

Inviting Men To Stay On Track For Better Prostate Health

(NAPSA)—Men should take the wheel in maintaining their prostate health, and if diagnosed with prostate cancer, assemble their own multidisciplinary “pit crew” of treatment specialists—including a medical oncologist, along with a urologist—to explore a full range of treatment options such as surgery, radiation and chemotherapy.

Out in front as spokesperson for a new prostate cancer education campaign is Kyle Petty, NASCAR champion and son of NASCAR king Richard Petty, who was successfully treated for prostate cancer more than 10 years ago.

Prostate cancer ranks third among cancers in worldwide incidence and sixth in cancer mortality among men. An estimated 186,000 American men will be diagnosed with prostate cancer this year, and millions more are living with the disease today. One new case of prostate cancer is diagnosed every 2.5 minutes and a man dies from the disease every 19 minutes. However, prostate cancer when detected in its early stages can be treatable.

“As an advocate in his own treatment, my dad always took the wheel. After learning he had prostate cancer, he enlisted not just a urologist at a major hospital but also a medical oncologist in the multidisciplinary treatment team of professionals. As his family, we were very much part of his treatment team, cheering him on. Because his cancer was treated successfully, more than 10 years later, I have the benefit of his experience as my dad, my coach and my biggest fan,” said Petty.

A multidisciplinary team



Kyle Petty name and likeness used under license by Petty Marketing Co., LLC.

“Make sure you assemble the right pit crew to stay on track!”
 - Kyle Petty, NASCAR champion

approach has become standard in treating many cancers, such as breast and lung, but is currently not as widely used in the treatment of prostate cancer.

While most patients with other types of cancer are treated by oncologists, a urologist is typically the primary physician who diagnoses and manages prostate cancer treatment. However, there is growing recognition among urologists of the benefit of including an oncologist in the treatment team.

Research has shown that a multidisciplinary approach—particularly close collaboration between urologist and oncologist—is helping patients live longer with a better quality of life. “By consulting with both a medical and radiation oncologist along with a urologist, men with prostate cancer may optimize their care,” said Robert Dreicer, M.D., FACP, Chairman of the Department of Solid Tumor Oncology at the Cleveland Clinic and Professor of Medicine at the Cleveland Clinic Lerner College of

Medicine. “I work very closely with my colleagues on a multidisciplinary treatment team to explore all available options, including surgery, radiation and chemotherapy.”

To help increase the number of men who are screened for prostate cancer, the campaign invites men to take “Kyle Petty’s Prostate Inspection Pledge.” As part of the company’s commitment to oncology, sanofi-aventis will donate a dollar for every pledge to PCEC to support prostate education.

If you have not yet visited the site, go to www.pcaw.com to take the pledge to make a pit stop at your doctor, and if diagnosed, to seek multidisciplinary treatment with a pit crew of professionals, including a medical oncologist, along with a urologist to evaluate all treatment options.

Free Manual

The free educational “STAY ON TRACK: A Manual for Better Prostate Health” is available to help encourage men to learn about maintaining prostate health. Illustrating that prostate cancer is a common bump in the road, the manual cautions on warning signs, advises routine maintenance and instructs how to assemble a multidisciplinary pit crew of specialized pros if a problem is detected and repairs are needed.

“STAY ON TRACK: A Manual for Better Prostate Health” can be ordered on www.pcaw.com or by calling (866) 321-3114.

The STAY ON TRACK for Better Prostate Health campaign is sponsored by the Prostate Cancer Education Council (PCEC) and sanofi-aventis.