



multiple myeloma cancer coaching

introduction



DAVID EMERSON
Director PeopleBeatingCancer
Multiple Myeloma Survivor
MM Cancer Coach

Hi, my name is David Emerson. I want to welcome you to [PeopleBeatingCancer.org's](http://PeopleBeatingCancer.org) Webinar about the Multiple Myeloma Cancer Coaching Program. I am going to talk about all 13 cancer coaching guides in general after I talk specifically about the Integrative Therapies Cancer Coaching Guide to give you an understanding of integrative therapies for the myeloma patient.

As the saying goes, "Knowledge is power." Nowhere is this philosophy more true than when you are facing a Multiple Myeloma diagnosis. I imagine many of you are here either because you are currently undergoing treatment for multiple myeloma and aren't feeling so great, or you are recently diagnosed and trying to make sense of all of the different decisions facing you right now. I know you feel like there's so much to learn, but I would like to start by saying that, just the fact that you are looking for information online—taking an active role in the management of your disease—means that you are ahead of the curve. I want to help you learn everything you need to know as fast as you can, and that's what the Multiple Myeloma cancer coaching program is all about.

Today, we're going to cover what integrative therapies are, and how they can help your current treatment regimen become more effective while protecting your body from painful side effects. You will see a link on the right side of your screen prompting you to download an introduction for this webinar. While you download and print that, I'd like to briefly share my Multiple Myeloma experience with you.

I was diagnosed with a single plasmacytoma in my fifth cervical vertebra in February of 1994. I was 34 years old—not yet married or a father. I underwent surgery to remove the lesion and then I underwent local radiation. My single plasmacytoma developed into multiple myeloma over the next 12 months.

In the spring of 1995, I underwent five courses of VAD chemotherapy, and then in September I underwent two courses of cytoxan. Finally, in December of 1995 I had an autologous stem cell transplant at University Hospitals of Cleveland. The stem cell transplant was initially deemed a success, and I went into remission for 10 months. I relapsed again in 1996, went through radiation treatment in my lower back, and then went into remission again. Finally, I relapsed in 1997, and that was when my oncologist told me that there was nothing more she could do for me.

I went through the gamut of conventional therapies that were available at the time for multiple myeloma patients—surgery, induction chemotherapy, high-dose chemotherapy, and radiation—only to fail at my main goal—to beat my multiple myeloma and achieve long-term remission.

I am here today because the research I did online led me to both the treatment that ultimately put me in long term remission, and the protocols that I have followed daily for the past 19 years that continue to keep me cancer-free. My wife, Dawn and I have been married for 20 years, and our son Alex graduates from high school this spring.

I learned through my experience that in conjunction with an experienced, knowledgeable oncologist, I also needed to educate myself about concepts like remission, relapse, multi-drug resistance, palliation, the risks and rewards of both radiation and chemotherapy, and then how all of these concepts related to my personal situation. It's a tall order. A lot of the information I have today is information that I wish I had learned earlier in my disease. My life today is significantly impacted by treatment side effects that I didn't know about at the time—heart arrhythmia, nerve damage, and chemo brain. I want you to have this information so that you can make the best decisions for yourself and your personal situation.

It is my belief that the goal of multiple myeloma patients should be to achieve the deepest, longest remissions possible with the least amount of collateral damage—treatment side effects. The most successful way that I have found to achieve this goal is by learning about both the details of conventional therapies and the benefits of evidence-based non-conventional therapies. They go hand in hand.

Of course, there is a lot of information to cover under these two topics. I spent many years researching the various evidence-based studies about multiple myeloma treatments—both conventional and non-conventional, and I started PeopleBeatingCancer.org because I wanted to help cancer patients and survivors easily access this information in one place.

The Multiple Myeloma Cancer Coaching Package covers thirteen topics in detail that are critical for multiple myeloma cancer patients to understand when making treatment decisions. Right now I want to do two things- I want to discuss the material found in the Integrative Therapies Guide, and then we will go over the Multiple Myeloma Cancer Coaching Package in total, at the end of this webinar. Just as a reminder, you will all receive the Multiple Myeloma Integrative Therapies Guide at the end of the webinar, so don't worry if you miss something or are having trouble taking notes.

So let's just start with answering the question, "what are integrative therapies?" Integrative therapies are defined as tools that support the patient's strength, stamina, and quality of life while potentially increasing the efficacy of chemotherapy and protecting against side effects.

One of the things I have found in my own cancer journey was that there was not a comprehensive discussion of the short, long-term and late stage side effects of chemotherapy.

Studies confirm that 40% of patients will experience chemo-induced brain damage (chemobrain), another 40% will experience nerve damage (peripheral neuropathy) and a whopping 90% of patients will experience bone damage!

So here we go. I'm going to outline the side effects of each chemotherapy drug found in the Integrative Therapies Guide, then go over the different integrative therapies and how they positively impact your treatment either by reducing potential side effects or by making the drug more effective in killing cancer cells.

