

Cancer treatment centers of america



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Although there are limited centers available, Cancer Treatment Centers of America is well known for saving lives due to highly qualified staff, and advanced medical technology. The reviews and comments from patients are heart wrenching because of their illness, but also moving due to the success of being cancer free. Cancer Treatment Centers of America (CTCA) is a private, for-profit operator of cancer treatment hospitals and outpatient clinics which provide both conventional and alternative medical treatments.

Upon watching the commercial for Cancer Treatment Centers of America, I was moved by the testimonies of real life patients of Cancer Treatment Centers of America, and how their lives were switched around from one day being told that they only had a couple months to live, to years later being able to give testimony, which means they obviously made it past the couple months they were given. The patients in the commercial are grateful for another chance at life, and thankful to the caring and loving staff at Cancer Treatment Centers of America.

The testimony from patients is what makes the commercial beautiful, and would definitely persuade me to consider Cancer Treatment Centers of America if I ever became ill and wanted to look to other methods of treatment. Words from others that have experienced life at the lowest point due to illness are what attracted me to the commercial. Mr. Bacal stated that after feeling tired for several months, his doctor diagnosed him with Hodgkin's disease. With the desire to see his young son come of age, Joe and his wife decided that Cancer Treatment Centers of America offered the hope and treatment options he needed (Bacal, n. .).

After just only four months of treatment, Mr. Bacal was back to doing what he loved, and that is racing out on the tracks. Luckily Mr. Bacal is alive to tell his story and gets to see his son grow up into a mature man. Another testimony that I have seen on the Cancer Treatment Centers of America commercials really hit home to me because I lost my mother to lung cancer when she was 35. Kiers Rowley experienced the same illness as my own mother. Kiers Rowley was a singer, and diagnosed with stage four lung cancer at the age of 38.

A non-smoker and with no known risk factors, Kiers took a proactive approach to fighting cancer, visiting several cancer centers with her husband before choosing Cancer Treatment Centers of America. Kiers says her cancer team at Cancer Treatment Centers of America rallied around her to provide a personalized treatment plan that began within days of her first visit to the hospital. " They weren't treating a disease - they were treating me and my family, all at the same time. " (Rowley, n. d.).

Although most of the commercial is positive and uplifting, some others have their own opinions about the commercial. Some think that the commercial bashes the medical world. Some people think that the patients are basically giving testimony of how good Cancer Treatment Centers of America is, and at the same time the patient is bad mouthing their own doctor by simply stating that their doctor told them they had a certain time period to live, but was told different by Cancer Treatment Centers of America, and they are living today to tell about their experience.

Some people think that apparently this country is just dominated by evil doctors who can't wait to tell their patients that hey, they are going to die, so

please leave our offices now and try not to spread the stench of your impending death to our other patients. Others also believe that commercials for Cancer Treatment Centers of America aren't about promoting alternative cancer treatments, but they are about bashing standard health care practices.

People think that in each of the commercials, we see people who ought to be filled with gratitude and relief that they are cancer-free, but are instead too busy carrying grudges against the doctors who dared be straight with them about their odds for recovery (Jamele, 2009). Another advantage the Cancer Treatment Centers of America commercial has is the beautiful layout. I personally love that the interviews with the patients is outdoors. There is something about being outside that is relaxing and peaceful.

The commercial also shows that the patients giving their real life testimony about their survival live lives just like we do. The commercial shows that they have families that mean the world to them just as we do, and that the families are there every step of the way through the rough journey to survival. The commercial for Cancer Treatment Centers of America is moving and uplifting. It is effective at catching an individual's attention because it provides real life patient testimonials that give hope to those that believe there is nothing that can be done when it comes to cancer treatment.

There are methods that the Cancer Treatment Centers of America use to treat the patients that maybe their primary doctors at home don't, but there some of the methods being used aren't in fact new technology, but are worded to sound new. In my opinion, the commercial is a great success and I believe that it does a good job at catching the audience's attention. If I ever

come to that point in life, or a family member does, I will for sure look into the Cancer Treatment Centers of America.