**Janet Gonzalez Interview**

The Block Center for Integrative Cancer Treatment

**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?**

*25 years working in a power plant. Unit operator. Run the boilers and turbines and hook up electricity.*

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

*2007. Ductal tunor. Stage 1. First time. I’m now on the fourth. At first, ductal tumor, surgery to remove it. They wanted to do radiation, but I didn’t want to do. Said they go it all, and the rad would be just in case. They gave me the odds about doing and not doing. Didn’t make a big difference. For 10% , didn’t want to it.*

*Next time was in 2012 (maybe). Infiltrating breast cancer, got into lymph nodes and bones. Stage IV. I went down to Mexico to a holistic clinic. They detox all your organs, etc. clean out intestinal tract, take down all the information. Tumor was too big for surgery. So went to mexico and they shrunk it down (stayed 2 months in the clinic) so I can get surgery. I did that for a year. (went down 3 or 4 times, last time stayed for 2 months). Came back, didn’t want to go to regular clinic. Girlfirled searche for and found TBC. Soon as I got back from MEx, I went straight there. Dr. B asked where I’d been. I had gone to U of Chicago, and Dr. Shiblani said she’d be aggressive, chemo, rad, surgery, fat transfer. I asked how she said “detox my liver”? Didn’t know anything about it. Then went to mex, then came back.*

*He knew how to detox the liver. I stayed with him.*

*When I was struggling, husband divorced me. Some said he was killing me, wouldn’t let me rest, I already worked full time. Still raising kids (have 5), 3 were still with me. I had a lot of things to do besides dealing with him.*

*TBC, I liked that everything was there. Was struggling with scar tissue, wasn’t dating, didn’t want anybody to touch me. I went to TBC, the psychologist on staff helped me through it. If you have lymphedema, arm is swollen up, I was doing physical labor. Arm was getting real big. They had a lymphedema massage therapist. Get my arm massaged. Just had my hand massaged last week.*

*They keep on top. The second I got neuropathy, they did laser on my hand. Did it again with my two toes Use laser to open up channels to nerves. Did reflexology, laser on my toes. Toes came right back, fingers took more times. The chemo takes the coating of the nerves. Fast-growing cells.*

*Started with TBC in 2012.*

*TBC told me that most patients work through the whole thing. Only time I took time off was for the mastectomy. At same time I had that time, the plastic surgery said he could transplant lymph nodes to help with lymphedema. So I went with the surgery (sick of my big fat arm). Put the nodes back and my arm hasn’t swollen up again. Total success. Said it might not work, but let’s try anyway. Dr. Golannis.*

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

*My friend kinew I wanted to do natural cures. No rad or chemo. But cancer was getting ahead of me. One of us has to go. Ought to try. Just going to embrace the process, whatever it is. Won’t fight, will go with the flow, gonna believe it will work, 3lse it won’t work. I chose to believe the program will work from me.*

*I’m so healthy. Not even aging. I’ll be 55, no wrinkles. Increeible how healthy they get you. I don’t sick at all.*

*Only felt low when doing that Texa that kills your blood.*

*Took time off for the 2nd round of chemo. Took a week off each time. Used FMLA. Took a week off and recuperated.*

*Still in chemo. once every 2 weeks. But it isn’t the stuff that makes you really sick.*

*I had 1 type of cancer that mutated. BC that estrogen-fed, then turned to progesterone-fed. But in the process, they had developed drugs that exactly target those.*

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

*When at the regular oncologist, I told her I wanted a Christian oncologist. I want someone to look at me and I’m not going to die.*

*When I met with Dr. Lenno, I always have on a cross, she said she’s a christia, too. I think I’m supposed to be here, cuz a Christian oncologist was my only demand.*

*When I talked to Block, he said he COULD detox my liver. Win! I wasn’t too demanding. Wanted good scien ce and faith.*

