



Worldwide Access To High-Quality Cancer Care, Research, and Education For All™

#PersonalizedCancerCareForAll™

PRESS RELEASE

FOR IMMEDIATE RELEASE

CANCER EDUCATION AND RESEARCH INSTITUTE® CELEBRATES 13 YEARS PIONEERING PERSONALIZED CANCER CARE GLOBALLY

UN-Award Winning Cancer Organization Marks Anniversary with New Board of Directors and Continued Patient Success

CAMBRIDGE, MA – February 5, 2026 – Cancer Education and Research Institute® (CERI), a UN-award winning organization pioneering comprehensive, science-based, high-quality personalized cancer care globally, celebrated its 13th Anniversary on January 30, 2026, marking over a decade of transforming cancer outcomes for patients worldwide.

Founded in 2013, CERI has pioneered a model of personalized cancer care coordination that bridges the critical gap between cutting-edge research and clinical practice, serving patients across the globe regardless of their ability to pay.

Extraordinary Patient Outcomes

The organization's recent patient outcomes demonstrate the power of comprehensive coordination, science-backed daily monitoring and total care. A 70+ year old multiple myeloma patient with comorbidities, after one year in the program, achieved remarkable results: controlled Type 2 diabetes after years of struggle, stabilized 30-year hypertension, normalized kidney function, normalized anemia, and excellent cancer response.

"This patient isn't just surviving cancer, she's thriving, she feels (and looks) healthier than she's ever been" said Dr. Ayguen Sahin, MSc, PhD, CEO, Founder, and Cancer Lead of Cancer Education and Research Institute®, a cancer scientist with 25 years of research experience. **"This is what happens when you optimize the whole person with comprehensive, science-based, personalized cancer care. After 13 years, we've proven this model works."**

New Leadership for Global Expansion

To mark its 13th year, CERI announced the addition and reappointment of its Board of Directors, comprising five members from across the globe, including physicians, nurses, a healthcare manager, a governmental official, a current patient as a patient advocate and a survivor, and fellow UN award winners. The organization also welcomed two new physician team members to expand program capacity.

"Our new board brings the expertise, credibility, and global connections we need to scale our proven model," Dr. Sahin explained. **"After 13 years of pioneering this approach, we're ready to make comprehensive, science-based, personalized cancer care the global standard, not an out-of-pocket luxury."**

Decade-Long Global Campaign

CERI continues its decade-long #PersonalizedCancerCareForAll™ campaign, advocating for comprehensive cancer care to become accessible worldwide. The campaign emphasizes that personalized cancer care should be a right, not a privilege available only to those who can afford it.

New Ambassador Program Launched

In conjunction with its anniversary, CERI launched a new CERI Ambassador and Supporter shirt program, allowing supporters to wear their commitment to personalized cancer care while funding patient scholarships. The shirts are available at <https://canceredinstitute.org/shop-at-ceri>

Global Reach, Mission-Driven Impact

Over its 12-year history, CERI has served cancer patients across the United States, Turkey, Azerbaijan, Germany, India, Philippines, Sweden, Croatia, and Nigeria. The organization operates on a sliding scale fee structure, while service costs funded through grants, donations, and sponsorships, ensuring no patient is turned away due to inability to pay.

The organization's CERI Personalized Patient Program™ (CPPP) provides real-time research monitoring, intensive patient education on cancer biology, multi-specialist coordination, nutrition and lifestyle optimization, and proactive advocacy; services not covered by insurance but proven to transform patient outcomes.

Looking Ahead

As CERI enters its 13th year, priorities include establishing formal hospital partnerships in the U.S. and internationally, securing institutional funding to reduce dependence on small donor campaigns, and expanding capacity to serve 20-30 patients annually.

"Thirteen years ago, we started with a simple belief: cancer patients deserve high-quality, comprehensive, science-based, personalized care," Dr. Sahin said. **"Today, we're not just proving it works, we're building the infrastructure to make it the global standard."**

About Cancer Education and Research Institute® (CERI)

Founded in 2013, Cancer Education and Research Institute® (CERI) is a UN-award winning nonprofit organization dedicated to making comprehensive, science-based, personalized cancer care the global standard. Led by cancer scientist Ayguen Sahin, MSc, PhD, the organization has pioneered personalized cancer care for 12 years, serving patients worldwide regardless of ability to pay through its CERI Personalized Patient Program™ (CPPP).

For more information about CERI, visit <https://canceredinstitute.org>

To support the #PersonalizedCancerCareForAll™ campaign, visit <https://canceredinstitute.org/donate>

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