

PetCure

ONCOLOGY



Revolutionizing treatment, humanizing care.



TABLE OF CONTENTS

- 2 Backgrounder
- 5 Fact Sheet
- 6 Stereotactic Radiation (SRS/SRT)
- 8 Executive Bios
- 12 Style Guide

BACKGROUND

PetCure Oncology was founded by a pet owner whose family was heartbroken after their beloved pet was killed by cancer. The heartbreak was exacerbated by a frustratingly simple fact – their pet could have been saved by a safe, effective and proven cancer treatment that was widely available at the time in human medicine. Out of this tragic reality, PetCure Oncology was born so that other families would not have to suffer the same fate and lose their beloved pets.

PetCure Oncology, LLC, was created in 2014 by the founders of **Accelitech®**, developers of the largest privately held network of stereotactic radiation (SRS/SRT) centers in the human cancer market.

While SRS/SRT – an advanced form of radiation therapy – is widely available for treating human cancers, the veterinary field has a limited supply of advanced technology and services for treating the estimated 12 million cats and dogs that are diagnosed with cancer each year in the United States. In most markets, radiation equipment is outdated, start-up costs are prohibitive, and there is a significant shortage of board-certified veterinary radiation oncologists.

To address this unmet need, PetCure Oncology has established a network of board-certified radiation oncologists and partnered with leading specialty animal hospitals across the country. The result is a national network of comprehensive cancer centers with expertise in radiation oncology and SRS/SRT for pets.



The PetCure Difference

PetCure Oncology's mission is to provide pet families with support, knowledge and access to comprehensive and compassionate cancer care. We share the cancer journey with our patients and their families and believe they deserve the very best in clinical expertise and progressive treatment options.

We are committed to providing the safest, most effective and least disruptive treatment possible. When you hear the PetCure name, you know that you will benefit from:

- Unrivaled treatment and delivery
- Industry-leading clinical research
- Human-based quality control
- Barrier-free collaboration
- Pioneering innovation
- Five-star service
- Proactive education

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Leading the Charge

PetCure Oncology is about more than treating a pet's cancer. We are about continually raising the standard of care to make sure that pets and their families always have access to the best medical options. That is why we have quickly become a leader in the industry as the largest network of veterinary SRS/SRT providers in the country.

PetCure Oncology was the:

- **First** to partner with leading specialists across the country to develop a national network of comprehensive cancer care centers that specialize in the delivery of SRS/SRT
- **First** to bring specialists together collaboratively across competitive barriers, educating and engaging them in clinical care pathways and treatment delivery to offer every patient the best treatment possible
- **First** to aggregate data and conduct outcomes research to establish standards and protocols for the delivery of veterinary radiation therapy
- **First** to have a Scientific Advisory Board made up of renowned experts in human and veterinary radiation oncology to drive clinical protocols, standards and research
- **First** to provide personalized service to pet families with compassion and real-time support

About Stereotactic Radiation (SRS/SRT)

SRS/SRT is an advanced form of radiation therapy that is highly effective in treating cancer and can often be delivered with the intent to cure, as opposed to merely easing symptoms. Utilizing sub-millimeter precision that is unprecedented in veterinary medicine, SRS/SRT directly targets the tumor while mostly sparing the surrounding healthy tissue. It can even be used to treat some cancers previously considered untreatable in sensitive areas of the body such as the brain, spine or lungs. SRS/SRT is a nonsurgical procedure that eliminates most side effects and requires only 1-3 treatments, an 80-95% reduction in both treatment sessions and anesthetic events compared to conventional radiation therapy.

The benefits of SRS/SRT are both numerous and significant. SRS/SRT is:

- Delivered with CURATIVE intent
- A NONSURGICAL treatment
- Delivered with unprecedented PRECISION
- SAFER than conventional radiation therapy
- PROVEN effective in human medicine
- EFFICIENT and EFFECTIVE, reducing treatment sessions and anesthetic events by 80-95%

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Cancer in Animals

Pets are at risk of getting cancer just like humans. Of the estimated 70-80 million dogs and 74-96 million cats in the U.S., cancer accounts for nearly 50% of all disease-related pet deaths, and is the number one cause of death in older cats and dogs. There are nearly 100 kinds of animal cancer. Dogs and cats get many of the same types of cancer that people do. **Learn more by clicking [here](#).**



Locations

PetCure Oncology's national network of cancer care centers is designed to make potentially life-saving technology accessible to as many pets as possible. At each location, we have partnered with one of the region's leading veterinary specialty practices to provide both traditional cancer care and advanced radiation therapy. This gives pet owners one-stop access to comprehensive and collaborative cancer care.