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

*We keep seeing one little spot on my hip. Barely shows up. But treating it because of my history. Will stay in treatment until I have some clean scans.*

*I feel bad for some people. You’re going to get six rounds. then done and clear and not look back.*

*I had been cancer-free for a couple years.*

*I love it over there. I just feel like, if your’e going to do something, embrace the process. For me, that embracing has been becoming friends with the people who work there. Get close to other patients. Most of the time they don’t make it, it’s because they don’t follow the program. Like drinking grass (which translates into grass). You kill blood, drink grass, the blood comes back. They stop it because of taste. But you can drink grass and not have to have blood infusions.*

*The dient is extremely important. You HAVE to stop eating sugar. I had a tumor, feeling low, ate candy, felt the tumor getting hot. Sugar went straight to it.*

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

*I think that they all work well together. .They’re always laughing. The team itself is positive. No tiffs going on. They take really good care of my face. I had an allergic reaction, they know exactly what to do. The risk, you can have this kind of chemo (bad in this way), another kind that causes allergic raction. My head swell up, throat, too. Things were getting close, going black. They addressed it, and it came back fast. The lights were going out. Then they explains. They warn you, and you know that they’re going to save your life.*

*Ity’s not Blocks’ fault if you can’t calm yourself down.*

*I think some people go to Dr. to have someone to blame. I go, because I want to get well.*

*You have to take responsibility for yourself. Tought disease. Tough program. Some people take good responsibility. You can see those who are diligent and those who are not.*

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

*I heard on TV the word “integrative.” That’s the type of care I was searching.*

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

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

*I don’t go to the gym. I do a physical labor job. I’m not a fitness person. I’m muscular. Through the whole program, I was slimmed down from the chemo. I’m bad at the exercise portion. I have enough energy for work, then I’m done.*

*Wasn’t going to spend my energy at the gym. Penny would get on me. Today, I swept a football field worth fo floor, shovel dry oil, moving wheelbarrows. Was effectively exercise.*

**Nutrition?**

*They do a complete blood terrain, 16 vials of blood, looked at every vitamin level, from there they recommend the whole line of diff supplements to get back in balance. I was low on vitamin D. They prescribed mushrooms ciz they eat up cancer.*

*Probiotics, 3 kinds. They prescribe all that. I have a whole list. I do the same thing every day. I drink wolfberries with existential oils. Do a shot of that, drink a Spark, eat a banana and orange. Not variety, but it’s the stuff I need. With the juices and stuff, oils (on skin, under tongue)*

*Not matter what goes wrong with you, there’s someone there to help you with it. Nutritionist. You see the nutritionist, make the change.*

*My kids are healthy because they eat what I eat and have habituated. Slim, muscular, athletic, happy, think well.*

**Chronomodulation?**

*They didn’t do chemo at home.. Not sure.*

**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?**

*Answer.*

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

*Answer.*

*For me, I was already ont eh quest. Went down to mexico. Also went to Alaska to a wellspring ministry class where they deal with yoru emtions. Forgiveness and repentance. Unforginveness leaving the body. I was in that class 8 hours per day for 2 weeks. Got rid of of allergies, the biggest of which is to grass. Mosty of my problem were psychosomatic. Felt abandoned as a child, panicked, attached my fear to the grass, developed an allergy. Going to Alaska is what allowed me to be able to drink grass. I also gave myself a peach allergy at age 10… until I was 48. Just adrenalin rushing in, the histamines grew because of fear of pain and stitches. Deal with fear. Now I can eat peaches.*

*TBC: Wer’e having a conversation. When they give me my reports, very good reports, other docs love their reports. My conversations are almost word-for-word what we had talked about. Jen talks to me, doesn’t take notes, but it’s all there in the reports.*

*They listen to every thing.*

*It works. If you do the program, you’ll come out of it really healthy.*

*have a trememndously great quality of life even if you can’t cure it. Life doesn’t end with the diagnosis.*

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