

# VUMC: Blood Cancers

## Landing Page

URL(s)	
Page title	<b>Understanding Blood Cancers</b>
Meta description	If you've been recently diagnosed with a leukemia, lymphoma, myeloma or other blood cancer, trust Vanderbilt for your care.

## Understanding Blood Cancers

### Your Guide to Blood Cancer Treatment

There are three main types of blood cancer: leukemia, lymphoma and myeloma. Most blood cancers form in the bone marrow, where blood is produced. Blood cancers do not develop solid tumors, but instead prevent normal cells from developing and functioning normally.

If you've been recently diagnosed with a blood cancer, trust the Vanderbilt Blood Cancer Program for your care. As a designated Comprehensive Cancer Center by the National Cancer Institute—the highest ranking by the world's leading authority on cancer—you can expect expert, comprehensive care personalized to you and your specific diagnosis.

By downloading our treatment guide, you'll learn:

- The different types and symptoms of blood cancers.
- Treatment options for blood cancers.
- Why choose the Vanderbilt Blood Cancer Program.

### Download Your Free Guide

<form fields>

[ Access Now ]

Reach us by phone at (xxx) xxx-xxxx.

## Thank You Page

URL(s)	
Title	<b>Thank You for Requesting Our Treatment Guide</b>
Img	

## Thank You for Requesting Our Guide

[ [Download Now](#) ]

**If you have questions about your diagnosis, we are here to help.**

For more information:

- Explore the **Blood Cancers Program**.
- **Find a Doctor**.
- **Contact us to make an appointment**.

## Email No. 1

Content Type-Stage	01 - [AW][TG,BP]
Subject line	<b>Access Your Blood Cancer Treatment Guide</b>
Preheader copy	<i>Thank you for downloading our guide.</i>

# Your Guide to Blood Cancer Treatment

Thank you for requesting our treatment guide. We hope you will use this resource as you begin researching the various treatment options for blood cancers. If you have questions or concerns, we are here to help you navigate your care, ensuring you receive the most effective treatment available.

[ [Download Guide](#) ]

## What Are Blood Cancers?

Blood cancers are cancers that form in the blood cells. Learn more about the three main types of blood cancers, their symptoms and treatments.

[Learn More](#)

## Recognized Cancer Care

We are nationally recognized by the National Cancer Institute for devoting our efforts to cancer-centered education and excellence in patient care.

[Learn More](#)

<b>Fast Track 1:</b> <b>Schedule a Consultation</b>	<b>Fast Track 2:</b> <b>Find a Doctor</b>
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## Email No. 2

Content Type-Stage	02 – [IN][BP,WP,WP]
Subject line	<b>Living with Cancer: A Guide to Staying Strong</b>
Preheader copy	<i>Here are a few tips to help you stay strong as you undergo cancer treatment.</i>

# How to Feel Your Best During Cancer Treatment

If you've undergone any kind of treatment for cancer, you know fatigue and nausea are common side effects. But there are things you can do to help manage these symptoms and help your body recover. Proper nutrition and activity play a significant role during your treatment, maintaining strength, endurance and mental wellbeing. Here are some important tips to help you stay strong and feel better throughout your care journey.

[ **Keep Reading** ]

## About Stem Cell Transplant and Cellular Therapy

Stem cell transplants are sometimes prescribed to restore the body's ability to grow healthy blood cells. We are renowned for our stem cell transplant program to treat blood cancers.

**Learn More**

## Stem Cell Transplant Wellness Program

If you receive a stem cell transplant, our wellness program allows you to rest and recover in a comfortable setting, helping you regain strength and stamina.

**Read More**

<b>Fast Track 1:</b> <b>Schedule a Consultation</b>	<b>Fast Track 2:</b> <b>Find a Doctor</b>
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## Email No. 3

Content Type-Stage	03 - [IN][BP,WP]
Subject line	<b>Checklist: Questions for Your Oncologist</b>
Preheader copy	<i>Keep this checklist handy when discussing your cancer diagnosis and treatment plan with your doctor.</i>

## Questions to Ask at Your Next Appointment

A cancer diagnosis can be full of unknowns. So, it's no surprise if you have questions when it comes to your care. But how do you know what to ask and when? We are here to help you and your family stay informed about your condition and ongoing treatment. Here is a list of important questions to take with you to your next doctor's visit.

[ **Keep Reading** ]

### Future Focused

After being diagnosed with chronic myelomonocytic leukemia, Sharon was able to undergo an innovative stem cell transplant. Learn more about this effective therapy.

**Learn More**

<b>Fast Track 1:</b> <b>Schedule a Consultation</b>	<b>Fast Track 2:</b> <b>Find a Doctor</b>
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## Email No. 4

Content Type-Stage	04 – [IN][WP,WP]
Subject line	<b>Patient Story: Immunotherapy Cancer Treatment</b>
Preheader copy	<i>Read how one patient's immunotherapy treatment stimulated her immune system to fight her cancer.</i>

# Patient's Treatment Includes Immunotherapy

Diagnosed with non-Hodgkin lymphoma, Dona Potter's cancer had spread to her bone. After several treatments and no response to chemotherapy, she was enrolled in a clinical trial for CAR T therapy, an innovative immunotherapy that reengineers a patient's T cells to target cancer. The therapy stimulated her immune system to fight the cancer, effectively shrinking her tumors.

[ **Keep Reading** ]

## About CAR T Therapy

CAR T therapy helps your immune system recognize and attack specific cancer cells. Our center is the only one within a seven-state area in the Southeast offering this pioneering treatment.

**Learn More**

<b>Fast Track 1:</b> <b>Schedule a Consultation</b>	<b>Fast Track 2:</b> <b>Find a Doctor</b>
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## Email No. 5

Content Type-Stage	05 – [DS][WP,WP]
Subject line	<b>Cancer Support Services</b>
Preheader copy	<i>Get the support you need when facing a cancer diagnosis.</i>

# Supporting You Through Cancer and Beyond

Because you are more than your illness, we offer cancer support services to help you and your family navigate your care. Whether you need to speak with one of our patient navigators, have questions about insurance billing or need help making travel arrangements, we are here to help you during your treatment and beyond.

[ **Keep Reading** ]

## Clinical Trials at Vanderbilt-Ingram Cancer Center

Clinical trials offer promising new approaches to care. As a leading cancer research center and designated NCI cancer center, we provide the most advanced treatments available.

**Learn More**

<b>Fast Track 1:</b> <b>Schedule a Consultation</b>	<b>Fast Track 2:</b> <b>Find a Doctor</b>
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## Email No. 6

Content Type-Stage	6 - [AC][FM,WP]
Subject line	<b>Make an Appointment with the Vanderbilt Blood Cancer Program</b>
Preheader copy	<i>Make an appointment to discuss your treatment options.</i>

# Make an Appointment with Vanderbilt

Learning you have cancer can be a stressful time. But focusing on next steps can help you cope. If you've been recently diagnosed with leukemia, lymphoma, myeloma or other blood cancer, trust Vanderbilt to deliver the most advanced and effective treatment options. We put together a care plan tailored to you, giving you the best possible outcome for your specific cancer. Make an appointment today.

[ **Make an Appointment** ]

## Find a Doctor

Our doctors are uniquely qualified to treat all blood cancers. We combine advanced research with compassionate care to ensure you receive the most sophisticated treatments available.

## Learn More

<b>Fast Track 1:</b> <b>Schedule a Consultation</b>	<b>Fast Track 2:</b> <b>Find a Doctor</b>
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