FACT SHEET

Who	PetCure Oncology
What	PetCure Oncology is revolutionizing cancer care for pets by providing greater access to stereotactic radiation (SRS/SRT), an advanced form of radiation therapy. PetCure Oncology is the first to develop a national network of premier radiosurgery centers across the country.
Why	<p>By The Numbers:</p> <ul style="list-style-type: none"> • 12 million new cancer diagnoses are made each year in dogs and cats • 50% of dogs over the age of ten get some form of cancer • Cancer accounts for nearly 50% of all disease-related pet deaths each year • Approximately 1 in 4 dogs develops a tumor of some kind during its life • Cancer has become the number one cause of death in older cats and dogs • There are currently less than 20 locations across the country that can offer SRS/SRT for pets <p>By the Benefits:</p> <ul style="list-style-type: none"> • Capable of treating tumors previously considered untreatable by radiation • Treatment is noninvasive, requiring no incisions or stitches • SRS/SRT is delivered in just 1 to 3 sessions, versus 15-30 sessions with conventional radiation • Anesthesia risks are greatly reduced with fewer treatment sessions • Side effects effects are typically fewer and less severe • Recovery is fast – most pets return to normal activities right after treatment
When	Created in 2014 by the founders of Accelitech®, developers of the largest privately-held network of stereotactic radiosurgery centers in the human cancer market. The first PetCure Oncology center opened in 2015 and the network expanded to seven centers in the summer of 2017.
Executive Leadership	Scott Milligan, Chief Executive Officer Neal Mauldin, DVM, DACVIM (Internal Medicine and Oncology), DACVR (RO), Chief Medical Officer Jack Moore, Chief Marketing Officer Jim TeWinkle, Chief Development Officer David G. Sheffert, Chief Legal Officer and General Counsel
Corporate	8770 West Bryn Mawr, Suite 1370 • Chicago, IL 60631 • 773.850.3400 • www.PetCureOncology.com
Where (Our Centers)	<p>PetCure Oncology at Arizona Veterinary Oncology (AVO) • ArizonaVeterinaryOncology.com 86 W. Juniper Avenue, Suite 5 • Gilbert, AZ 95233 • 480.397.6571</p> <p>PetCure Oncology at Lakeshore Veterinary Specialists (LVS) • LakeshoreVetSpecialists.com 2100 W. Silver Spring Drive • Glendale, WI 53209 • 414.540.6710</p> <p>PetCure Oncology at Pittsburgh Veterinary Specialty and Emergency Center (PVSEC) 807 Camp Horne Road • Pittsburgh, PA 15237 • 412.366.3400 • PVS-EC.com</p> <p>PetCure Oncology at SAGE Centers for Veterinary Specialty and Emergency Care (SAGE) 907 Dell Avenue • Campbell, CA 95008 • 408.343.7243 • SAGECenters.com</p> <p>PetCure Oncology at Southeast Veterinary Oncology and Internal Medicine (SEVO-Med) 304 Corporate Way • Orange Park, FL 32073 • 904.278.3870 • SEVOMed.com</p> <p>PetCure Oncology in Clifton, NJ • PetCureOncology.com/NJ 1071 Paulison Avenue • Clifton, NJ 07011 • 973.772.9902</p> <p>PetCure Oncology at Sugar Land Veterinary Specialists and Emergency Care (SLVS) 1515 Lake Pointe Parkway • Sugar Land, TX 77478 • 281.491.7800 • SLVetSpecialists.com</p>

ABOUT STEREOTACTIC RADIATION (SRS/SRT)

An Important Advancement in Cancer Treatment

Stereotactic radiation (SRS/SRT) delivered with VMAT technology is one of the most exciting advances currently available in cancer treatment.

Its evolution brings the most advanced treatment to veterinary medicine. SRS/SRT has already become the standard of care in human medicine, treating hundreds of thousands of patients to date – without the risks of open surgery or the side effects of traditional radiation therapy.

What makes SRS/SRT different is that it delivers a high dose of radiation to tumors with sub-millimeter accuracy – primarily sparing the surrounding healthy tissue. Only a few treatments are needed compared to conventional radiation therapy, the side effects are mild, and quality of life is maintained or improved.

