

# What Truly is the True Cost of Cancer?

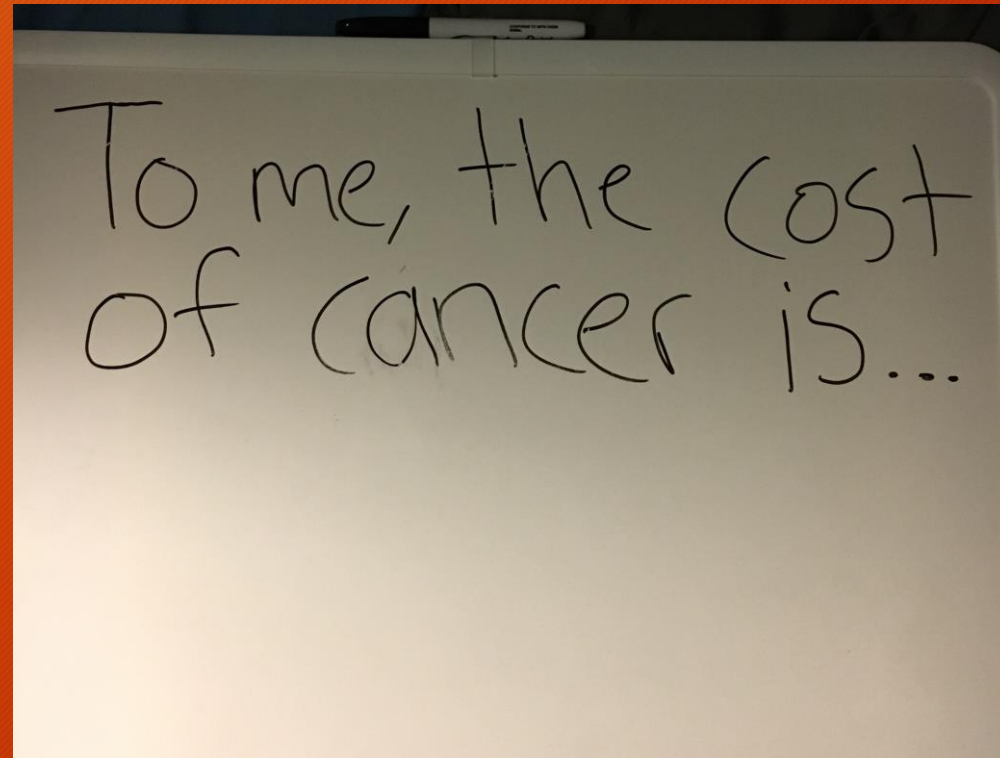
Dimensions of Cancer

Matt Wells

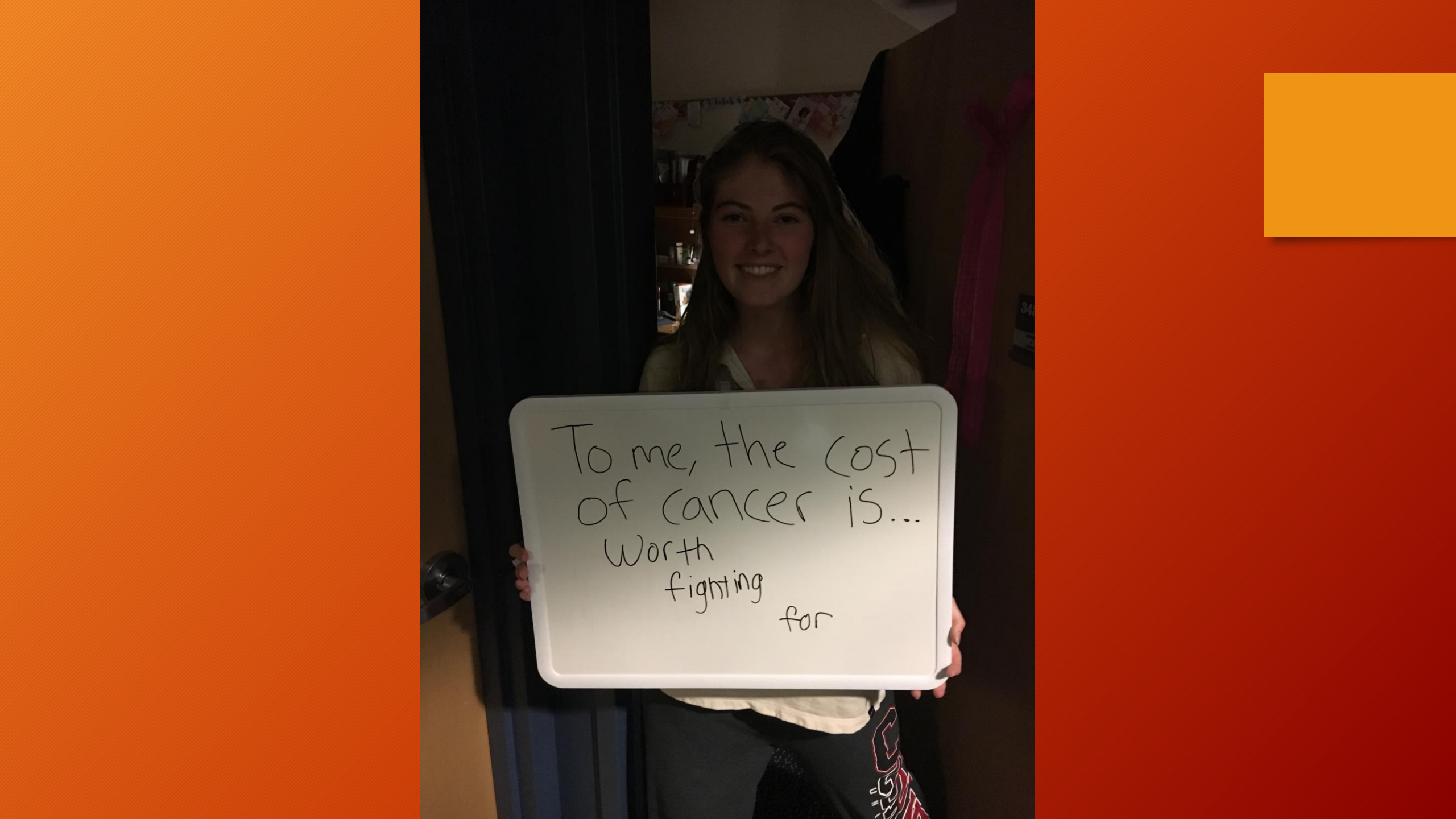
# The Only Way to Really Know is to Ask

-I approached people (both some strangers and friends) and asked them to write their response to this board:

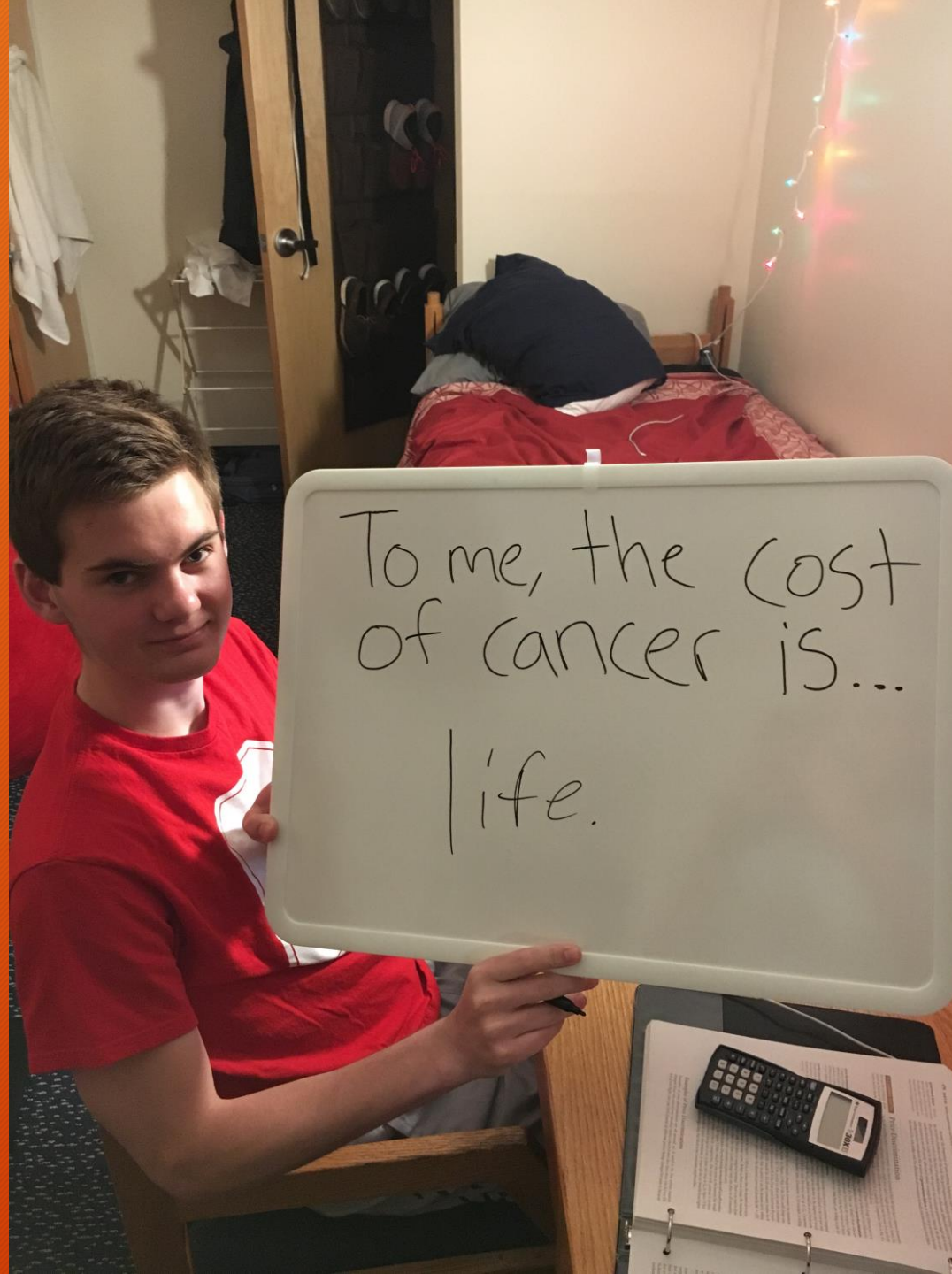
-Two people declined to answer, but everyone else wrote their reactions.



