**Reggie Pierce Interview**

The Block Center for Integrative Cancer Treatment

Reginald (Reggie) Pierce -- (630) 251-2383 He lives in Springfield and is a positive proponent of Block Center. Warm response to my questions and very willing/happy to be interviewed about his experience with us and belief in the individualized comprehensive approach we provide.

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Wife: Debbie

**INTRODUCTION**

**Our Purpose**

To create an effective marketing message and campaign that tells the story of The Block Center’s unique approach to — and successes with — cancer treatment.

**Our Intent**

To do this by letting patients like you tell their own compelling stories.

**Okay with this?**

So, first, we want to make sure you’re completely aware of our plan and are comfortable participating. Are you?

**We need to engineer your quote**

Secondly, we have a specific approach that we’ve devised for The Block Center. It revolves around specific “articles of truth” about cancer care, specifically the Block approach to it. These articles of truth include things like the importance of…

* integrating nutrition and exercise
* a completely individualized approach
* very thorough and unique testing
* addressing mental/emotional factors
* of patient participation in their care
* etc.

So we have the need to focus our questions — and your testimonial — around these specific topics. This means many of our questions will be tied to these specific truths. It also means we will be using your responses to craft quotes from you about these topics. We take great care to base these quotes on your actual words, but we sometimes need to engineer them to suit the marketing need. But we’ll be sharing them with you to get your changes, if you have any, and to get your approval to use the quotes that we’ve written.

Does this still sound fair?

**We have off-topic questions**

We also have questions that will sound off-topic from these main concepts. This is because we want to understand you personally, the context of your life, etc. so that we can stay true to who you are, match your sensibilities, try to capture your unique voice, et.

**We may need to ask further questions later**

Lastly, we may have additional questions during the writing process in order to get more clarity or specificity. Is that okay with you

**Shall we start?**

**INTERVIEW**

**How old are you? What is your vocation? Avocation? What was your life like before your cancer diagnosis?**

*Born in 1955, 60 years old, turning 61 this month. Been in sales most of adult life. Selling time sharing. Always been healthy, as far as I knew. Never had any medical conditions that I knew of, until diagnosed with Hep-C in ’06. Really had no symptoms but for one bout with fever back in ’02. Doctor had told me that I was borderline, but I didn’t know what that meant. He gave me meds and I went back to doing what I was doing. Even then, thought I was healthy, exercise, dancing, gym, cycling. Over the years, my weight wasn’t a problem, but it did creep up beore I was didagnosed with cancer. Crept up to 270 lbs. But didn’t feel like I was obese, cuz I was still active. (See above). HOBBIES: Gym, music, dancing, shoot darts, shoot pool.*

**How long ago were you diagnosed with cancer? What was your diagnosis (type/stage)?**

*Treated for hep c in 06, for 4 or 5 months, doc said it wasn’t doing any good, took me off, no symptoms, went back to what I was doing, not a heavy drinker, but did drink after work, beer, margaritas, no hard liquor but for the tequila. Steady drinker, but not a heavy drinker. No symptoms at all. Got a check up in 2012, found lump on liver, CT scan. Colonoscopy was part of it. Still no syjptoms whatsoever. Wouldn’t have known.*

*They told me the tumor was small. “You can get a transplant.” Put me on the list. But then, not long afte,r the tumor marker was growing. “The tumor marker is high, so you can’t get a transplant. Won’t do you any good.” Was at University of Chicago. End of 2012.*

*Had an issue with my insurance at U of Chicago. wasn’t part of network. So switched to Northwester University Hospital. Tumor marker made it so no way of getting a transplant. They said Hospice.*

*Realized this wasn’t right. Need to do research. We weren’t ready to do what the hospital is saying to do. Through Debbie’s research through books, found Keith. Read 6 or 7 books.*

*The Block center was the only place that even acted like a chance that they would consider helping us.*

*My kidneys were also failing (later). Went to the hospital, St. Joseph’s Hospital (closer to home, 2014). They wouldn’t let me out of the hospital for anything. Not even for niece’s wedding. They said hospice or dialysis in order to leave.*

*2 weeks to 2 months to live.*

*After we had a talk with the hospice people, we decided we didn’t want to give up (and sign up for hospice). Also sent records to the ACS when looking for places to treat you. They looked up the records and said they couldn’t help me.*

*We didn’t believe it. We never gave up.*

*We were working with Block Center, but hospital wouldn’t let us leave (hospice or dialysis only). We wanted out, 2nd opinion. They had to let us leave for that reason. Go get your 2nd opinion, you have 2 weeks to 2 months to live.*

*Block said to thank them (for not screwing you up).*

*The reason I was diagnosed terminally is because of my kidneys were failing. I never had any kind of kidney problems. I felt that my kidneys weren’t totally failing just going from healthy to can’t live with them.*

