

Gilda's Club and The Wellness Community Join Forces

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The Wellness Community and Gilda's Club Worldwide have officially united and unveiled their new, combined identity--the Cancer Support Community. The Cancer Support Community will likely be the largest professionally-led network of cancer support worldwide. This is great news for cancer patients across the U.S. because it will expand the footprint of both organizations, thereby bringing more services to more communities. The new organization includes a network of nearly 50 local Gilda's Clubs and Wellness Community centers worldwide, more than 100 satellite locations and online support services that extend around the world.

"Our common history and commitment to the cancer community is what brought us together," said Kim Thiboldeaux, president and CEO of the Cancer Support Community. "This union creates a strong, vital, global network that will bring the highest quality cancer support to the millions of people touched by cancer."

These offerings include a comprehensive menu of personalized and essential services, including support groups, counseling, education and healthy lifestyle programs. Additionally, the organization is working to expand its vital services to meet the urgent needs of cancer patients and their loved ones. To ensure no one has to face cancer alone, these support services will soon be available to people in all 50 U.S. states and internationally through the Cancer Support Community's network of community-based centers, and at hospitals, community oncology practices and other non-profits, as well as online. The Cancer Support Community is also exploring the use of novel technologies, including mobile, to help extend the reach of these meaningful resources.

I have had the privilege of visiting the Gilda's Club in Dallas several times and am impressed by the variety of support services available to patients and their families. This new union will make those services even more spectacular.

I only have one problem with all of this... the new name. The Cancer Support Community? Really? Gilda's Club and The Wellness Community are such well-known brands in the cancer world. The new name doesn't play off either of them. It's like Coca-Cola and Pepsi joining forces to become Bubble Water. Can't we do better? My colleague, Jeremy Heath recommends changing the name to Wilda's Community. Hmmm.