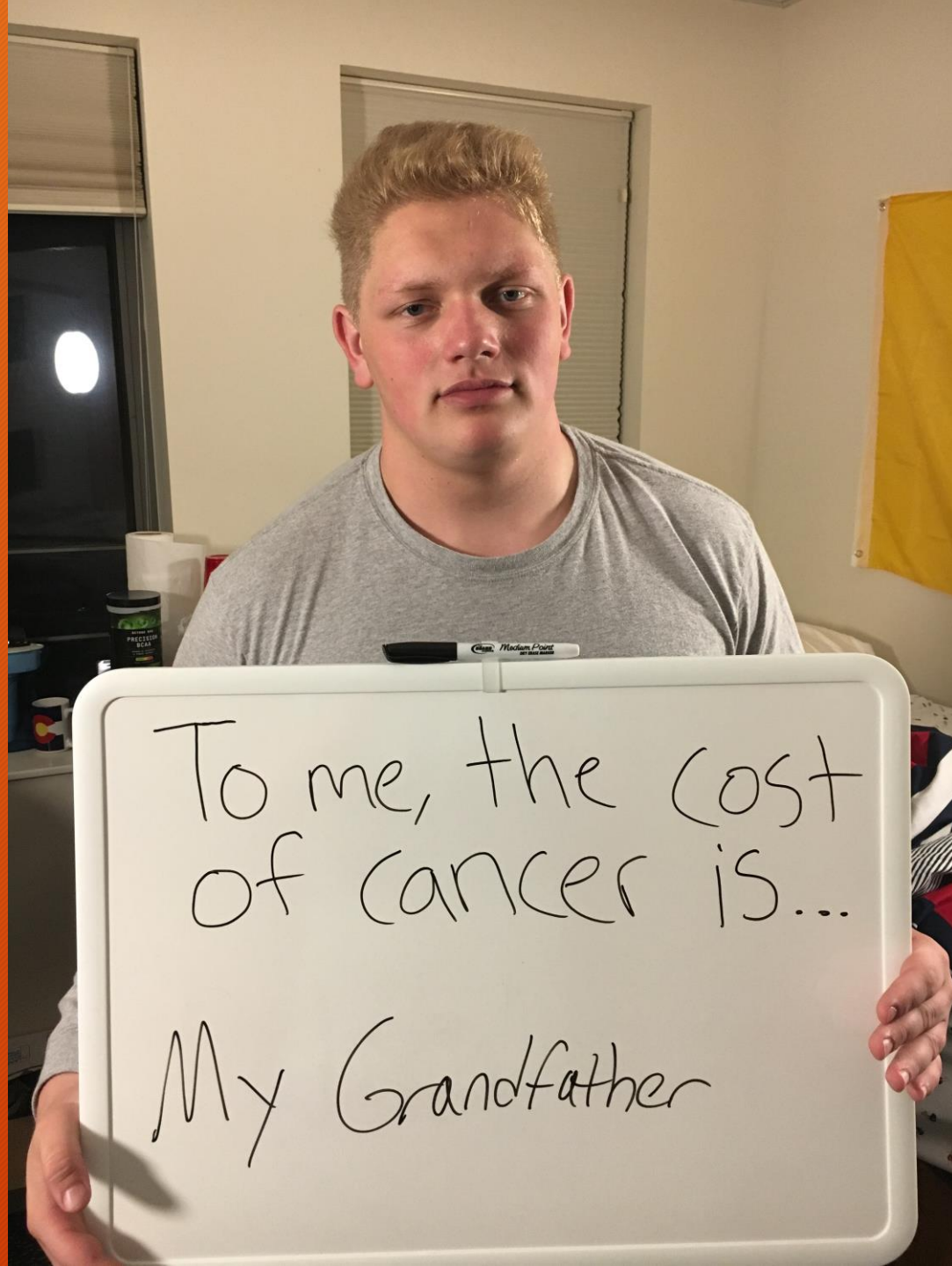


A young woman with long brown hair is smiling and holding a white sign. The sign has handwritten text in black ink. The background is dark, possibly a doorway or a room with a doorway. There are some items on a shelf in the background. The overall image has a warm, orange-toned background.

To me, the cost  
of cancer is...  
Worth  
fighting  
for

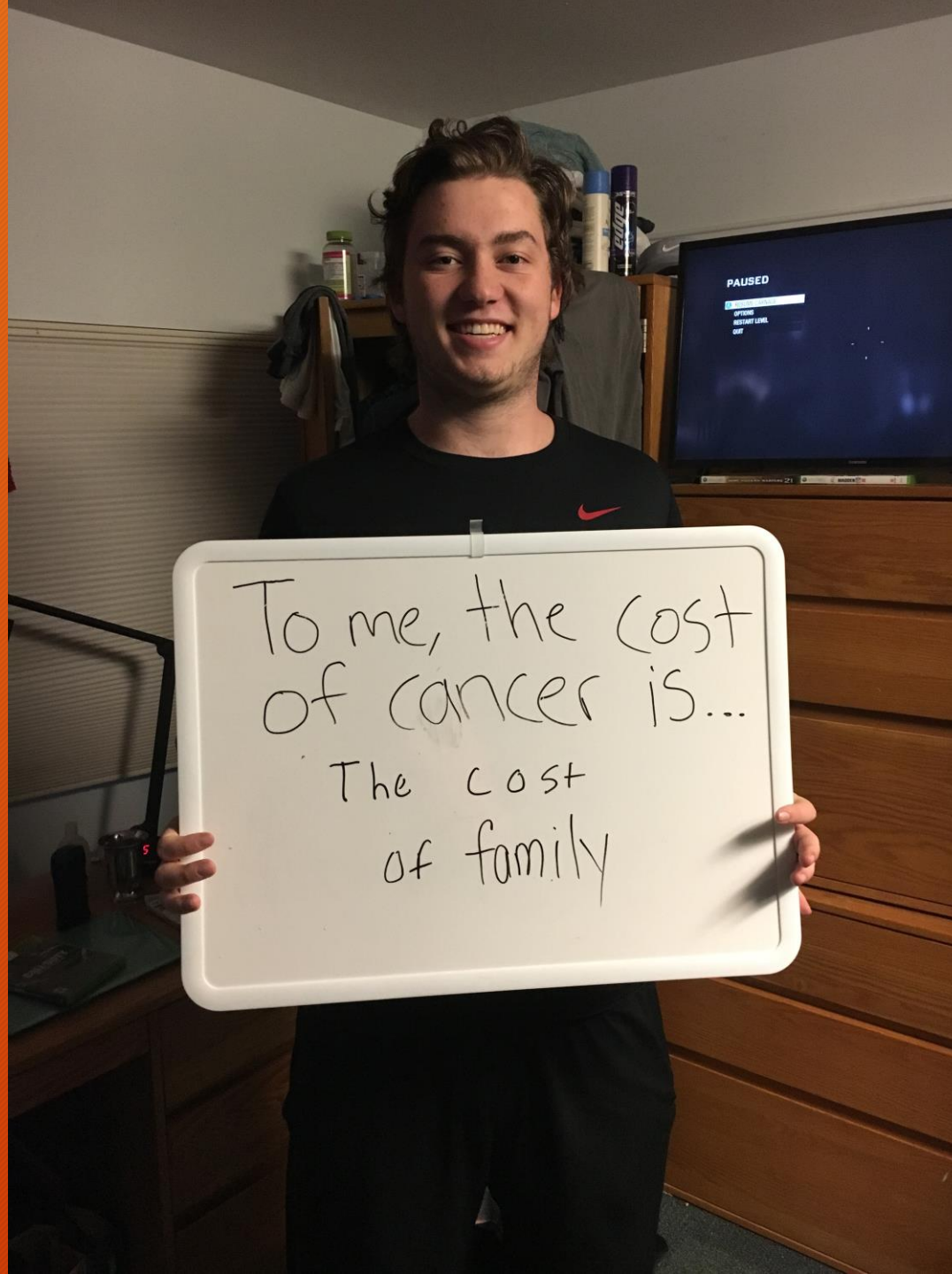


To me, the cost  
of cancer is...  
| life.



