

Program Update

The latest happenings at PCRI



**PROSTATE
CANCER
RESEARCH
INSTITUTE**

Helping Men Research Their Options

Program Update

Peter Scholz, Communications Manager

The PCRI was founded in 1996 to address the prevailing lack of understandable information available to the prostate cancer patient. Back then we addressed this problem by starting a helpline, this newsletter, and the first website aimed at patient education and empowerment. At that time, information on the topic was sparse and while there were alternative treatments for PCa, few people knew about them. The landscape has dramatically shifted. Now with an overflow of available information, it is difficult for patients to judge the quality or bias of the vast amount of available information. Times are changing, PCRI has evolved to meet these needs.

Our strategy to help patients navigate this confusing terrain by offering programs that help them understand their personal case. We inform patients of the specific obstacles they are likely to run into while on their journey, and explain the best way of circumventing them while getting the best outcome. Knowledge of one's personal case leads to the information they need, avoiding the confusion that comes with the information they do NOT need.

Through our programs, we take a unique approach towards patient empowerment. Our goal is to assist you with your research, helping you weigh the risks and benefits of the decisions that you and your doctor make together. Our experienced Helpline staff can answer questions, define terms, and help you decipher your medical records. Our conference puts you in touch with leading doctors and researchers so you are aware of cutting edge care and management techniques. Our website and this newsletter are a resource not just for information but tools that enable you to understand your own personal case.

We help you research your options and empower you to converse with your medical team so you can decide what is right for you, after you have sifted through the risks and benefits of each option.

Our updated logo, graphics, and slogan are a reflection of our evolution to help meet the needs of prostate cancer patients, and our mission to help them achieve the best care and outcome possible through effective shared decision making. □