



Rose Gerber

Director of Communications and Patient Advocacy

Rose Gerber is a nationally recognized cancer advocate and cancer survivor. Her experience includes appearing on national television (MSNBC) to speak about cancer care, meeting with legislators in Washington, DC on cancer policy issues, and developing cancer programs. Rose was brought to the COA team to develop its patient advocacy program. One of her first accomplishments was to add an advocacy track to the annual conference, making the meeting one of the few that brings together physicians, administrators and advocates. She serves as an invited member on national patient advocate panels, steering committees, and cancer coalitions. Rose has also served as a consumer reviewer on the Congressionally Directed Medical Research Programs - Department of Defense Breast Cancer research panels.



Rose is a graduate of the National Breast Cancer Coalition's esteemed Project Lead programs: Science Institute, Clinical Trials, and Quality Care. Rose has been the featured cancer survivor for various cancer organizations media campaigns and the advocacy keynote speaker at conferences including the National Women's Survivors Convention.

Rose served for five years as a grant reviewer, speaker, and educator for Susan G. Komen and additionally, she co-founded and managed a breast cancer-mentoring program for a community oncology practice in Connecticut. Working alongside community health workers and nurses, Rose also gained an understanding of disparities in health care. Rose taught breast health education to diverse populations including Muslims, Haitians, Asians, Hispanics, African Americans, and young mothers.

A young mother with small children when she was diagnosed with breast cancer, Rose applies her personal experience as a cancer survivor, in combination with her educational degrees in advertising/public relations and psychology, towards her advocacy work. Prior to her advocacy work, Rose worked for NBC-TV in Los Angeles.

Media Appearances:

MSNBC – All In with Chris Hayes
FOX-TV
Value Based Cancer Care
OMNI Health Women's Health Magazine
IHeart Radio

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