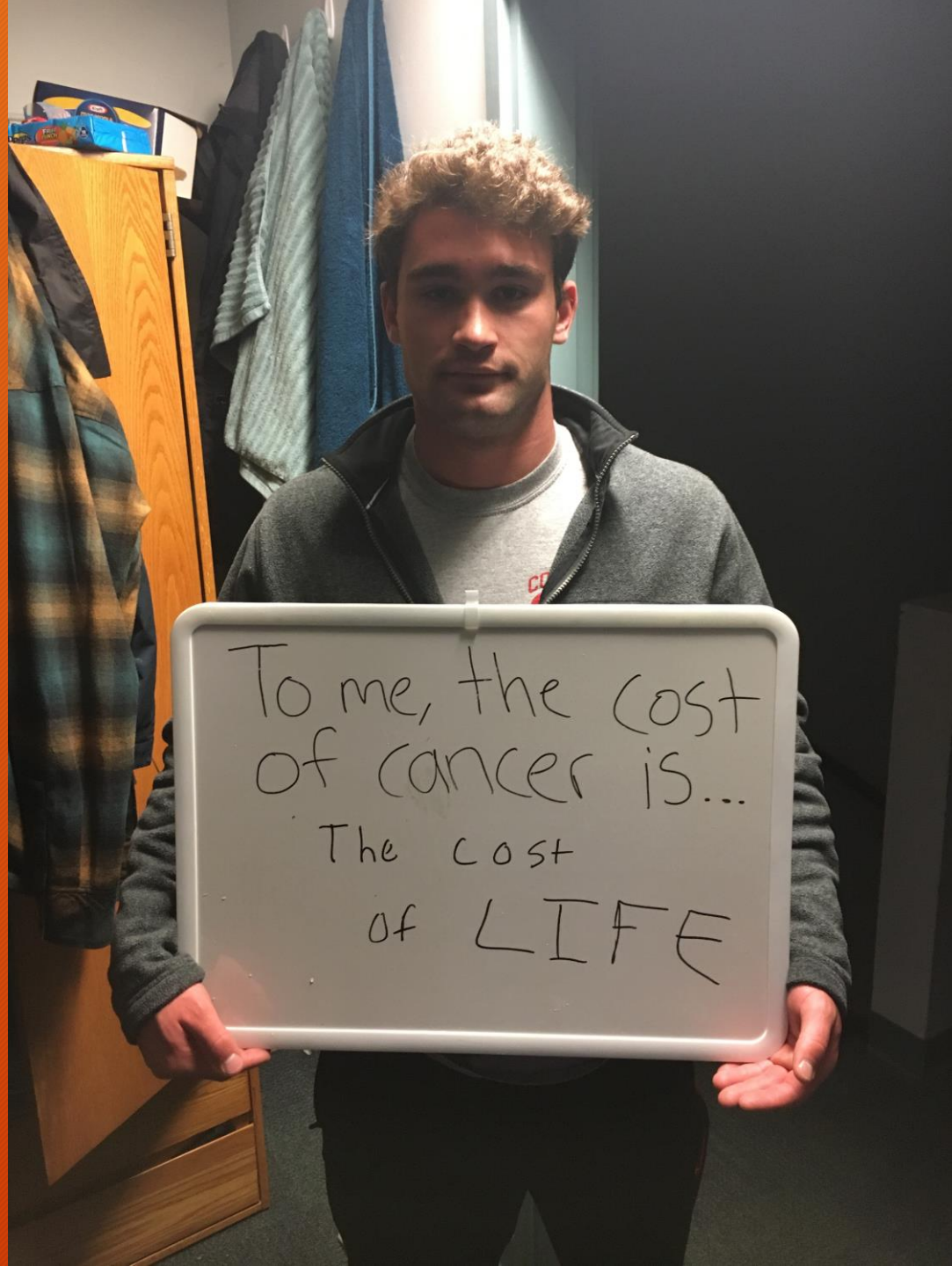
To me, the cost  
of cancer is...

My Grandfather



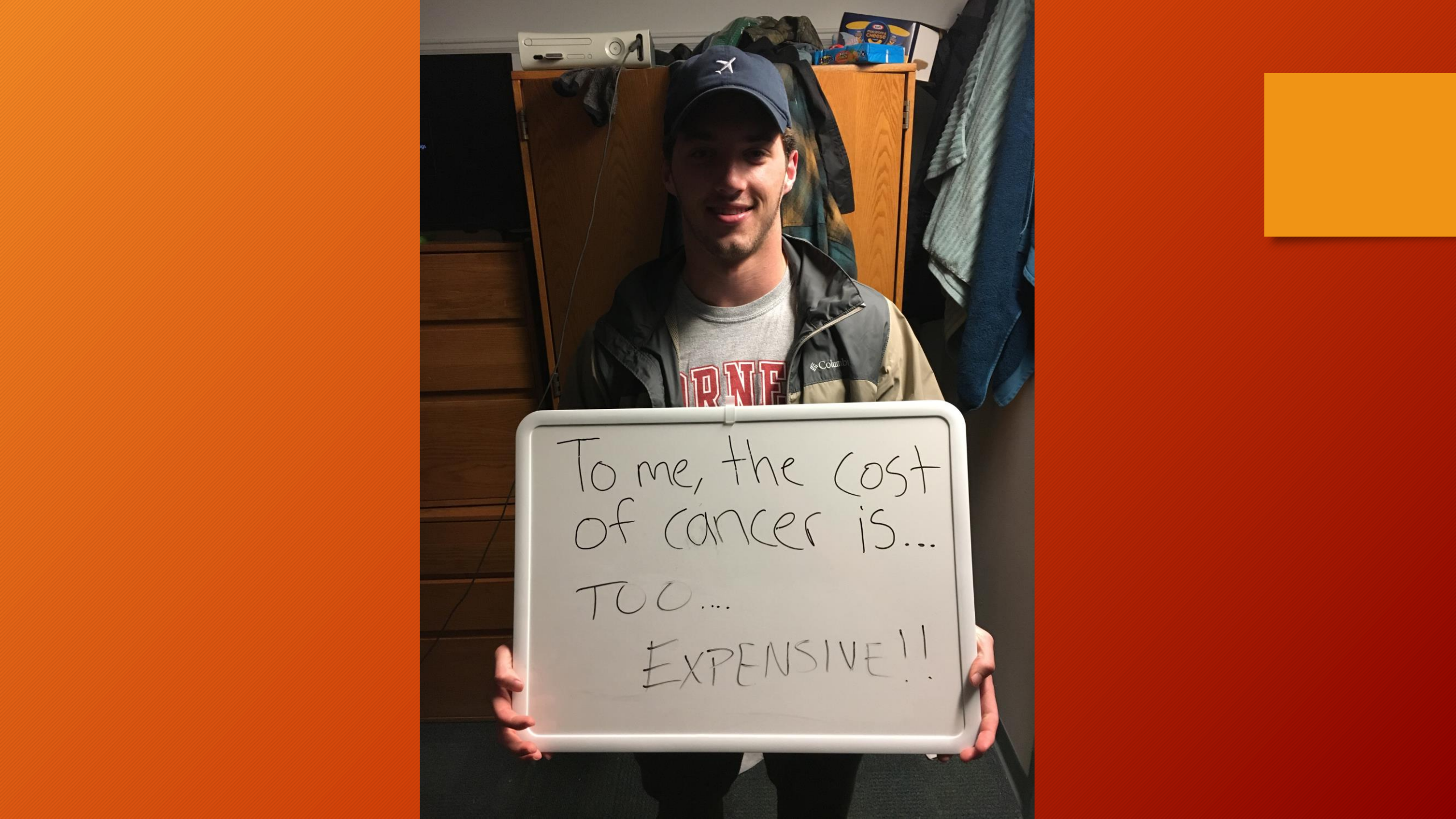
To me, the cost  
of cancer is...

