Colorectal Cancer Alliance: Changing the Course of Precision Colorectal Cancer Medicine

About the Colorectal Cancer Alliance

We are the Colorectal Cancer Alliance, formerly the Colon Cancer Alliance. We believe colorectal cancer is a senseless killer that must be stopped. Founded in 1999 by a group of 41 survivors, caregivers, and friends, we are today the nation's leading nonprofit dedicated to colorectal cancer. We empower a nation of allies who work with us to provide genuine support for patients and families, caregivers, and survivors; to raise awareness of preventive measures; and inspire efforts to fund critical research. United in our fierce determination to dramatically impact the way society sees this devastating disease, we exist to end colorectal cancer in our lifetime.

Our Mission

We empower a nation of allies who work with us to provide support for patients and families, caregivers, and survivors; raise awareness of preventive measures; and inspire efforts to fund critical research.

Our vision is a world free of colorectal cancer.

Our Pillars

Screen

March forth to save 100,000 lives through awareness and prevention by 2029.

In response to the drastic decline in colorectal cancer screenings since COVID-19, the Alliance is following a two-pronged approach to reverse the pandemic’s effects.

Return screening rates to pre-pandemic levels and beyond. The Alliance has implemented a national public awareness campaign that guides people to our screening funnel.

Care

Increase the number of patients and families served to 750,000 annually by 2024.

Our certified navigator team provides information, support, and hope to patients and caregivers throughout their journey.

Psychosocial support
- Free Helpline, testing, online chats

Medical advocacy
- Ongoing navigation, trial & treatment support
- Patient & Family Journey

Peer and community support
- Buddy program
- AllyCon national conference
- Blue Hope Nation Facebook group
- Ally2ally online community

Financial navigation
- Blue Hope Financial Assistance
- Insurance case management

Cure

Commit $30 million to innovative and life-saving research by 2024

2024 Chris4Life Research Program
- Funding to support innovative treatment, prevention, and survivorship research studies

Young-Onset Research
- Survey series of young-onset colorectal cancer patients, survivors, and caregivers illuminates the self-reported medical, psychosocial, and quality of life experiences of these often-overlooked groups.

Biomarker and Clinical Trial Think Tanks
- Bringing together a multidisciplinary collaboration to accelerate personalized treatment & conducting market research to understand gaps and solutions.

2024 Biomarkers Think Tank Report

Alliance’s Personalized Treatment Program

The Alliance and Perthera have partnered to provide personalized treatment options to patients with colorectal cancer. The Personalized Treatment Program (PTP) gives stage III and IV patients access to personalized treatment found at top cancer centers, no matter where they live. Using the power of artificial intelligence and data analysis, the program can improve treatment and save lives.

How Does It Work?

The Alliance’s Personalized Treatment Program provides no-cost* testing and analysis of your specific cancer and past medical history. The results provide you and your care team with personalized treatment recommendations.

You will receive a report that suggests treatment options matched to you, your molecular profile, treatment history, and have been shown to improve patient outcomes.

If you have not had testing in the last two years, Perthera will help you get tested and create a personalized report at no cost to you.

Perthera will follow-up with you to see how the suggestions improved your treatment. This information will be used for research to advance cancer care.

Call the Alliance’s Helpline at (877) 422-2030 to enroll

Clinical Trial Finder

In October 2019, the Alliance launched its web-based Clinical Trial Finder, powered by TrialJectory’s bi-modal advanced treatment matching solution. Since then, more than 150 colorectal cancer patients have discovered clinical trials that fit their individual situations. The Trial Finder has also been successful in increasing the accessibility of trials for patient populations who usually are not presented with these treatment options:

- 70 percent of these patients are treated in community cancer centers where less than 10 percent typically offer clinical trials as an option to patients.
- 35 percent of those who used the Trial Finder are under 50, gaining access to advanced treatment and better care to this specific population.

Providing Leadership in CRC Research

Bringing the Patient Experience to Experts

As a patient-focused organization, the Alliance offers opportunities to connect researchers from across the scientific community with real-time patient insights. We believe in ensuring research studies, clinical trial approaches, and program development all center on the needs of the patient and their family.

Focusing the Conversation

At the largest and most impactful colorectal cancer advocacy conference, a core activity of the Alliance’s research efforts centers around convening all of the stakeholders who advance science, knowledge, and solutions, as well as those who are influencing community practices, guidance, and policy that improves the research environment. Convening ensures that we all operate collaboratively, enhance efficiency and minimize waste — ultimately getting us to a cure faster.

Our Five-Year Plan

The Alliance engaged in an intensive analysis and collaborative State of the Science Summit in 2021 to understand the current landscape of colorectal cancer innovation and opportunity.

Patient & Family Support Navigator Program

Our certified navigator team provides information, support, and hope to patients and caregivers throughout their journey.

Getting screened for colorectal cancer or being newly diagnosed can be overwhelming. Our navigators will help you make sense of your options and follow-up with you about next steps. Overall, a navigator helps patients manage their care.

Patient navigation is shown to improve outcomes and help ensure the best quality of life for those affected by colorectal cancer.

In 2021, we helped thousands of allies:
- 11,355 personalized screening recommendations
- 11,143 connected with our Helpline
- 1,812 received support in online chats
- 580 were matched with a Buddy for peer-to-peer advice and support

ccalliance.org Helpline: (877) 422-2030