



CONFERENCE RECAP

Peter Scholz, Communications Manager & Insights Editor

Thankfully we are at a point where rapid and significant advances in prostate cancer care are coming to light at a faster pace. Keeping up to date and learning about these new developments can maximize curative potential of your treatment plan and preserve quality of life in a way that wasn't possible a few years ago. The conference generated a lot of awareness and excitement for new developments in care across all spectrums of the disease. One consistent thing about the conference, is the constant stream of new information we get from the doctors who are on the leading edge of prostate cancer research.

Here at PCRI, we are excited that advancements in care are being made at every level, from Sky to Royal, both in technology and methodology. New research is allowing doctors to combine treatments in ways that weren't previously done, and to use new imaging technology to help choose the right treatment type and intensity.

On one hand, advancement in MRI technology is allowing for better active surveillance, and Dr. Robert Princenthal of Rolling

Oaks Radiology gave a presentation on Friday about how the technology is used. Advancement in MRI technology allows for less invasive active surveillance plans that keep track of the cancer more effectively. Dr. Eugene Kwon of the Mayo Clinic, said in his talk, "sometimes we need to go for curative outcomes, moreso than palliative ones if we have the capability of doing so." He discussed at length how a powerful new imaging technology, the PET Choline scan, helps when pursuing curative treatment for early-stage Royal (oligometastatic) cancer. Depending on where the metastases were found, a tailored multimodal treatment plan could be selected to maximize curative potential. At the conference, a survival study in men with advanced disease was presented comparing Lupron alone (standard care) versus Lupron plus Taxotere demonstrating that longevity was 17 months better for men receiving the combination. Dr. Maha Hussein and Dr. Snuffy Myers covered the exciting new study.

The PCRI Conference stays on the cutting edge of prostate cancer care, covering new information the moment that it becomes available and relevant. This information and more will be on the 2014 Conference DVDs. **Reserve yours today at www.PCRI.org or by calling us at 310.743.2116.** □



Speaker Q&A

In addition to the *general sessions*, patients and caregivers attended intimate *support groups*, interactive Q & A's, *discussion panels* & “ask the experts” sessions.



Support Groups