The cost  
of family

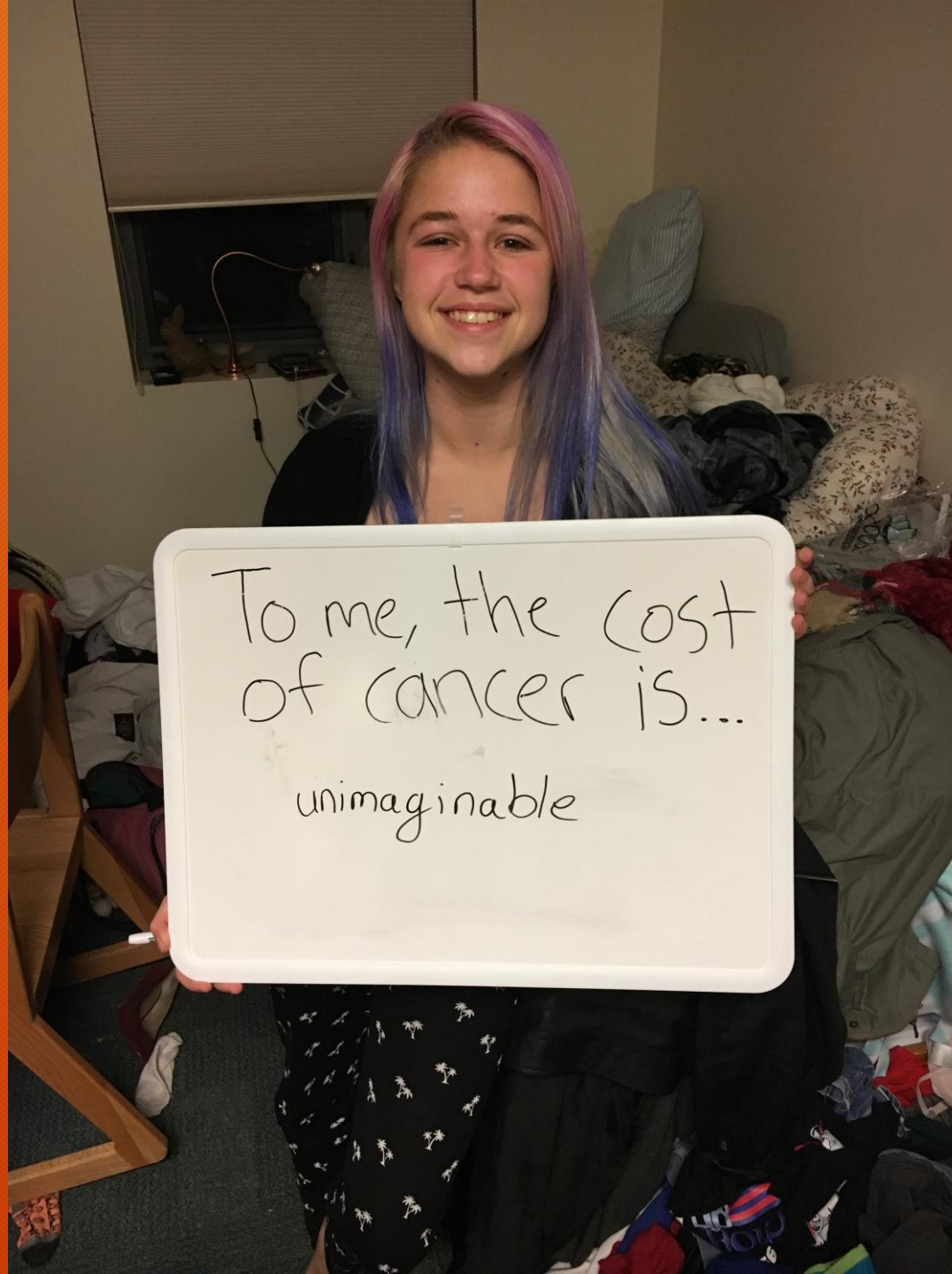


To me, the cost  
of cancer is...  
The cost  
of LIFE



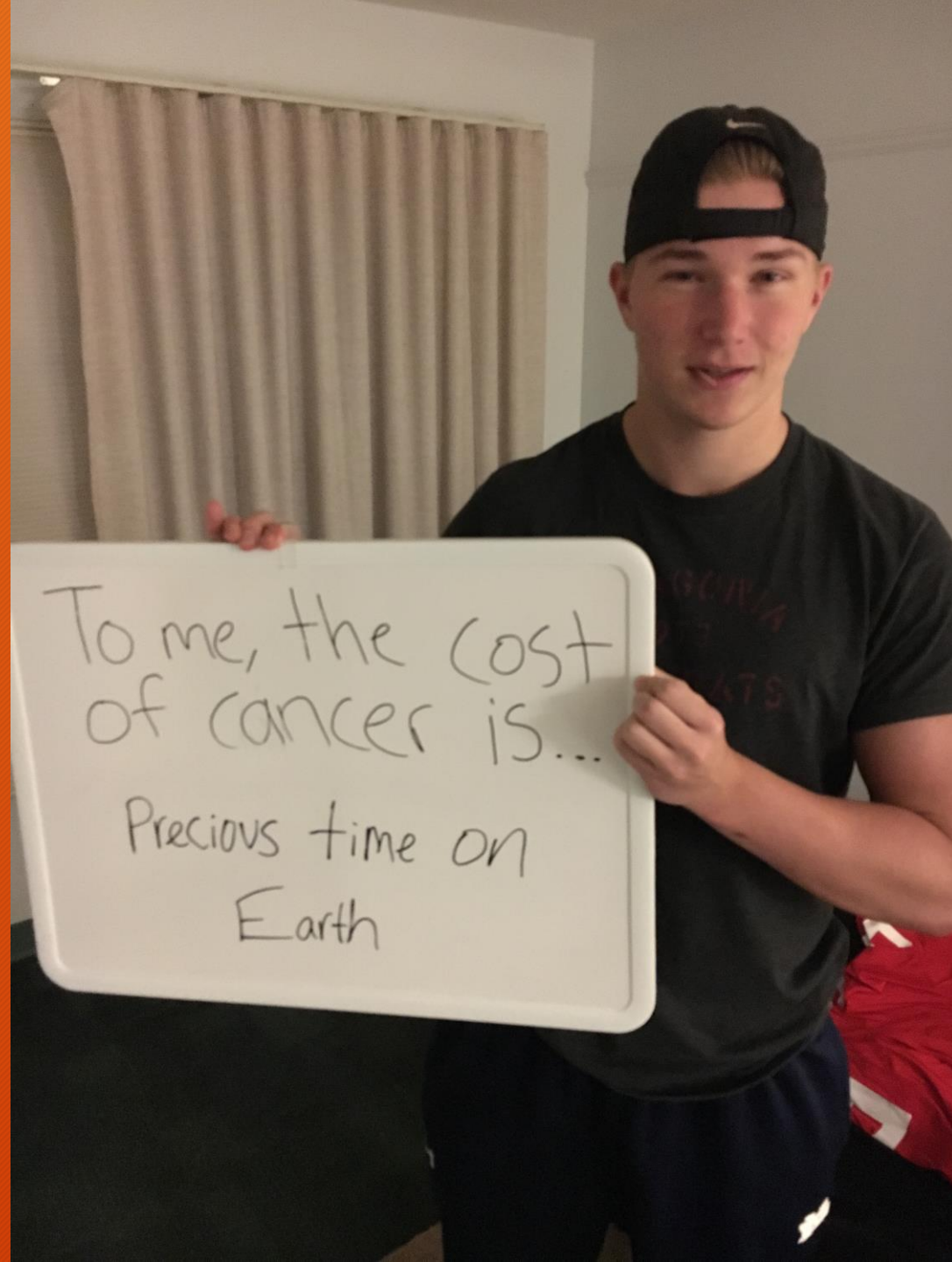
A young man with a slight smile is standing in what appears to be a dorm room. He is wearing a blue baseball cap with a white logo, a grey t-shirt with red lettering, and a dark jacket with a Columbia logo. He is holding a white rectangular board in front of his chest. The board has handwritten text in black marker. The background shows a wooden cabinet with a white electronic device on top, some clothes hanging on the wall, and a blue box on the cabinet. The image is framed by a solid orange background on the left and a gradient orange-to-red background on the right.

To me, the cost  
of cancer is...  
TOO...  
EXPENSIVE!!



To me, the cost  
of cancer is...  
unimaginable



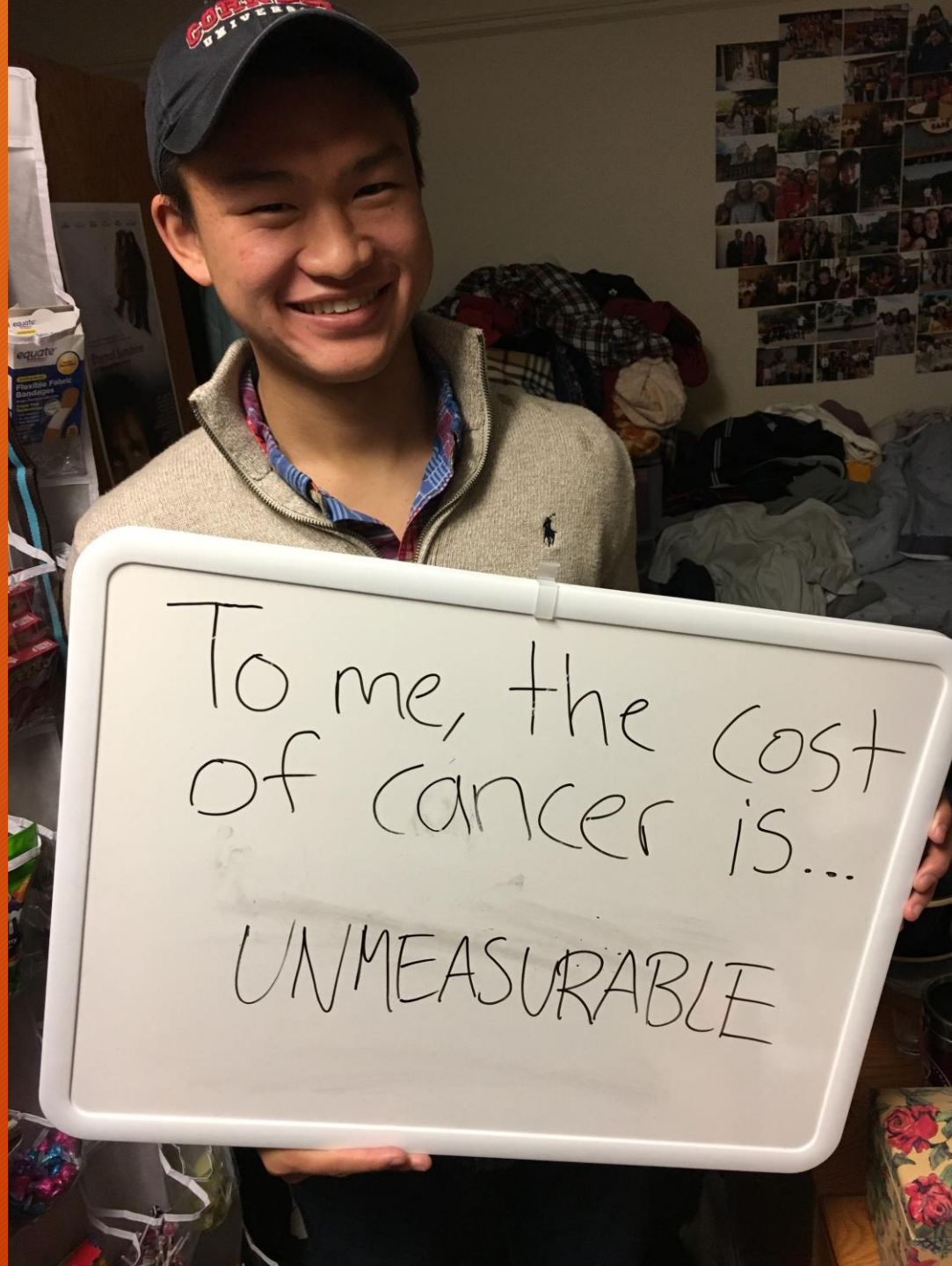


To me, the cost  
of cancer is...

