stay connected through social media

We also share educational posts and research highlights through social media. By staying connected, you'll always know what's changing – and how those changes might open new possibilities for you or someone you love.

- [Facebook](#)
- [YouTube](#)
- [LinkedIn](#)
- [Twitter / X](#)

### Watch free educational videos on our YouTube channel

Subscribe to our YouTube channel, [The Cancer Guy](#), where our precision cancer medicine specialists, Alex Rolland, and cancer advocacy specialist, Michelle Morand, share life-saving tips and information on the newest cancer research, treatments, and more. There are hundreds of free educational videos for you to watch.



## Next Steps: Turn Hope into Reality

### How do I know if you can help me?

Chances are, if you are seeking any type of science-based support for your cancer care, we can help. You are welcome to reach out to our team anytime, of course, with specific questions.

However, you can also watch the videos in this playlist to find out if we can help you with your specific situation:

→ Watch [“When Should You Call CTOAM?”](#)

### Would you like more support from our team?

As we always say, knowledge is power!

There are always more options than your doctor alone is able to offer you.

If you'd like to learn more about how to apply the full benefits of Precision Cancer Medicine to your cancer care there are three ways to go about that:

→ [Register for a Complete Treatment Options Review with Alex Rolland](#)

→ [Book a free Cancer Care Consultation \(30 mins\) with our Team](#)

→ [Join our free online program “Cancer: Just the Facts”](#)

Just pick the option that suits you best. We are standing by to support you.

If you are looking to detect cancer early or confirm a diagnosis, you might find these services to be beneficial:

→ [Get a PET-CT Scan to Ensure an Accurate Diagnosis](#)

→ [Get an LRNAdx Liquid Biopsy for Early Detection](#)



## Key takeaways

Remember: There is always something more than can be done

Cancer care is changing – and you deserve access to the very best science available today.

This guide is here to remind you that you are not alone, and that there are always new options worth exploring.

Through education, research, and advocacy, CTOAM exists to help patients and families turn hope into reality...using the newest advancements in precision cancer medicine.

Every person's cancer journey is different and no one should have to face it without access to the best that science can offer.

At CTOAM, we believe that information is power, and that precision medicine represents the most compassionate and effective way forward in cancer care.

By combining advanced diagnostics, personalized research, and expert advocacy, our mission is simple: **to help every patient live longer, feel better, and have more options.**

If you've reached this point in the guide, we hope you feel more informed, more confident, and more hopeful about what's possible.

Whether you decide to work with us or simply use this information to ask better questions at your next appointment, you've already taken an important step towards empowering yourself with knowledge – and ensuring that you're aware of the possibilities that exist for you, when it comes to your cancer care.

Never forget that cancer care is changing faster than ever...

And this means that new diagnostics and treatments options are emerging each and every day.

You deserve access to those possibilities now, not years from now.

From all of us at CTOAM:

**You are not alone. There is always something more that can be done.**

If you would like to learn more or [book your free consultation](#), reach out to us today.

Visit [www.ctoam.com](http://www.ctoam.com) or email [admin@ctoam.com](mailto:admin@ctoam.com) to connect with our team.