

For Immediate Release

**PetCure Oncology Partners with Lakeshore Veterinary Specialists
to Revolutionize Cancer Care for Pets in Wisconsin**

Milwaukee, WI - January 20, 2016 - [PetCure Oncology's](#) innovative approach to cancer care for pets continues to spread across the country with the announcement of a fourth location, scheduled to open in the summer of 2016, in partnership with Lakeshore Veterinary Specialists just north of Milwaukee in Glendale, Wisconsin.

PetCure Oncology at Lakeshore Veterinary Specialists will provide comprehensive cancer care for pets across Wisconsin and northern Illinois, including referral-based radiation therapy services that can be utilized by veterinarians throughout the region. The range of services is highlighted by an emerging new cancer care option called [stereotactic radiosurgery \(SRS\)](#), a state-of-the-art treatment delivered noninvasively with the intent to cure the cancer. Although SRS — an advanced form of radiation therapy (RT) — is widely available for 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.

"We are honored to partner with the exceptional team of experts at PetCure Oncology and to be one of the few locations in the country offering such progressive and life-saving technology," said [Jacob Odders, DVM, DACVS](#), a Racine, Wisconsin native, board-certified veterinary surgeon and one of Lakeshore's owners. "This is another step in our commitment to provide comprehensive cancer services and peace of mind to pet owners who will now have a world-class treatment option."

Cancer accounts for nearly 50 percent of all disease-related pet deaths and is the number one cause of death in older dogs and cats. Historically, treating pets with cancer has been limited to surgery, chemotherapy and/or conventional radiation therapy. SRS is a unique addition to those treatment options, providing newfound hope in the fight against cancer for a variety of reasons:

- It is designed to *cure*, rather than merely ease, the symptoms of cancer.
- It is a noninvasive, nonsurgical treatment.
- It is delivered with sub-millimeter precision, maximizing damage to tumorous tissue while minimizing collateral damage to nearby healthy tissue — significantly reducing side effects.
- The unprecedented precision enables treatment in just 1-3 sessions — compared with 15-21 treatment sessions and anesthetic events with conventional RT — leading to decreased risk while optimizing safety, comfort and convenience.
- More types of cancer can be treated, including some forms previously considered "untreatable" based on their delicate locations within the body.

"Lakeshore 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 one of the country's leading veterinary experts in radiation oncology. "By working with these leading veterinary specialists and their outstanding support team with deep expertise in cancer care, surgery and neurology, among others, we are confident that affected pets throughout the region now have a viable opportunity for a much longer and happier life."

PetCure Oncology's national network of veterinary cancer care centers that specialize in SRS also includes [Arizona Veterinary Oncology](#) in Gilbert, Arizona, [Care Center](#) in Cincinnati, Ohio, and [Veterinary Radiosurgery and Imaging Center](#) in Clifton, New Jersey. Additional centers in Illinois, California and the Northeast are set to open in 2016 with many more locations across the country in various stages of development.

[Lakeshore Veterinary Specialists](#), an independently owned and operated hospital offering 24/7 emergency/critical care and specialty services by board-certified veterinarians, has locations in Glendale, Oak Creek, and Port Washington, Wisconsin. If your pet has been diagnosed with cancer and you would like to evaluate all treatment options with a veterinary oncologist, call PetCure Oncology at Lakeshore Veterinary Specialists at (414) 540-6710.

To learn more, visit [petcureoncology.com](#) or call PetCure Oncology at (773) 850-3400.

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