Widely accepted by the medical community as a treatment for humans

There are hundreds of radiosurgery systems treating human cancer patients in the U.S., including at leading academic medical centers. In addition, it is being used in dozens of active clinical studies to further advanced radiosurgery's role in treating cancer in people.

Renowned scientific organizations embrace radiosurgery as a mainstay of cancer treatment for appropriate patients:

- The American Society for Therapeutic Radiation and Oncology (ASTRO)
- The European Society for Therapeutic Radiation and Oncology (ESTRO)
- The National Comprehensive Cancer Network (NCCN)
- The American College of Radiation Oncology (ACRO)

Radiosurgery in veterinary medicine

While radiosurgery is widely accepted and available for treating cancer in people, this advanced technology hasn't been nearly as accessible to pets with cancer. Until now.

SRS can be used to treat a wide range of cancers in pets, including:

- Head and neck cancers
- Brain tumors
- Thyroid tumors
- Extremity tumors
- Spinal tumors
- Pelvic tumors
- Liver tumors
- Pancreatic tumors
- Lung tumors
- Kidney tumors



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In addition to its potential to treat cancer with a curative-intent dose, SRS offers other significant benefits:

- SRS can be delivered to tumors in delicate locations previously considered untreatable
- SRS can be a treatment option when surgery is impossible or difficult, including brain or spinal tumors
- Treatment is painless, requiring no incisions or stitches
- SRS is performed in just 1-3 sessions, versus 15-30 sessions with conventional radiation therapy
- Since pets must be anesthetized to prevent movement during treatment, anesthesia risks are greatly reduced with fewer treatment sessions
- There are fewer side effects because the radiation dose is delivered with greater precision, minimizing damage to healthy tissue near the tumor
- Recovery is fast – the pet can usually return to normal activities right after treatment

PetCure Oncology is making this revolutionary treatment available to pets through a national network of comprehensive cancer care centers specializing in SRS/SRT – setting the standard for expert, compassionate care in the delivery of veterinary cancer treatment.



EXECUTIVE BIOS

Scott Milligan, Chief Executive Officer

Scott Milligan is a nationally-recognized thought leader in the stereotactic radiosurgery market with over 25 years of healthcare leadership, development and consulting experience. Scott has a gift for establishing balanced and equitable long-term partnerships and creating joint ventures to bring emerging medical technologies to market.



He started his career building diagnostic imaging centers in partnership with physicians, ultimately resulting in the ownership of a site and subsequent successful sale. He spent five years at Cap Gemini Ernst & Young as a senior manager in the Healthcare Provider Business Transformation Group, where he was a leader in the Physician Services Practice. Following this experience he served as Vice President of Technology Ventures for NeuroSource, where he led the development of operations for the stereotactic radiosurgery business unit. Before founding PetCure Oncology he served as Chief Development Officer at Accelitech, where he was responsible for overall business growth. He is active on the national speaking circuit and has a BA in Economics from Ohio Wesleyan University.

For Scott, the mission of founding and growing PetCure is a deeply personal one. A few years ago, he and his family lost a beloved family member, their dog Juliette, after her nasal tumor diagnosis. His navigation through the limited cancer care options available at that time for pets had a profound effect on Scott, who believes that pets and their families deserve the best treatment options for cancer care. The experience led him to found PetCure Oncology, with a mission to provide broad access to both the technology, and the best veterinary specialists to deliver the treatment. Today, Scott and his family are the pet parents of an English Golden Retriever named Huck.

Dr. Neal Mauldin, Chief Medical Officer

Dr. Neal Mauldin is a triple-board certified veterinarian in internal medicine, medical oncology, and radiation oncology. As the Chief Medical Officer, he provides medical oversight, remote treatment planning, and telemedicine for centers throughout the PetCure Oncology network. Dr. Mauldin is a pioneer in the field of veterinary radiation therapy that has treated more than 2,000 pets with SRS.



He is a highly respected, peer-reviewed author and lecturer on the specialty of veterinary oncology, has presented abstracts at over 40 national and international meetings, is a past president of the Veterinary Cancer Society, and has served on the residency training and examination committees for the specialties of medical and radiation oncology.

