



## LungCAN Pressures Medicare To Cover Lung Cancer Screening

*Medicare has an ethical obligation to cover low-dose CT scans*

NEW YORK, Oct. 23, 2014 /PRNewswire-iReach/ -- Lung Cancer Action Network (LungCAN®) members are encouraging Congress to compel the Centers for Medicare and Medicaid Services (CMS) to cover low-dose CT scans for high-risk seniors. In a recently launched online social media campaign, LungCAN members and their constituents are fighting back with Tweets, Facebook posts, and social ads with a message that is loud and clear: lung cancer screening saves lives and it disproportionately affects seniors, which is why Medicare should include lung cancer screening as a covered Medicare benefit.

LungCAN has a dedicated website set up on [NationBuilder](#) that makes it easy for people to contact their Congressman or Senator by simply filling out a form with their information so their letter can be routed to the appropriate official. They've provided [sample](#) Tweets, graphics, and Facebook posts that anyone can share with a click of a button or by utilizing the copy and paste function on their computer. CMS is expected to issue a final decision on national coverage in 2015, and with this being an election year, LungCAN is asking lung cancer advocates to write to their Congressman or Senator and requesting that they support mandating lung cancer screening as a covered Medicare benefit by November 10<sup>th</sup> when CMS hopes to issue a preliminary decision.

LungCAN's Medicare campaign, blended with the recent online [#WhipLungCancer](#) campaign, is part of a three-pronged campaign approach orchestrated by Social Strand Media, a boutique San Francisco based social media agency. The multi-part campaign addresses urging Medicare to cover lung cancer screening, participation in Genentech's Lung Cancer Project to address stigma and raise awareness of low treatment rates for lung cancer patients, and testing your home for radon, the second leading cause of lung cancer, during the holidays. Phase one of the campaign commenced in October and phase two and three will run through November and December.

On the Medicare issue LungCAN says that failing to cover low-dose CT scans poses a significant problem for two reasons: more than one third of the 46 million Americans on Medicare are current or former smokers for whom the screening is recommended based on their age; and under the Affordable Care Act (ACA), any procedure that is given a B recommendation from the USPSTF has to be covered by private insurers without a copay, yet there is no provision that specifies Medicare needs to comply.

As for the *Lung Cancer Project*, Genentech says that 75 percent of people have a negative bias towards people with lung cancer, and that stigma, blame and hopelessness may be a factor in low treatment rates. Another [study](#) found that among Americans with advanced cancer who did not receive cancer care, nearly 70 percent had advanced lung cancer. LungCAN is urging people with lung cancer and their caregivers to request a team of specialists that includes an oncologist to receive the best cancer care.

LungCAN's radon campaign will continue over the holidays and into January, National Radon Action Month. During the months of November and December they'll be giving away 100 radon test kits on their [Facebook Page](#), which normally sell for \$14.95-\$25.95.

### **About LungCAN®**

The Lung Cancer Action Network is a collective group of lung cancer organizations across the United States united to serve as a vehicle, filter, incubator for the exchange of ideas and information. LungCAN facilitates and enhances opportunities for collaboration with the focus on lung cancer. LungCAN members are: American Lung Association, Beverly Fund Lung Cancer Foundation, Bonnie J. Addario Lung Cancer Foundation, CancerCare, Cancer Support Community, Cancer Survivors Against Radon, Caring Ambassadors Program, Chest Foundation, Citizens For Radioactive Radon Reduction, Dusty Joy Foundation, Free Me From Lung Cancer, Free to Breathe, John Atkinson Lung Cancer Foundation, Lung Cancer Alliance, Lung Cancer Circle of Hope, Lung Cancer Foundation of America, Lung Cancer Initiative of North Carolina, Lung Cancer Research Council, LUNGevery, Respiratory Health Association of Metropolitan Chicago, Rexanna's Foundation for Fighting Lung Cancer, Uniting Against Lung Cancer, Upstage Lung Cancer, We Wish.

For more information about LungCAN, visit [LungCAN.org](http://LungCAN.org).