Precious time on  
Earth

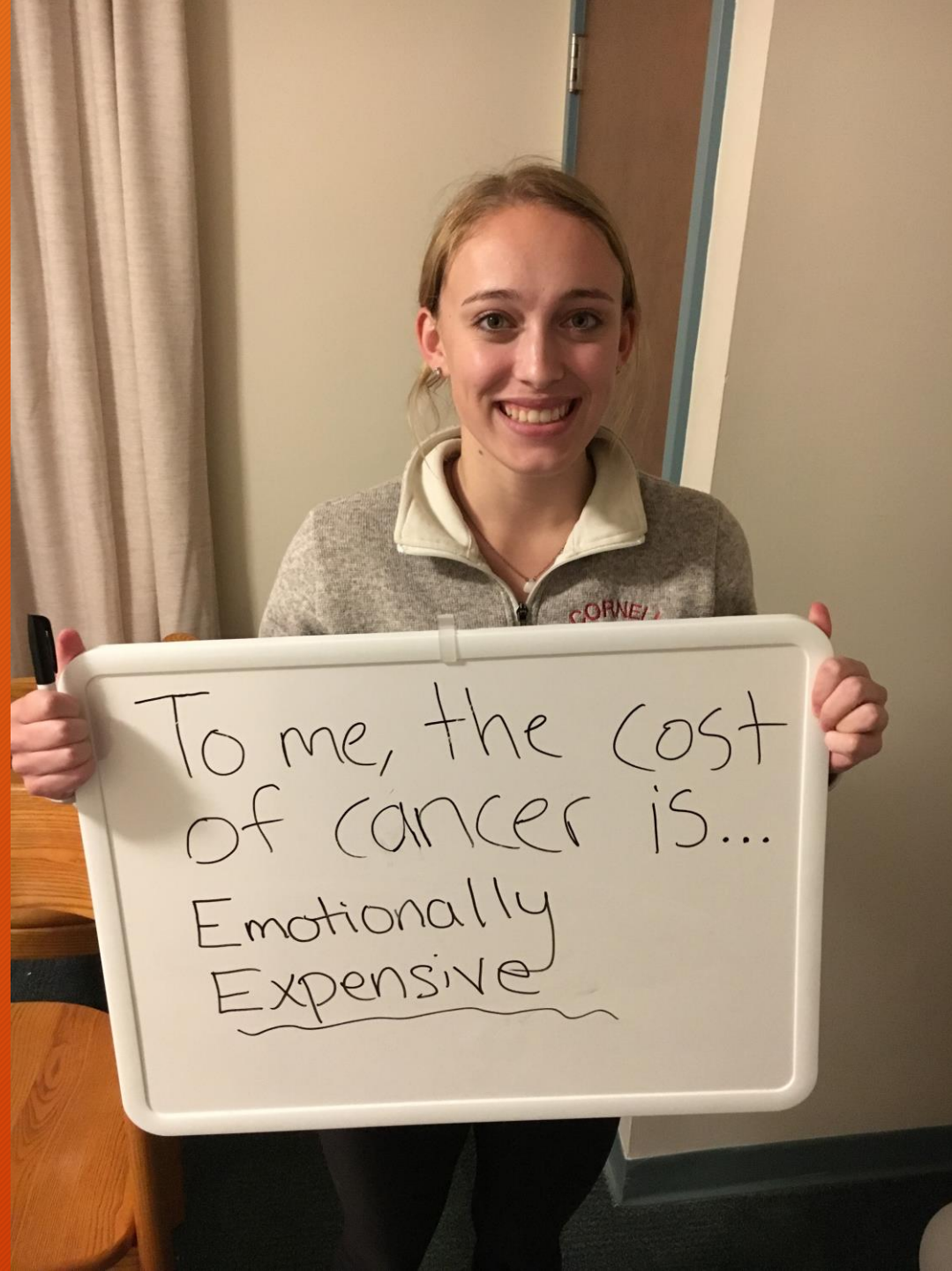


To me, the cost  
of cancer is...  
lost loved ones

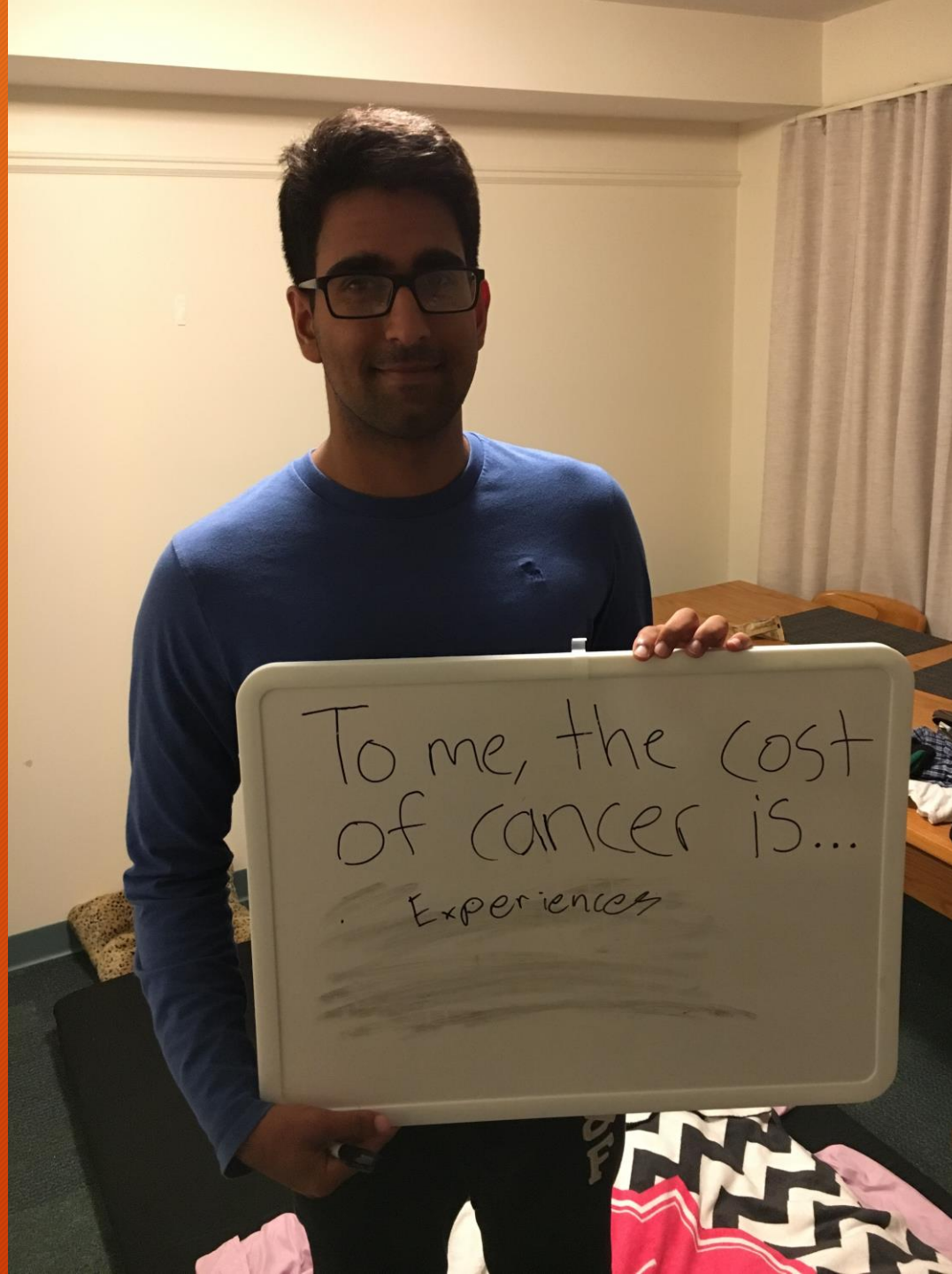


To me, the cost  
of cancer is...

