



**Samuel Johnson is embarking on another epic quest.
He is partnering with 1,000 businesses to help him provide
Precision Medicine for all cancer patients everywhere,
because he's sick of us losing our loved ones.**

Precision Medicine is not currently offered as standard care for all Australians. It should be.

Precision Medicine starts with obtaining and analysing a tissue sample to determine the right medicine, first time, every time. Importantly, it eradicates false lines of treatment, saving many lives and countless billions on the wrong drugs.

Precision Medicine is not only about patient outcomes. The tissue collection, analysis and storage in ever-growing bio-banks will unlock doors and exponentially accelerate scientific research in this country. Bureaucracy is too slow and can't keep up. By partnering with businesses everywhere, Samuel has a solution. What looked impossible a decade ago is almost within our grasp. We don't lack the will or the science. Australia can't wait while so many cancer patients are being left behind.

There is an unacceptable gap. There are marked deficiencies in cancer outcomes in regional, rural and remote areas and it's not good enough. Why is location still a main factor in determining likelihood of survival?

Together with the Garvan Institute of Medical Research and OMICO (Australian Genomic Cancer Medicine Centre), Love Your Sister has implemented an affirmative action solution to provide Precision Medicine to all cancer patients via a dedicated program supporting cancer centres and patients in regional, rural and remote areas. This solution addresses Love Your Sister's vision for equity of access for all cancer patients, regardless of location, age, income, or status.

Samuel Johnson is investing all of his considerable energies to find 1,000 businesses, of all shapes and sizes, to support his mission. Cancer ravages families, incomes, marriages, communities and friendships. He's had enough.

This is a mammoth task. With our collective resources, hard work, commitment and togetherness, we can improve our patient outcomes drastically and provide Precision Medicine for all. Our scientists are smart enough, they just don't have the resources they need. When businesses and individuals unite and act with meaning and purpose, we will triumph. Help build a national response that embraces Precision Medicine, bio-banking, a coordinated database and research sharing to eliminate waste and vanquish cancer right here in Australia. Together we can show the rest of the world how it's done.

People care about businesses that care.

Start the conversation [here](#) or email sams1000@loveyoursister.org



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