Dr. Mauldin graduated from Texas A&M University with a veterinary degree, after which he entered a rotating internship in small animal medicine and surgery followed by a residency in medical oncology at the Animal Medical Centre (AMC) in New York City. He completed a fellowship in radiation oncology and served as the director of the radiation therapy program at the Donaldson-Atwood Cancer Center Clinic of the AMC until 1998, when he joined the faculty of Louisiana State University. At LSU he served as the section head of diagnostic and therapeutic radiology and the director of the molecular oncology laboratory, where he helped to develop and implement a cutting-edge cancer treatment unit. Dr. Mauldin then joined the staff at Western Veterinary Specialists & Emergency Centre in Calgary, Alberta, Canada, where he developed and implemented a state-of-the-art cancer treatment unit to provide Western Canada with access to veterinary resources and technology that were not previously available.

He maintains an active speaking schedule and is a pet parent to his Shetland sheepdogs Cami, Jenna, Charlotte and Tuscan; Allie, a mixed breed rescued during hurricane Allison; and horses Webster, Heston, and Betty Boop.

Jim TeWinkle, Chief Development Officer

Jim TeWinkle is a recognized thought leader for – and has developed over 20 – national and international human radio-surgery programs. He has 30 years of healthcare experience in clinical, and business development, as well as operations.



Jim started his career with a number of positions in outpatient cardiovascular and hospital-based oncology programs, after which he moved to CorSolutions, Inc where he developed standardized clinical outcome reporting and lead strategic development for current and new business initiatives. Jim moved on to become the Senior Director of Business Development at Health Forum, a subsidiary of the American Hospital Association (AHA). At Health Forum, Jim leveraged the brand value of the AHA by securing strategic partnership programs and creating sustainable revenue growth. After this experience, Jim served as the Senior Director of Operations, Technology Ventures, at NeuroSource, managing a national network of hospital-based stereotactic joint ventures. At NeuroSource he developed a standardized operational process for joint venture implementation and development. Prior to his role in PetCure Oncology, Jim served as Chief Strategy Officer at Accelitech and was responsible for the development and ongoing operations of Accelitech's joint venture partnerships.

Jim holds an MBA with a specialization in healthcare from Lake Forest Graduate School of Management in Lake Forest, IL, a MS in Exercise Science and Cardiovascular Research from Northeastern Illinois University in Chicago, IL, and a BS in Nursing from Hope College in Holland MI. Jim is a pet parent to three cats, Tigger, Boots, and Calypso.

David G. Sheffert, Chief Legal Officer and General Counsel

David Sheffert has over 30 years of experience in healthcare, health insurance and managed care. He specializes in structuring and closing complex healthcare transactions and risk management. During his career, Dave spent 15 years serving as general counsel to specialty hospital and health technology companies.



Most recently, Dave served as General Counsel at Accelitech where he was responsible for the development and implementation of the legal structures that accommodate the client's desired joint venture arrangement. His efforts included maintaining a current understanding of the federal and state laws that pertain to hospital and physician joint ventures, leasing structures, syndication strategies and related legal issues.

Prior to founding Accelitech, Dave was the General Counsel and Vice President of Legal at Neuro Source. His responsibilities encompassed corporate governance, structuring and closing all corporate transactions. This included equity and debt financing, the formation and licensure of a new surgical hospital, structuring and closing multiple SRS technology joint ventures, management of complex litigation, and structuring, closing and unwinding physician practice management arrangements.

Earlier in his career, Dave was with the firm Ungaretti & Harris, where his practice focused on insurance, transactional and health care representations. His work involved the formation, acquisition and sale of licensed insurance companies, the formation of multiple physician and physician/hospital networks, hospital and health system mergers and acquisitions, physician and physician practice representations, provider contracting and information technology transactions and licensing.



Dave's pre-legal work included eight years of progressive experience in the health and managed care insurance industry, culminating as Senior Underwriter National Accounts, Blue Cross Blue Shield of Illinois. Dave has a JD from Loyola University in Chicago, Illinois and a BS from Indiana University. Dave is a pet parent to a cat named Smokey.

BRAND STYLE GUIDE



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Primary Colors

	PANTONE 302	C: 100%
		M: 25%
		Y: 0%
		K: 50%
	PANTONE 2925	C: 85%
		M: 24%
		Y: 0%
		K: 0%

Font Usage Logo:

PetCure - Museo 500 - "e" cropped



ONCOLOGY - Helvetica Neue Thin - All caps

Revolutionizing treatment, humanizing care. - Lato Regular



Revolutionizing treatment, humanizing care.

Grayscale

	BLACK
	BLACK 60%

WATERMARK:
LINES: 10% PMS 302
CIRCLE: 15% PMS 2925