UNMEASURABLE

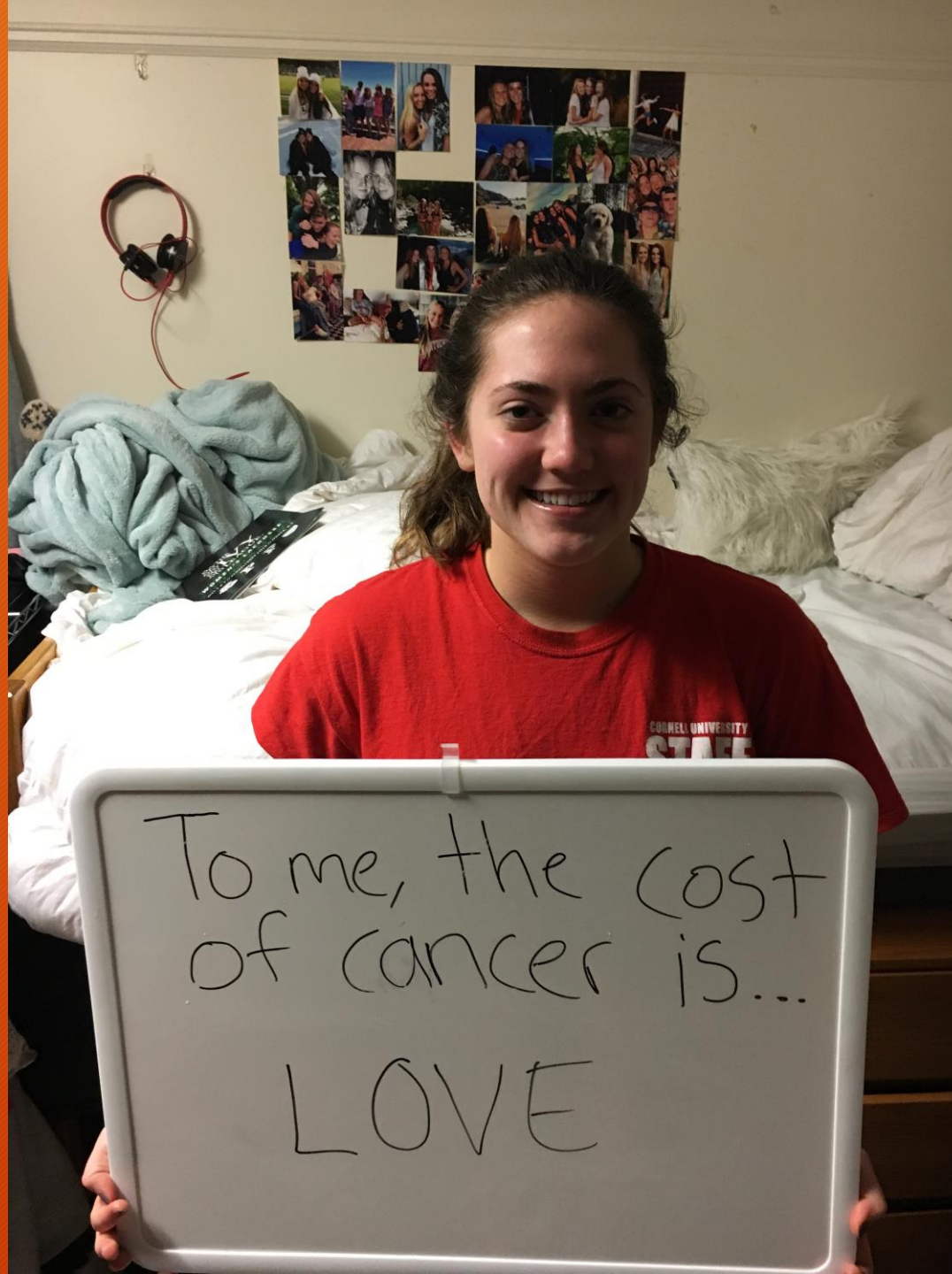


To me, the cost  
of cancer is...  
Emotionally  
Expensive



To me, the cost  
of cancer is...  
Experiences

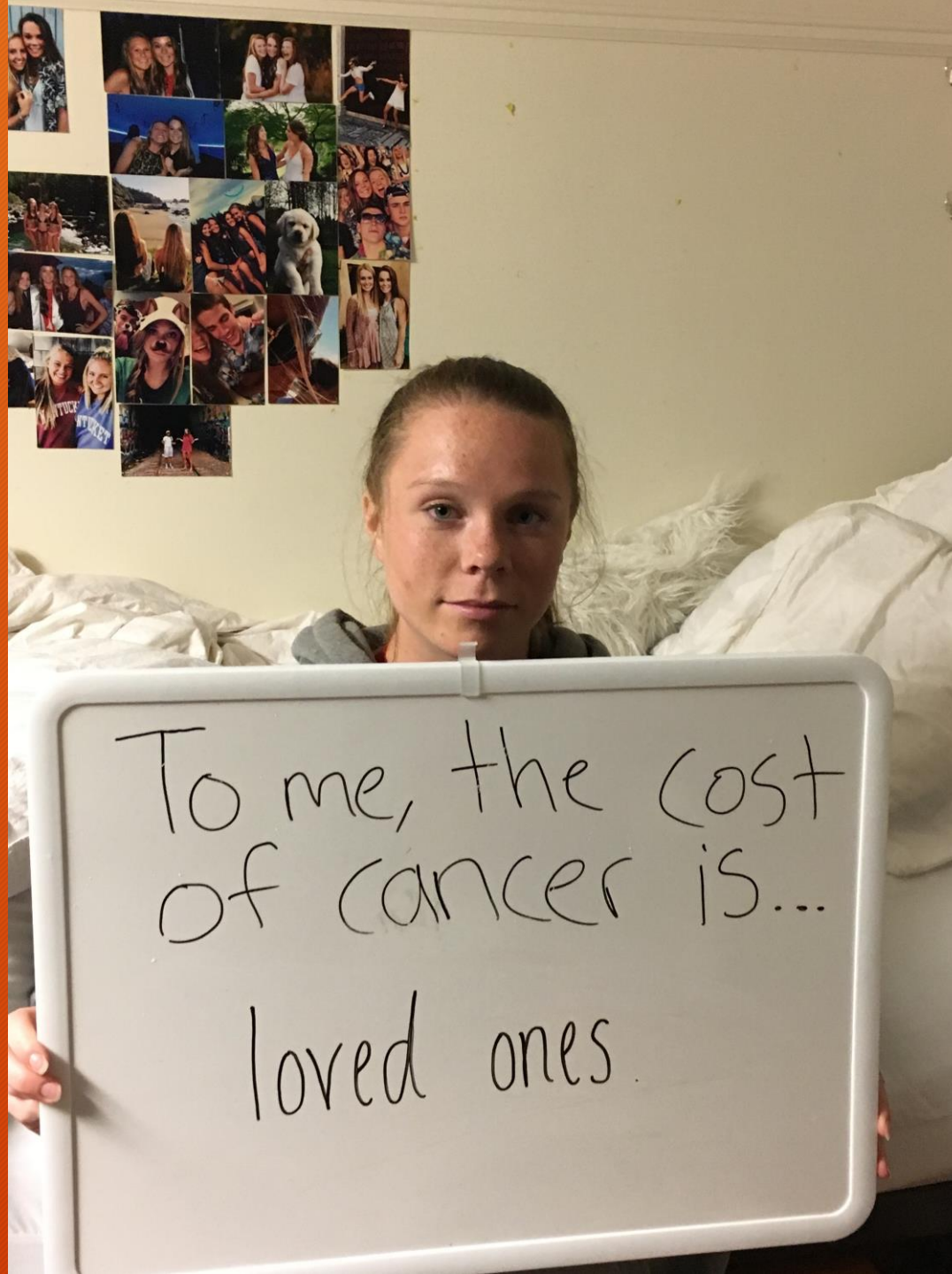




To me, the cost  
of cancer is...  
LOVE

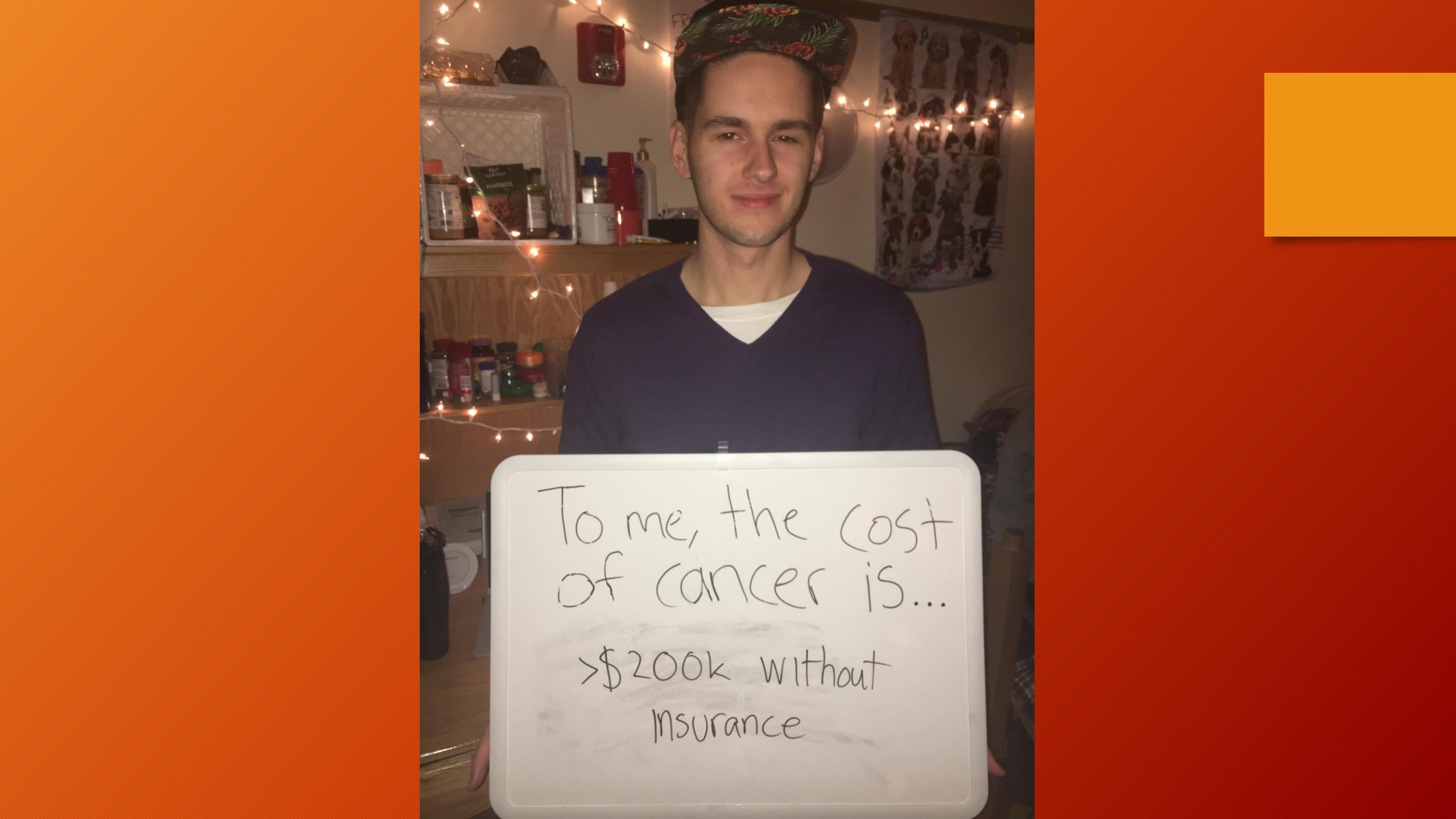






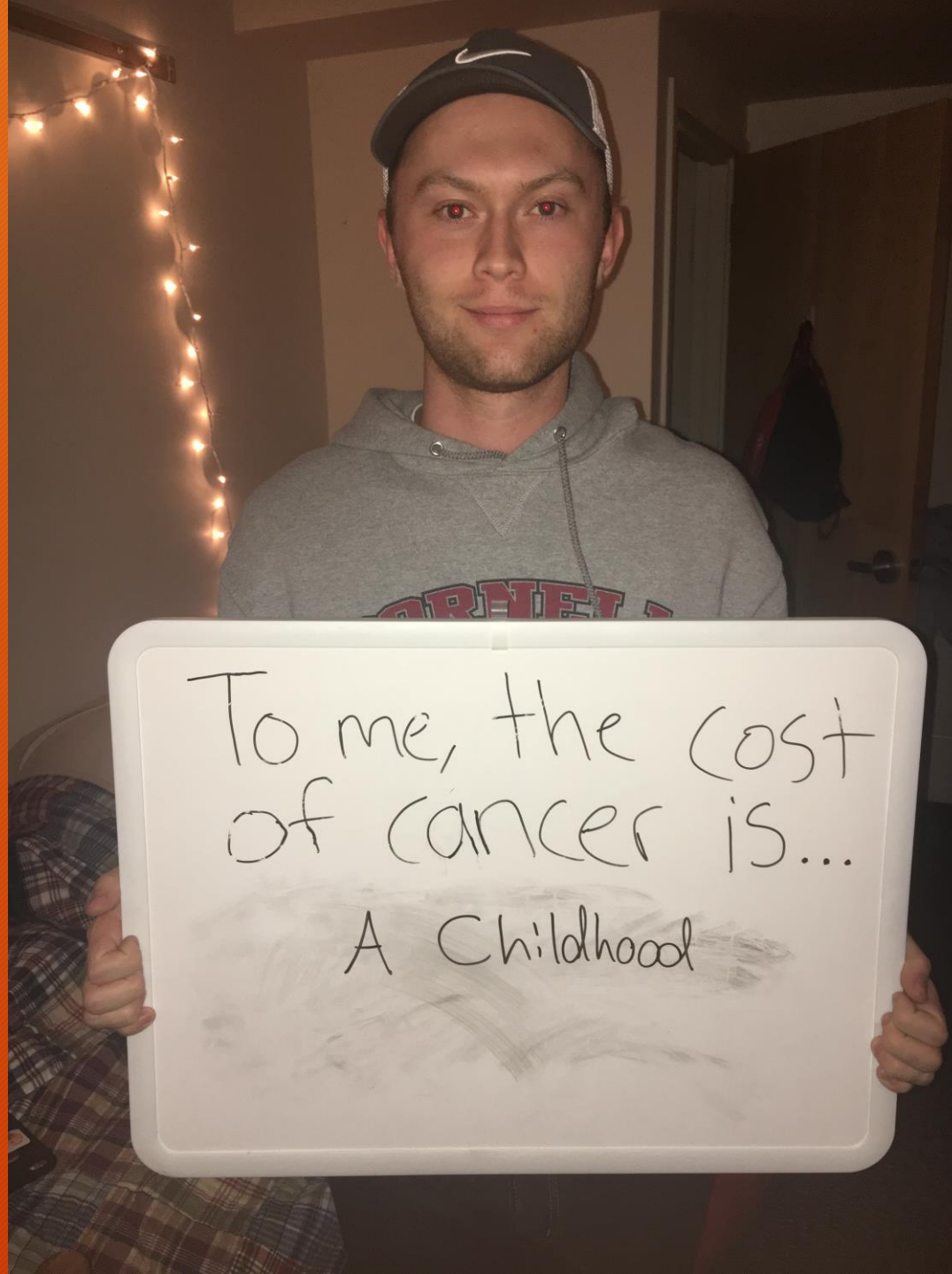
To me, the cost  
of cancer is...  
