

For Immediate Release

Care Center Partners with PetCure Oncology To Revolutionize Cancer Care For Pets

Cincinnati, OH - August 26, 2015 - Gus, a loveable, nine-year-old Golden Retriever mix, had the house to himself one afternoon when his owners were out running errands. While they were gone, Gus had a bloody nose. By the time they returned, there was blood all over the living room floor. He had been a healthy, energetic dog with no history of illness. Following diagnostics and a course of antibiotics, he was diagnosed with a cancerous nasal tumor.

Until recently, pets like Gus would have been limited to treatment options such as surgery, chemotherapy, and/or conventional radiation therapy. However, thanks to a referral from their family veterinarian to [Care Center](#) in Cincinnati, Gus' owners had another option: their dog could receive a revolutionary treatment called stereotactic radiosurgery (SRS). Through a new partnership with [PetCure Oncology](#), Care Center now provides SRS to companion animals throughout the region.

Although [stereotactic radiosurgery](#)—a form of radiation therapy—is widely available for successfully treating human cancers, the veterinary field has a limited supply of such advanced technology and services for treating the millions of pets diagnosed with cancer each year.

What sets SRS apart from conventional radiation therapy?

- It is designed to cure rather than merely ease the symptoms of cancer.
- It requires far fewer treatment sessions (only 1-3 treatments).
- Precise targeting of tumors results in fewer side effects.
- More types of cancers can be treated.

"By partnering with PetCure Oncology, not only have we expanded our specialty services, we have made history," said [Doug Hoffman, DVM, CEO](#), and one of Care Center's owners. "We are the only location in the entire Midwest offering this groundbreaking treatment for pets. It is an honor to be providing this unparalleled service and to know that we can offer hope to more animals suffering from cancer."

PetCure Oncology is launching a national network of veterinary radiosurgery centers. Care Center is the second location. [Arizona Veterinary Oncology](#) in Gilbert, Arizona, was the first. Centers in New Jersey, Wisconsin, and Illinois are set to open in the coming months with many more locations across the country in various stages of development.

"Care Center offers the ideal environment to meet our SRS standards," said [Neal Mauldin, DVM, DACVIM \(Internal Medicine and Oncology\), DACVR \(RO\)](#), PetCure Oncology's Chief Medical Officer and Care Center's Radiation Oncologist. "Their commitment and history of providing world-class care and service has been and will continue to be the foundation for their success. Gus' SRS treatment went well and we are optimistic about a bright future for him."

Care Center, an independently owned and operated dual [AAHA-accredited](#) hospital offering 24/7 emergency/critical care and specialty services by board-certified veterinarians, has locations in Cincinnati and Dayton.

To learn more, visit petcureoncology.com or call (773) 850-3400.

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