



HEALTH AWARENESS

Empowering Cancer Patients: Strength For Your Journey Educational Resources Now Available

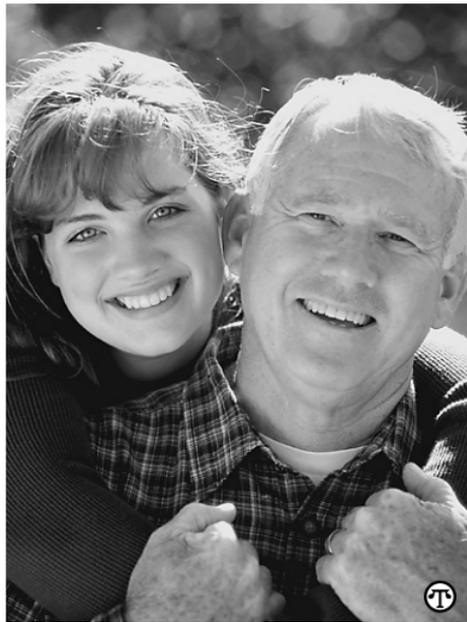
(NAPSA)—Millions of Americans will face a cancer diagnosis this year. But no matter where they are in their cancer journey—the initial diagnosis, the course of treatment, or the recovery process, cancer patients and caregivers have found that information can be a powerful first step toward surviving and thriving.

Patients and caregivers are seeking information to help them make critical decisions about treatment following their diagnosis with cancer. A recent survey of cancer patients conducted by Dr. Lillian Siu and colleagues at the University of Toronto found that 71 percent of patients searched for medical information on their disease and 50 percent used the Internet.

Cancer patients are often not sure what they need—or where to find it. And in response, Ortho Biotech Products, L.P. has launched Strength For Your Journey—an educational CD-ROM and e-newsletter for newly diagnosed cancer patients, caregivers, families and friends. The user-friendly CD-ROM features information about the basics of cancer treatment and caregiving, as well as informative testimonials from oncologists, nurses, patients and caregivers. The Strength For Your Journey weekly e-newsletter features practical tips on preparing for treatments, such as chemotherapy, and managing their potential side effects.

“When I was first diagnosed with cancer, I was unsure about what information I needed and where to find it,” said Dinah Day, a 58-year-old breast-cancer survivor and resident of New York City. “I believe the power of information is the first step toward survival and Strength For Your Journey has provided me with credible important information that helped me through my struggles with breast cancer and chemotherapy-related anemia.”

Both Strength For Your Journey resources inform patients and caregivers about a variety of can-



There are many ways cancer patients can improve their quality of life. Having access to reliable resources is important.

cer topics, such as chemotherapy-related anemia. Anemia is a potentially debilitating side effect of chemotherapy treatment that affects as many as 71 percent of chemotherapy patients. Anemia occurs when the body does not produce enough red blood cells, which carry oxygen. Fatigue caused by chemotherapy-related anemia can leave patients feeling exhausted, confused, and unable to concentrate.

Anemia and the related fatigue caused by chemotherapy can often be treated, and chemotherapy patients can regain strength. PROCIT® (Epoetin alfa) treats chemotherapy-related anemia in patients with most types of cancer. PROCIT helps by building red blood cells the same way your body does naturally.

Strength For Your Journey features more information about anemia as well as a variety of other cancer topics. Patients and caregivers can obtain the materials by calling 1-888-220-9100.

Knowledge is empowering—and now others, like Dinah, can learn about taking control of their cancer with these accessible and informative resources.

Note to Editors: About PROCIT®

PROCIT is for the treatment of chemotherapy-related anemia in patients with most types of cancer.

PROCIT is available by prescription only and is injected by doctors or nurses. PROCIT is not for patients with uncontrolled high blood pressure. High blood pressure has been noted rarely in cancer patients treated with PROCIT, and blood pressure should be monitored carefully. Drugs like PROCIT may increase the risk of blood clots. In studies, the most common side effects included fever, diarrhea, nausea, vomiting, edema, shortness of breath, tingling, and upper respiratory infection.

For full U.S. Prescribing Information and additional information on PROCIT and anemia, please visit www.procrit.com/oncology/index.html.