loved ones.



A young man with short dark hair, wearing a patterned cap and a dark blue sweater, stands in a room. He is holding a whiteboard in front of him. The room has shelves with various items, string lights, and a poster on the wall. The background is a mix of orange and red colors.

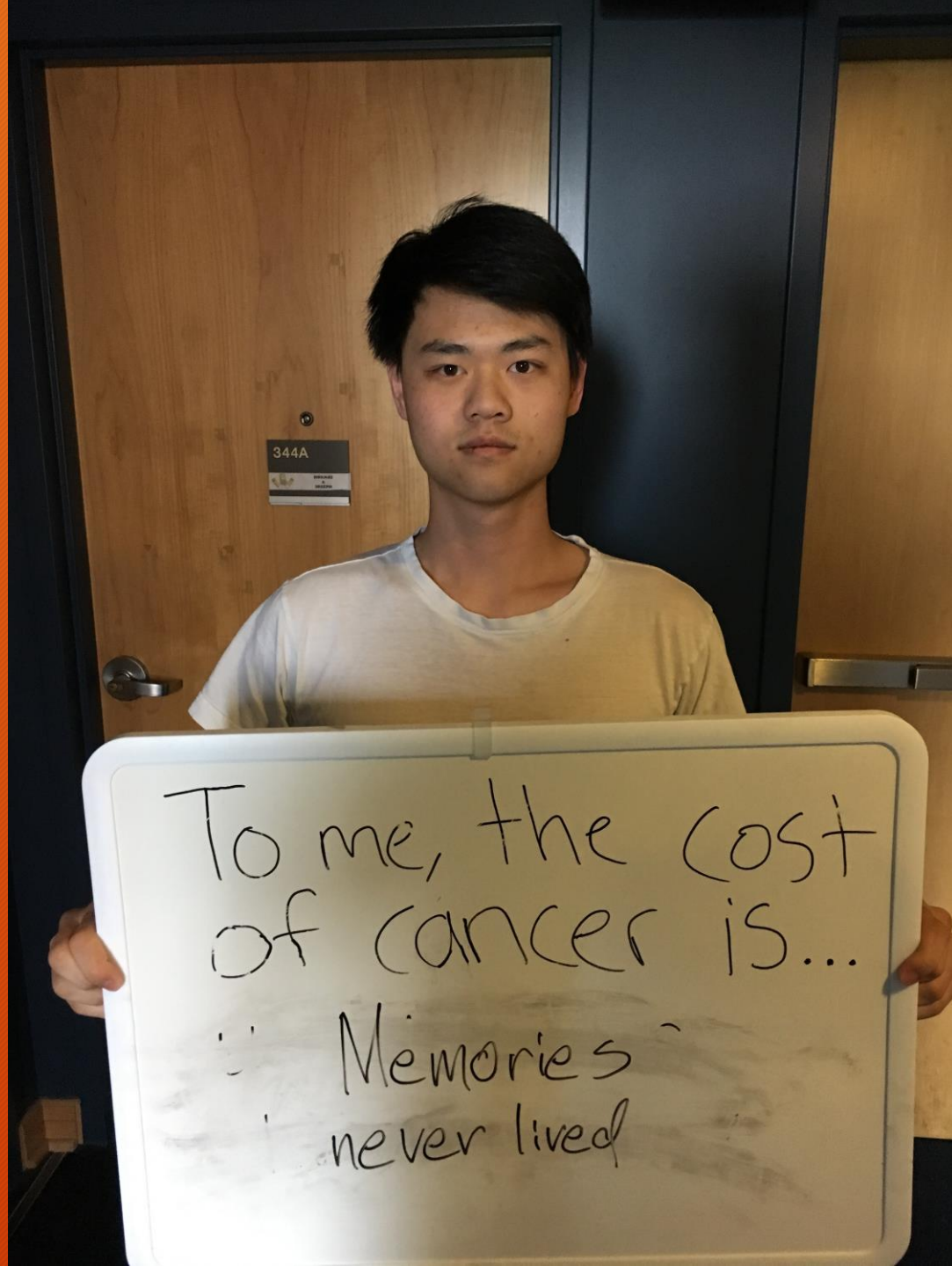
To me, the cost  
of cancer is...

