



# multiple myeloma cancer coaching

## introduction



**DAVID EMERSON**  
Director PeopleBeatingCancer  
Multiple Myeloma Survivor  
MM Cancer Coach

You or a loved one has been diagnosed with an incurable blood cancer called multiple myeloma (MM). The fact that conventional oncology considers MM to be incurable elevates a diagnosis of this cancer to a higher more emotional level.

**MM patients and survivors need a great deal of information to make the many decisions that they face in the weeks, months and years living with MM.** The MM CC guides provide much of this information.

**The multiple myeloma cancer coaching guides (MM CC guides) encompass evidence-based research and therapies as:**

1. 16 non-toxic, cytotoxic/apoptotic supplements,
2. dozens of anti-angiogenic (anti-MM) foods
3. more than 15 integrative therapies that synergize with five common MM chemotherapy regimens,
4. over a dozen mind-body therapies,
5. detoxification therapies,
6. thorough discussion of bone health therapies including a dozen non-conventional bone health therapies
7. review and links to more than 20 online MM support groups
8. links to the most successful MM specialists and hospitals

so that MM patients and survivors can live a better, longer life with multiple myeloma. **While no one can promise a cure from this complicated, aggressive cancer, I outline what has kept me in complete remission since April of 1999.** Every therapy discussed in the MM CC guides is supported by research. Everything I do is evidence-based.

According to the American Cancer Society the median survival of newly diagnosed multiple myeloma patients is **29-62 months depending on stage at diagnosis.** While there is a long and growing list of FDA approved conventional therapies, it is critical for MMer's to understand that conventional oncology cannot cure multiple myeloma. Therefore it is incumbent on MM patients to look beyond conventional chemotherapy for deeper, longer remissions with the least collateral damage (side effects) possible.

MM CC guides are designed to be a permanent lifestyle change in the following areas:

1. Nutrition
2. Anti-MM Supplementation
3. Bone Health
4. Cannabis as MM Cancer Therapy
5. Detoxification
6. Mind-Body Therapies
7. Non-conventional Therapies
8. MM Online Support

The MM CC guides organize therapies based on the six pathways linked below. Each of the six pathways is addressed by one or more of the MM CC therapies.

1. The Warburg Effect
2. Chronic Inflammation
3. Angiogenesis
4. Nutrigenomics
5. NF-kB
6. Metronomic Therapy



the guides

### **Integrative Therapies**

The goal of every MM survivor is to achieve the deepest, longest remissions while sustaining the least collateral damage/side effects possible. Evidence-based Integrative therapies synergize with conventional MM chemotherapies to help you do this.

### **Nutrition**

The MM CC guide about nutrition provides you with two things- first a general anti-cancer diet and second, an evidence-based, anti-MM diet in the form of anti-angiogenic foods.

### **Supplementation**

The MM CC guide Supplementation cites 16 different supplements, spices and herbs that are cytotoxic to multiple myeloma. Many of the supplements come in both a specific capsule as well as in different foods. For example, you can buy a capsule called Cruciferous Complete or you can eat cruciferous vegetables such as brussel sprouts, broccoli and kale.

### **Bone Health**

90 percent of MM patients and survivors will develop bone lesions. Managing bone health is critical to living with MM. Utilize both conventional and non-conventional bone therapies to enhance your bone health.

### **Cannabis as MM Cancer Therapy**

Studies show that cannabis can effectively manage pain, can enhance the efficacy of conventional chemotherapy regimens and may even be cytotoxic to multiple myeloma itself.

### **Detoxification**

According to studies only 5-10% of all cancer cases can be attributed to genetic defects, whereas the remaining 90-95% of cancer diagnoses are attributed to the environment and lifestyle. (1) We eat, drink and breath in toxic substances that can cause cancer.

## **Mind-Body**

From the time you are told that you have an incurable cancer your life changes forever. Anger, fear, denial- you must dispense with negative emotions in order for you to focus on your health- both mental and physical.

From positive psychology to enhanced relaxation to daily moderate exercise I believe that our mental health is just as important to us MM patients as our physical health.

## **MM Cancer Centers and MM Specialists**

Myeloma specialists as well as cancer centers with myeloma experience can make a dramatic difference in the overall survival (OS) of a myeloma patient.

## **Non-conventional Therapies**

Because MM is incurable and the MM patient and survivor cannot rely solely on conventional chemotherapy and radiation, he/she might want to learn about non-conventional therapies.

As a long-term MM survivor I have experience with several of the non-conventional therapies listed in this cancer coaching guide and I welcome any and all questions.

## **MM Online Support**

Myeloma patients, survivors and caregivers need to talk to each other. Internet-based, online support groups are the best way to do this. All MM CC clients are welcome to join the closed Facebook group called Beating Myeloma. In addition I list other myeloma based Facebook groups and specific myeloma sub-groups.