First up, **Cytosan (cyclophosphamide):**

Side effects include

- nausea and vomiting
- bone marrow suppression—the decrease in the production of cells that provide immunity, carry oxygen, and allow for normal blood clotting to occur; stomach ache
- hemorrhagic cystitis--blood in the urine that comes with bladder pain, diarrhea
- myocardial toxicity—which means that your healthy heart cells are damaged, and a darkening of the skin and nails

In my experience, conventional oncologists focus mostly on the acute, short term side effects—nausea and vomiting—and less on the long term side effects like myocardial toxicity. I have a heart murmur, and nerve damage today from the chemotherapy I underwent.

The integrative therapies that are helpful for cytoxin patients:

- Omega-3 fatty acids (fish oil)
 - Studies have found that omega-3s are able to modulate the painful symptoms associated with hemorrhagic cystitis
 - The studies are linked in the Integrative Therapies Guide, which you will receive at the end of the webinar
- Resveritrol
 - Can prevent hemorrhagic cystitis for cytoxin patients
- Green tea extract
 - Can reduce myocardial toxicity and may protect heart cells from damage related to cytoxin dosing

Revlimid (lenalidomid):

Side effects include

- Thrombosis: blood clots that prevent the proper flow of blood
- Pulmonary embolus: when a blood clot gets lodged in an artery in your lung and blocks blood flow to that part of the lung
- Hepatotoxicity: chemical-driven liver damage
- Bone marrow toxicity resulting in neutropenia: this can prevent your body's ability to fight bacteria by reducing your white blood cell count

In my experience, conventional oncologists focus mostly on the acute, short term side effects—nausea and vomiting—and less on the long term side effects like myocardial toxicity. I have a heart murmur, and nerve damage today from the chemotherapy I underwent.

Integrative therapies:

- Curcumin
 - Curcumin enhances the efficacy of revlimid on multiple myeloma cells

Velcade (Bortezomib):

Side effects include

- Peripheral neuropathy: weakness or numbness in the hands and feet as a result of nerve damage. 40% of patients develop this side effect. I use walking sticks to get around due to my peripheral neuropathy
- Pulmonary embolus: when a blood clot gets lodged in an artery in your lung and blocks blood flow to that part of the lung

As a note to those of you watching today who have experienced drug-resistance in your velcade treatments, please pay particular attention to these integrative therapies that I'm going to talk about now, because several studies discuss how these supplements can reduce or eliminate myeloma resistance to Velcade.

Integrative therapies:

- Curcumin
 - Sensitizes multiple myeloma cells to velcade
- Omega-3 fatty acids: fish oil
 - Induces cell death in cancer cells
 - Increases sensitivity to velcade in multiple myeloma cells but not in healthy cells
- Cannabidiol
 - Prevent multiple myeloma cells from growing
 - Induce cell death in multiple myeloma cells
- Honokiol
 - Overcomes drug resistance in multiple myeloma cells
 - Induces cell death in multiple myeloma cells
- Thymoquinone
 - Overcomes chemoresistance in multiple myeloma cells
 - Enhances the anti-cancer effects of velcade

Melphalan:

Side effects include

- Nausea and vomiting
- Oral ulcers
- Bone marrow suppression

Integrative therapies:

- Curcumin
 - Reverses multi-drug resistance in multiple myeloma cells

Dexamethasone:

Side effects include

- Aggression, agitation, anxiety, irritability
- Dizziness
- Fast, slow, or pounding heartbeat
- Depression
- Muscle atrophy

Integrative therapies:

- Curcumin
 - Sensitize insulin signaling in dexamethasone treated cells
- Resveritrol
 - Prevents dexamethasone-induced muscle atrophy
- Omega-3 fatty acids (fish oil)
 - May prevent muscle atrophy

Like I said earlier in our discussion, the Integrative Therapies Guide that you will receive shortly has links to the various studies about the efficacy of these integrative therapies. All 13 guides of the Multiple Myeloma Cancer Coaching Program has links to the evidence-based studies.

Now, I'd like to briefly go over the information that you will find in each of the **13 guides that comprise the Multiple Myeloma Cancer Coaching Program** and how this information can help you:



the guides

Conventional Multiple Myeloma Therapy Guide

Regardless of your stage at diagnosis, symptoms or current status, myeloma patients must understand the importance of oncologists who specialize in myeloma compared to oncologists who don't. Myeloma specialists as well as cancer centers with myeloma experience can make a dramatic difference in the overall survival (OS) of a myeloma patient. Links to the most successful MM specialists and hospitals are listed in this guide.

Financial Issues Guide

The financial toxicity caused by a diagnosis of multiple myeloma is as severe a side-effect of a myeloma diagnosis as any you will face. Regardless of your health insurance coverage you owe it to your family to learn about financial resources, Social Security Disability, Viatical Settlements and more.

Medical Issues Guide

Years of cancer coaching has taught me that myeloma patients don't know what they don't know. For example, patients don't know that having an autologous stem transplant later versus earlier makes no difference in average overall survival. And myeloma patients don't know about the many endocrine disorders caused by a stem cell transplant. The Medical Issues guide addresses many critical issues.

