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## **One-of-a-Kind Website Gives Cancer Patients Reason to Hope**

### **Breast Cancer Survivor Finds “Pink-Link” to Give Patients a Way to Connect**

*Doctors, patients and survivors know it takes a village to navigate diagnosis, treatment and recovery.*



February 1, 2007 – When she was going through breast cancer treatment in 2004, Vicki Tashman had great doctors, reams of research, multiple support groups, a loving husband and an extensive network of friends. “I was journaling, meditating, talking to everyone I could, and crying a lot,” she says. “I was surrounded by people who cared, but something was missing, something that would have made a tremendous difference.”

That something was another woman who had her exact diagnosis. “People don’t realize how many different kinds of breast cancer there are, and how many different ways to treat it. When it gets down to the nitty gritty, and you have to decide if you’re going to cut off a part of your body, make yourself sick with drugs, lose your hair, and everything else that happens, you want to talk to somebody who’s been there.”

“You can do all the research in the world, and you can go to every support group in town, but until you meet someone who is going through, or has already gone through, the exact kind of cancer you are facing and who is debating the same choices as far as their treatment and recovery, you still feel entirely alone.”

Not satisfied with what the Internet had to offer, but aware that it could be an unbelievable tool, Tashman founded Pink Link, a free online community of breast cancer patients and survivors. Based on proprietary software which allows participants to communicate with each other while maintaining their anonymity, Pink-Link’s member database allows women to enter very specific information about the type of breast cancer they have and the treatment options they are pursuing.

Tashman says she loves the quote, “To know the road ahead, ask someone coming back.”\* “That’s what Pink-Link is all about,” says Tashman. “What’s *empowering* to a woman is to be able to connect with someone who’s had the same procedure, taken the same medicine, and debated the same issues that you are confronting.”

Pink-Link is a 501(c)3 nonprofit organization and is supported by individual donations. All services on the Pink-Link website are free.

\* from the book, “There’s No Place Like Hope,” by Vicki Gerard