>\$200k without  
insurance



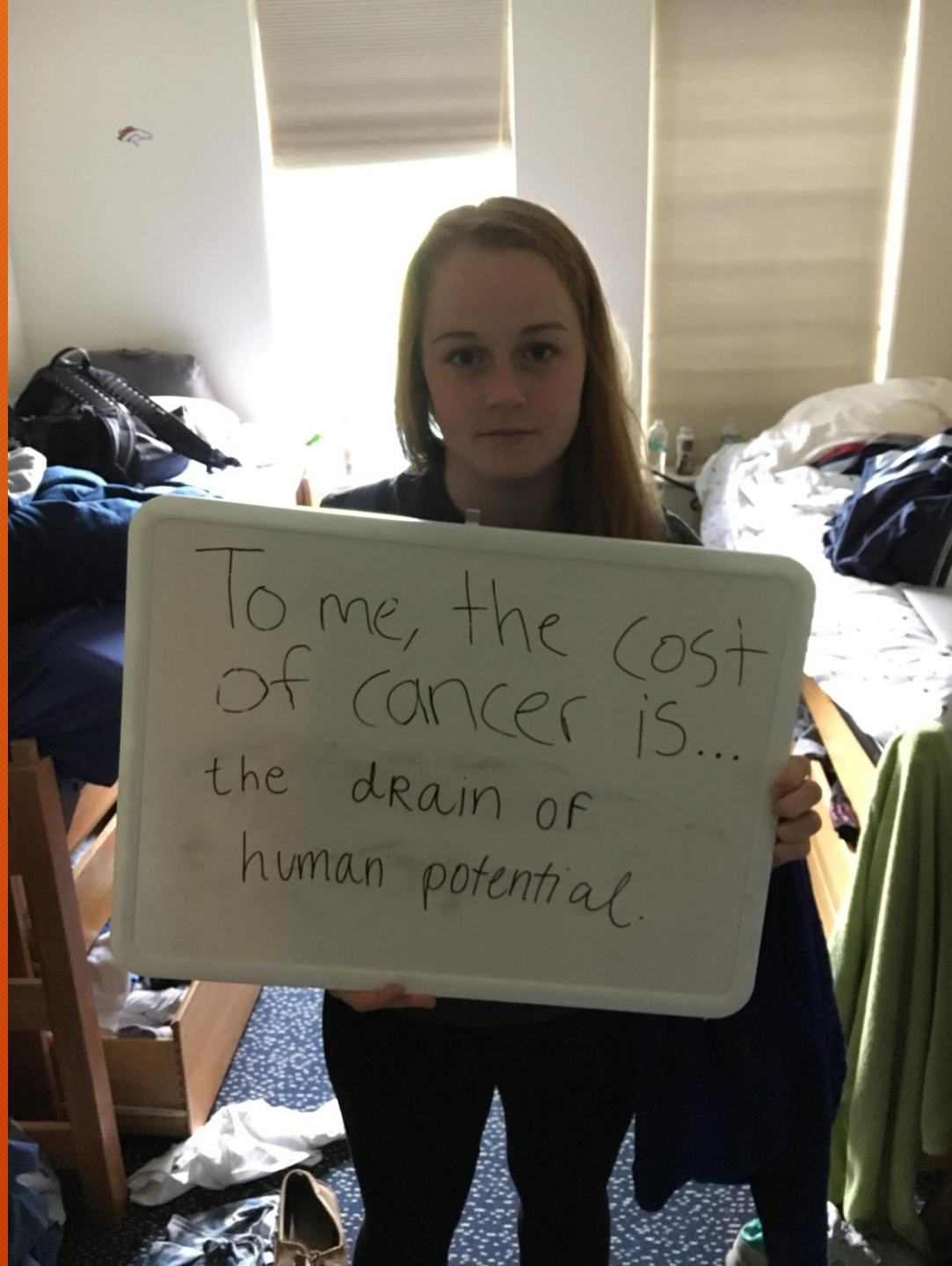
To me, the cost  
of cancer is...

A Childhood



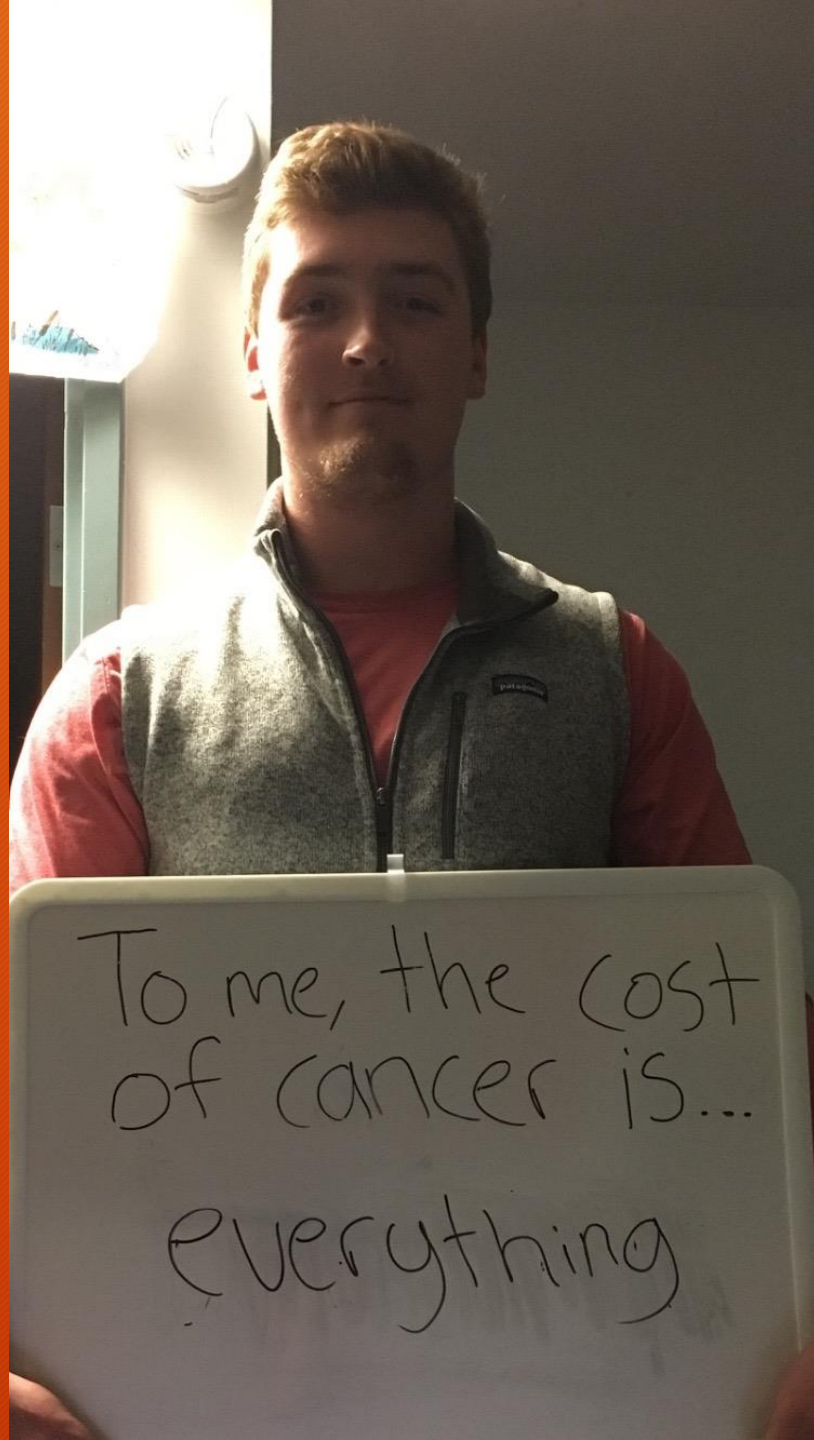
To me, the cost  
of cancer is...

∴ Memories  
never lived



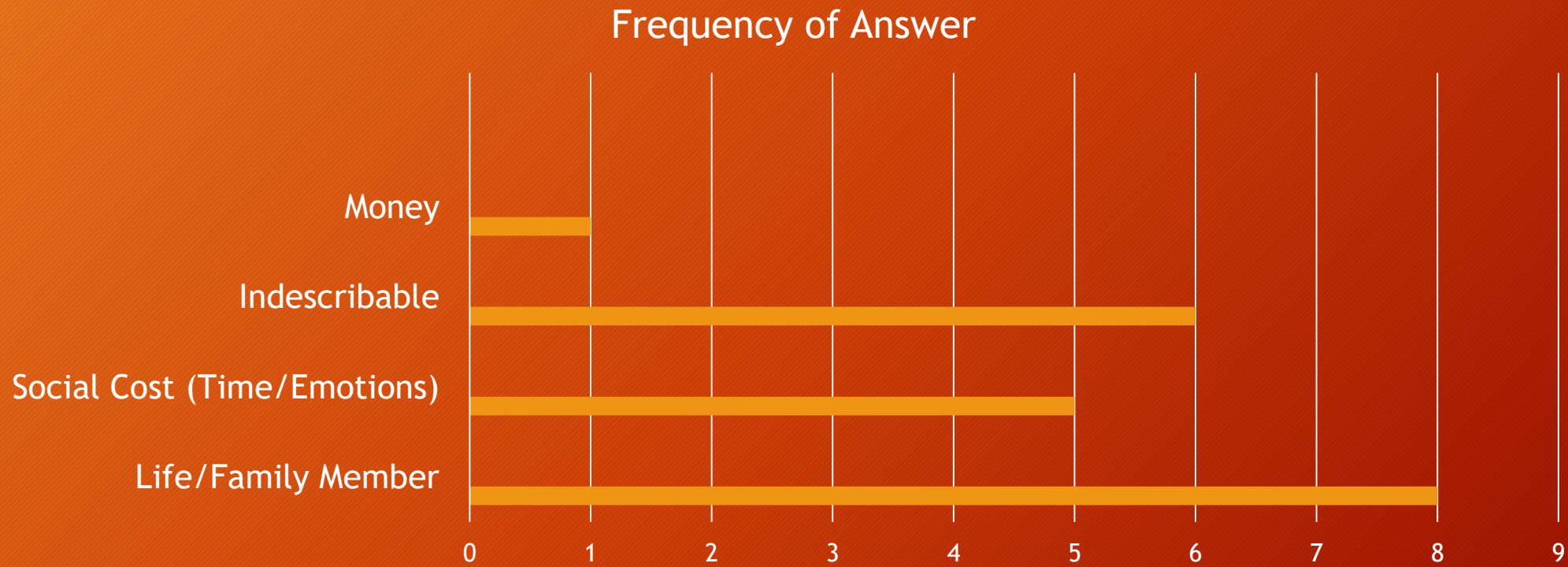
To me, the cost  
of cancer is...  
the drain of  
human potential.





To me, the cost  
of cancer is...  
everything

# So What was it?



# It's Not About the Money

- So only one person here gave an answer relating to money...
- It seems to show that in this sample at least people view the nonmonetary costs as bigger than the financial costs of cancer
- Does this mean people value relationships more than money?
- We need to figure out which costs people care about the most, and those are the ones we need to start reducing.