Supplementation Guide

The supplementation guide lists 18 evidence-based, non-toxic supplements that research shows are cytotoxic/apoptotic (kills) to multiple myeloma. Think non-toxic myeloma chemotherapy.

Nutrition Guide

It is not enough to say that diet is critical for myeloma patients before, during and after therapy. The Nutrition Guide contains an extensive list anti-angiogenic (anti-MM) foods and anti-cancer diet for myeloma patients to follow.

Antioxidants Guide

The single most common question I am asked as a cancer coach is if antioxidant supplementation interferes with conventional therapies. The Antioxidants Guide draws on 10 studies to make the case that antioxidants support the myeloma patient helping him/her live a better, long life.

Integrative Therapies Guide

A growing number of studies show how standard-of-care chemotherapy and radiation can be enhanced by integrative therapy. The Integrative Therapy Guide lists 15 integrative therapies that synergize with five common MM chemotherapy regimens. Myeloma patients can deepen remissions while reducing the risk of side effects of chemotherapy through integrative therapy.

Bone Health Guide

Multiple Myeloma is as much of a bone disease as a blood disease. Over 90% of myeloma patients will experience bone damage at some point. The Bone Health Guide lists 11 evidence-based, non-toxic bone health therapies.

Non-conventional Therapies Guide

As I mentioned at the beginning of this Introduction, Conventional Oncology is limited when it comes to managing multiple myeloma. Many myeloma patients have asked me about what I call non-conventional therapies. These are the therapies such as antineoplastic therapy that I underwent after I was told I was end-stage that put me into complete remission. The Non-Conventional Treatment Guide discusses 8 evidence-based therapies.

Cannabis and Multiple Myeloma Guide

The second most frequently asked question I get is if cannabis/medical marijuana/CBD oil helps myeloma patients. While the research is thin at this stage, the Cannabis Guide covers cancer pain, cannabis as an integrative therapy and how cannabis affects myeloma itself.

Mind-Body Therapy Guide

Living with an incurable cancer, living with a cancer that can relapse at any time is difficult. Myeloma patients must learn to manage themselves mentally as well as physically. The Mind-Body Guide outlines over a dozen evidence-based, mind-body therapies directed specifically at myeloma survivors.

Detoxification Guide

The news is filled with reporting on how genetics influences cancer. While research does show how genetics does influence 5%-10% of all cancers, it is critical for the myeloma patient to understand that the other 90%-95% of cancers are attributed to lifestyle and the environment. The Detoxification Guide explains those evidence-based therapies that can detoxify your body through multiple mechanisms.

Online Support Guide

Online support can provide feedback from myeloma patients just like you. Over the years I have found this feedback to be essential to my myeloma experiences. Each MM CC client who subscribes at either the basic or premium levels will be invited to join the closed Facebook group called Beating Myeloma that I manage. In addition the Online Support Guide reviews and lists more than 20 general and specific online myeloma support groups.

While no one can promise a cure to this complicated, aggressive cancer, I have aggregated the evidence-based therapies that have brought me healing and kept me in complete remission since April of 1999. I want to make sure you hear the emphasis when I say, "evidence-based" because every therapy that I discuss in these guides is supported by scientific research. And no matter what course of personal discovery you take in your cancer journey, I would encourage you to be rigorous in making sure that the treatments you choose for yourself are backed up with scientific research.

The Integrative Therapies Guide that we went over today is one of the 13 guides that you will receive when you purchase one of the Multiple Myeloma Cancer Coaching Packages.

The packages come in two levels: Basic and Premium. **The basic package is \$199 and includes all 13 guides plus membership in the closed Facebook Group, "Beating Myeloma."**

The Premium package is \$299 and you will receive all the offerings of the Basic package, plus one hour of one-on-one individual coaching with me via Skype, email, or over the phone. You choose.

Keep in mind that you can use your consulting time with me any way you would like. While most clients just want to have a one on one discussion with me there are other clients who arrange to have me join them virtually at an appointment with their oncologist.

As a thank you for listening to today's webinar, I would like to offer you **\$100 off** of the package of your choosing. You will see a coupon code along with a link to the cancer coaching packages.

Also remember my offer at the beginning of the webinar that I will give the first three people who buy today a copy of my ebook, Beating Myeloma- If I Knew Then What I Know Now.

As you're thinking this over, I would like to let you know that the funds raised from the sale of these packages goes directly into continuing the research and operation of **PeopleBeatingCancer.org**, a registered 501(c)3 non-profit. Our mission is to demystify cancer, and PeopleBeatingCancer.org is dedicated to reaching cancer survivors and caregivers everywhere with the information they need to live longer, healthier lives.

PeopleBeatingCancer.org is fully-funded through grants and donations from both individuals and corporations, and, just like PBS, by viewers like you. In this way, PeopleBeatingCancer.org is able to remain an independent, unbiased source of information. Your purchase of a Multiple Myeloma Cancer Coaching Package helps to further the mission of PeopleBeatingCancer.org, so it's win-win. You can help yourself and fellow cancer survivors at the same time.

Thank you.