



## **Oncimmune® (USA) LLC Releases Educational Video Series in an Effort to Support National Lung Cancer Awareness Month**

*Oncimmune® (USA) LLC announces the release of a video series designed to increase public awareness about lung cancer, address the risk factors of the disease and spread awareness about the importance of early lung cancer detection.*

De Soto, KS ([PRWEB](#)) October 18, 2011 -- Oncimmune® (USA) LLC, provider of [EarlyCDT®-Lung](#), a simple blood test that aids physicians in the risk assessment and early detection of lung cancer, recently released an educational video series designed to address the topic of lung cancer in preparation for November, Lung Cancer Awareness Month (LCAM).

Founded in 2006, Oncimmune (USA) LLC is a leader in the ongoing pursuit of early cancer detection methods. Now offering EarlyCDT-Lung in all 50 states, Oncimmune is revolutionizing the way physicians approach lung cancer detection. EarlyCDT-Lung is a unique blood test that measures specific autoantibodies, or immunobiomarkers, which are elevated in patients with lung cancer. Because these autoantibodies are present at even the earliest stages of lung cancer, EarlyCDT-Lung can be used to aid in the diagnosis of patients prior to lung cancer symptoms appearing. Unfortunately 85% of lung cancer is found symptomatically, and is typically late stage cancer, where the 5 year survival rate can be as low as 4%.

Lung Cancer Awareness Month is observed each year during the month of November. This annual event is an opportunity for healthcare professionals and the general public to raise awareness about issues associated with lung cancer, including risk factors for lung cancer, available treatment options, symptoms and detection methods. During Lung Cancer Awareness Month, advocacy groups, pharmaceutical and biotech companies, and other organizations work together to educate the public about this terrible disease. Lung cancer kills more people in the United States every year—about 160,000—than breast, colon, prostate, liver, kidney and melanoma cancers combined.

With Lung Cancer Awareness month fast approaching, the Oncimmune team took the opportunity to create an educational video series shedding light on the disease. Each of the three short videos addresses a separate topic. The first focuses on [facts about lung cancer](#); the second explores the [risk factors for lung cancer](#); and the third explains the importance of [early lung cancer detection](#), as well as the role of the EarlyCDT-Lung test. Each video is available on the [Oncimmune YouTube Channel](#).

“We are always looking for ways to help the public understand the many risks associated with lung cancer so we developed these brief video vignettes posted on YouTube as a means to reach a broader audience with this important message,” said Greg Stanley, Chief Commercial Officer, of Oncimmune. “If releasing these videos helps even one person get the medical attention they need, we have accomplished something great. We are excited to continue to increase public awareness about lung cancer throughout the month of November and beyond.”

Releasing this educational video series is yet another example of Oncimmune’s ongoing dedication to increasing public awareness about lung cancer, including the organization’s [free lung cancer awareness bracelet](#) campaign. In just a few weeks since the release of the campaign, Oncimmune has sent more than 400 lung cancer awareness bracelets to people wanting to take part in the effort to raise lung cancer awareness, with more requests coming in daily. Other efforts include the [Lung Cancer Awareness Wall](#), featuring more than 400



interactive memorials honoring lung cancer survivors and those who have lost their lives to the disease, the [Hello Have You Heard Facebook page](#), updated daily, and the [Detecting Lung Cancer Blog](#), updated weekly. In honor of Lung Cancer Awareness Month, upcoming blog posts will feature 30 unique stories from lung cancer survivors and people who have lost loved ones to the disease. Be on the lookout for those posts starting within the next couple of weeks.

Watch for more exciting announcements from the Oncimmune team throughout LCAM as they look for new and innovative ways to foster conversation about the importance of early lung cancer detection.

#### About Oncimmune (USA) LLC

Oncimmune (USA) LLC, founded in 2006, is an industry leader in early cancer detection. The company is committed to advancing early cancer detection through proprietary immuno-biomarker technologies based on biological technology identified by John Robertson, M.D., Professor of Surgery at Nottingham University, England, and Chief Scientific Officer of Oncimmune LTD. Ongoing research and development is conducted by Oncimmune under the direction of Professor Robertson. The company's mission is to develop early cancer detection tests to identify more than 90% of solid-tumor cancers, which make up 70% of all cancers including lung, breast, colorectal, prostate, stomach, pancreatic and ovarian. All testing is performed exclusively at Oncimmune's CLIA (Clinical Laboratory Improvement Act) regulated laboratory located in the metro Kansas City area. Oncimmune (USA) LLC is a wholly owned subsidiary of Oncimmune LTD. Oncimmune LTD owns a portfolio of patents, including Patent Nos. 7,402,403 and 7,205,117, with five others currently filed and under review. For more information about Oncimmune, visit: <http://www.hellohaveyouheard.com>.

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