

Oncimmune® (USA) Launches New and Improved Website Aimed to Educate Medical Professionals about the Benefits of EarlyCDT®-Lung

Oncimmune® (USA) LLC, developer of a commercially available blood test designed to aid physicians in the risk assessment and early detection of lung cancer, is proud to announce the launch of their new corporate website. Designed to speak to and engage physicians and pulmonologists, the site offers a plethora of information about EarlyCDT-Lung and the importance of early lung cancer detection.

De Soto, Kans. ([PRWEB](#)) April 19, 2012 -- [Oncimmune® \(USA\) LLC](#), creator of [EarlyCDT®-Lung](#), a simple blood test that aids physicians in the risk assessment and early detection of lung cancer, announces the launch of their new and improved corporate website, [EarlyCDT-Lung.com](#). Designed for medical professionals, the site has already caught the attention of a growing number of physicians seeking information on the latest developments in early lung cancer detection.

Headquartered in De Soto, Kansas, Oncimmune (USA) LLC is committed to the pursuit of early cancer detection technologies. Now offering EarlyCDT-Lung in all 50 states, Oncimmune is helping to change the way physicians approach the diagnosis of lung cancer. EarlyCDT-Lung is a simple blood test that measures specific autoantibodies (immuno-biomarkers), which are elevated in patients with lung cancer. Because these autoantibodies are present at the earliest stages of the disease, EarlyCDT-Lung can aid physicians in the detection of lung cancer even before a patient exhibits specific [symptoms of lung cancer](#).

The original corporate website, [Oncimmune.com](#), first launched in 2009, and provided detailed information about EarlyCDT-Lung and the importance of [early cancer detection](#). That site currently serves as a global page, directing physicians across the globe to the appropriate page suited for their geographic location. For physicians located in the United States, [EarlyCDT-Lung.com](#) was created, helping to educate the medical community about EarlyCDT-Lung and autoantibody assay technology.

The new and improved site launched March 22 and has already been met with great enthusiasm from the medical community. Site visitors now have access to a variety of materials including:

- A blog with contributions from Dr. Jewell and Dr. Pingleton, two authorities in the field of cancer detection and treatment.
- Lung Cancer Risk Assessment
- Cost of Smoking Calculator
- Video Gallery
- An interactive presentation, walking visitors through the [stages of lung cancer](#)

“We are very excited to launch [EarlyCDT-Lung.com](#),” said Greg Stanley, Chief Commercial Officer, of Oncimmune. “It is our goal to reach an even larger audience of medical professionals and to help them understand how EarlyCDT-Lung can help in the diagnosis of lung cancer at its earliest stages in many cases before the onset of lung cancer symptoms.”

In addition, Oncimmune maintains [HelloHaveYouHeard.com](#); a consumer-focused website designed. Equipped with a blog, a risk calculator and much more, [HelloHaveYouHeard.com](#) is a portal for people looking to learn

about lung cancer risk, the value of early detection, and symptoms of lung cancer. Together both sites are helping Oncimmune promote the importance of early lung cancer detection, encouraging a dialog between at-risk patients and the physicians who treat them.

Oncimmune is committed to advancing early cancer detection technology. They are working to raise awareness about autoantibody assay technology and its potential impact on the future of cancer detection and treatment. The launch of the site is part of an overarching strategy which has recently included: an educational video series, the launch of a consumer-focused Lung Cancer Awareness Wall, a social media campaign, and more. Through these efforts, Oncimmune is successfully engaging a growing audience of consumers and physicians; igniting conversation about the importance of early cancer detection. Watch for more exciting announcements from the Oncimmune team in the coming months.

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 Amendments) 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://earlycdt-lung.com>, www.earlycdt-lung.com, and <http://www.hellohaveyouheard.com>



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Online Web 2.0 Version

You can read the online version of this press release [here](#).