*Released me from hospital (Northwestern), couldn’t hgelp, went to Block.*

**How were you diagnosed? What took you to the doctor? How was it suspected? Found?**

*Answer.*

**What was the impact of your diagnosis? What was your reaction? What went through your mind?**

*Answer.*

**What happened next? Were you referred to an oncologist? Or to Block?**

*Answer.*

**How did you find your way to The Block Center? What influenced your decision to got to Dr. Block?**

*Answer.*

**What were your first impressions of TBC and Dr. Block? What did you notice that was different, unusual, unique?**

*Introduced me to nutritionist, oncologist, nurses… a family of care. Did a huge blood panel to figure out what we need. Also suffering with Aside-ease”. Also a problem. Were giving me fluids and stuff for that. We were there a couple times per week. Put me on a program. Vitamins, supplements, minerals, everything that my body needed. Also chemo pills (not infusion). They tailored it down so that it was a dosage that Reggie could handle. Had to adjust it a few times to get a handle on the side effects and make it just right for me.*

*Really personalized my entire treatment for you. Diet was part of the treatment. No sugar, no sodium, did consume dairy.*

*Still in treatment at TBC, since August 2013.*

*in early 2014, Block to CK, to treat tumors.*

*Cirrhosis, aside-ease, kidney failure, liver cancer, never metastasized. Don’t know the Stage.*

*Went to CK, they took a look at me, and they found no tumors.*

*Went back to Block, by June 2014, we don’t find any cancer (said Block doctor, not Keith). Good news, no cancer found. Get back on the transplant program at Northwestern, but they couldn’t help us. Loyola said they could help us. Loyala Transplant Treatment*

*Had a catheter drain in the stomach for aside-ease. Had to remove catheter for the transplant (to be on the list). The aside-ease went away. Debbie was afraid, cuz couldn’t draing the aside-ease. Transitioned to once a week at hospital (with no catheter). Got treated for the Hep-C through Loyola, and the hep-c is now gone, which may be why the aside-ease is gone. No sign of cancer on the liver and no need for transplant.*

*Feel like Dr. Block saved my life… along with a lot of praying and help from God. Definitely, Dr. Block adjusted a few things that weren’t even addressed elsewhere.*

*Sleep at night with black-out conditions, cover up your LED alarm clock, get some sleep.*

*Did everything he suggested. Stuck to the program.*

*Still taking the oral chemo meds, 3 times per week.*

*I feel great. Feel really good.*

*No signs of anything. Cirrhosis, kidney failure, aside-ease, liver cancer. Kidney failure righted itself.*

*Weight is down to 228, was down to 150 when very sick. Healthy weight. Doctor (Jenny at the Block Center) wants me down to 220, so I’m close.*

*I see a nephrologist, about once a year. See a cardiologist, heart problems. 6 mos. ago was having chest pain, due to some medication I was taking for hypertension. Eventually a coronary artery and needed a stent. Since then, heart is fine, cardio is happy. Seeing my transplant doctor at Loyola. All our doctors are happy to see us.*

*Other doctors tell us how surprised they are.*

**Where are you in your cancer care today?**

*Answer.*

**Before we get into specific questions about him, what is your take on Dr. Block, his team, his approach and your experience at TBC?**

*He’s very personal. Very knowledgeable. He looks at you individually, as a person not just as a case. He’s called me many times and had conversations. Tell me what I should do. “Go to emergency room; you’ve got high potassium.” (Turned out to be false reading.)*

*DEBBIE: Block had loved ones who had cancer and didn’t have good outcomes. Even if you don’t win, you don’t have to suffer.*

**What did you know about “integrative treatment” before experiencing TBC?**

*Answer.*

**What did your “integrated” treatment consist of? What surprised you about your care at TBC?**

*Answer.*

**How was fitness incorporated into your treatment?**

*Still exercising, 3x/week. During treatment, was exercising at home. Tried to always do it.*

**Nutrition?**

*Answer.*

**Chronomodulation?**

*No chemo infusion. Albumin twice. Saline.*

**What did you know about cancer before? What do you know now?**

*Answer.*

**What is your prognosis? Outlook on life.**

*Answer.*

**How was biobehavioral care integrated into your treatment?**

*We didn’t need any. Spoke with them at the very beginning. Spoke to everyone when we first signed up. Never needed counseling. Never lost hope. Always positive people.*

*Jesus is a lot of our life. Been here at our house with us. We’re very spiritual. More now than before.*

**Do you have any questions for me?**

*Debbie: Noticed through my research, as a reghular person, I thought we would go to the hospital and everything would be fine. It wasn’t. I noticed in Dr. Block’s book that people think the hospital is best and then go to Block as a last resort. If I had cancer, I’d rather just start at TBC. More people know that this is the best option to go there at the beginning rather than the end. First option rather than last.*

NO PROBLEM WITH PICTURE AND NAME.

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