

**POWERED  
BY GIVING**



## PROSTATE CANCER RESEARCH

Each year, nearly 200,000 American men are diagnosed with prostate cancer and 27,000 die from the disease. However, there is wide diversity in how the disease progresses or whether it progresses at all. Because of our innovations at the John and Carol Walter Center for Urological Health, we can predict which men are at greatest risk of prostate cancer and provide them with appropriate screening with the medical options they need now. For those with low-risk (indolent) disease, we provide a unique “active surveillance program” to monitor for any increase in risk while avoiding unnecessary drug therapies or surgical procedures. In addition, for men with advanced prostate cancer, we offer leading-edge personalized therapies to help treat their specific type of cancer.

*“I’m grateful to be at a place like NorthShore, where I can take advantage of groundbreaking tools, and to have Dr. Helfand’s help and guidance. He was great. He didn’t pressure me either way but helped me work through it and make a decision.”*

**Seth—Prostate Cancer Patient**

We offer you the care of the future now. To sustain and improve our new and innovative ideas for personalized care, this emerging science requires private donations. Because traditional insurance often doesn’t cover these newer, groundbreaking treatments, many of our services are provided at no cost to the patient. Only with private support can our physician-researchers continue to be leaders in their fields and mentors to future outstanding oncologists and prostate cancer researchers.

Your donation to our prostate cancer research program will make a difference in the quality of life and survivorship of those fighting the disease. In many cases, the future health of their family members is at stake as well. Please consider making a generous gift to support Dr. Helfand’s work through our Prostate Cancer Research Fund. Your gift could support further DNA studies and many other important resources for personalized cancer care.



## POWERED BY YOU



### **PERSONALIZED MEDICINE CENTERED ON YOU**

NorthShore University HealthSystem (NorthShore) is proud to provide you with advanced, comprehensive prostate care. The program is led by board-certified urologist Brian Helfand, MD, PhD, the Ronald L. Chez Family and Richard Melman Family Chair of Prostate Cancer, Urology Division Chief, and Director of the John and Carol Walter Center for Urological Health.

The care offered is state-of-the-art, personalized, predictive, prognostic and participatory. Your personalized urological care plan is based on your medical and family history as well as on your own genetic makeup.

Using NorthShore's Electronic Medical Record (EMR) system—one of the nation's most advanced tools of its kind—we also compare your genomic risk profile to hundreds of other patients and determine your personal prostate risk factors. This information is combined with your other known medical data to form your personalized medical profile for prostate health.



### **PROSTATE CANCER AND GENOMICS**

NorthShore uniquely enhances your risk assessment of prostate cancer through genomic profiling. This “deep dive” into your DNA begins by gathering a simple saliva swab or blood sample. The results of your DNA are analyzed and compared to other men in your age group.

Together, this analysis provides you a personalized Genetic Risk Score for prostate cancer derived from the DNA you inherited (and have passed on to your family). The Genetic Risk Score also informs you about your cancer's DNA and can tell us how soon and how aggressively prostate cancer may or may not affect you.

No other prostate cancer program in the nation offers this comprehensive genomic screening, which was developed through our Program for Personalized Cancer Care by a team of cancer geneticists, biomedical data analysts, cancer biologists and physician-researchers working together on next-generation cancer care.

We also provide support services in stress reduction and proper nutrition as holistic complements to our cancer genomic care. These services provide healthy alternatives to potentially modify your risk.



### **HOW CAN YOU HELP? WE NEED PRIVATE FUNDING**

Thank you for considering a gift to help NorthShore truly be a force for discovery. Please contact Walter Cody, Director of Philanthropy, to learn more about the impact you can make with your gift or for instructions on where to direct your gift.