

Roxanne Martinez

ROXSTAR MARKETING

Monday, Nov. 1, 2010, was not a day marketing professional Roxanne Martinez will forget. That day she was diagnosed with triple negative breast cancer, a difficult-to-treat form of the disease.

Just a week earlier, the 30-year-old Martinez had learned she was pregnant. Her health care team recommended an aggressive – and immediate – treatment plan including a mastectomy and chemotherapy. Delaying treatment until after the pregnancy was not an option. Martinez was fighting not for just one life, but for two.

Shortly after her treatment began, she was laid off, losing her health insurance just when she needed it most. Working with the Komen Greater Fort Worth Affiliate office, she found assistance with insurance issues and got further help from the Cancer Care Services and Career Assistance Fund of North Texas. She also began to reach out to friends through social media to build a support group from around the country, dubbed Team Roxy, during her treatment.

Martinez didn't sit still during treatment. She began volunteering with the Susan G. Komen Foundation. Three days after her

seventh round of chemotherapy and while seven months pregnant, she completed the 5K Race for the Cure.

She went into early labor on April 20, 2011, delivering a healthy baby girl, Serenity Milagros. In case you don't speak Spanish, the middle name means, aptly, miracle.

The miracles didn't stop there, though. A month after giving birth, she was found to be cancer-free.

But Martinez didn't stop there either. She founded Simply the Breast Support Network, a local breast cancer survivor support group, and transformed her own personal network of supporters, Team Roxy, into a community organization dedicated to helping women tackle breast cancer.

Now, as president of Roxstar Marketing, Martinez consults with small businesses and nonprofit organizations in online and social media marketing. She was recently named Best of 2015 for Social Media Marketing Consultants in Fort Worth by Thumbtack.

Martinez continues to be an advocate for those diagnosed with breast cancer, sharing her story recently in *Chicken Soup for the Soul: Hope and Healing for*

Your Breast Cancer Journey as well as in *The New York Times* and several other national publications.

– Robert Francis

What drew you into the health care field?

A devastating diagnosis of breast cancer (while pregnant) thrust me into the health care field. Having to become my own health advocate drove me to want to help others who may face the same challenges that I did. While it was never my intention to serve in the health care field, it has become my purpose.

What inspires you during tough times in your profession?

Doing God's work inspires me at all times. Knowing that the work I do will positively impact someone's life motivates me during difficult times. My inspiration is further enriched every time I meet a new patient and/or survivor.

What's your best advice for people wanting to enter the health care profession?

Working in health care can be demanding. Always remember why you entered your profession and take time to replenish your energy and renew your passion.

If you could change one thing that would



improve health care for everyone, what would it be?

If there was one thing I could change to improve health care, it would be to give equal access to quality care to everyone – regardless of income, race, gender or any other status.



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KEYNOTE SPEAKER:
MARJORIE JENKINS, MD
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