

## Extraordinary New Cancer Treatment for Pets Coming to Northeast Florida

**Orange Park, FL – July 6, 2017** – Pet owners in Northeast Florida are just weeks away from the introduction of a new cancer treatment called [stereotactic radiosurgery \(SRS\)](#) to the market. The advancement will put them among only a handful of pet owners in the country with access to progressive cancer care for pets in line with what is already available for people.

A significant upgrade in the world of veterinary oncology, SRS is coming to the Jacksonville area thanks to a partnership between national cancer care provider [PetCure Oncology](#) and local specialty hospital [Southeast Veterinary Oncology and Internal Medicine \(SEVO-Med\)](#). An upgrade to SEVO-Med's radiation oncology department is already underway and expected to be operational by August 10, offering pet owners in Northeast Florida and surrounding areas unprecedented access to potentially life-saving radiation therapy. The radiation oncology department will continue to be led by [Dr. Tracy LaDue](#), a double-board certified specialist in both radiation and medical oncology and SEVO-Med's owner.

"We are beyond excited to bring SRS and the advanced technology that supports it to the region," said Dr. LaDue. "In many cases, SRS will enable us to achieve better outcomes with fewer side effects, giving us the chance to increase both the quality and quantity of a pet's life. This is a game-changer in the world of veterinary oncology, and we are extremely fortunate to be one of the few places in the country capable of providing this service to pet owners."

While SRS has been a standard of care in human oncology for decades, the advanced form of radiation therapy has only recently become available to pets. PetCure Oncology was formed in 2014 to integrate progressive cancer treatments like SRS into veterinary medicine, providing expertise in radiation oncology to supplement the specialty care already provided by partner sites like SEVO-Med. Together, they offer comprehensive cancer care that includes SRS.

The power of SRS is rooted in its unprecedented precision. This enables higher doses of radiation to be delivered directly to a tumor with minimal exposure to the surrounding healthy tissue, typically leading to increased effectiveness and efficiency. The benefits of SRS over conventional radiation therapy are numerous and significant:

- In certain cases, SRS can be delivered with the **intent to cure** cancer rather than merely ease its symptoms
- Many **tumors previously considered "untreatable" can now be targeted**, enabling treatment of tumors in sensitive areas of the body such as the brain, spinal column, lungs or prostate
- An entire treatment course is delivered in just **1-to-3 sessions**, an 80-95% decrease in both treatment sessions and anesthetic events compared to conventional radiation therapy
- SRS is a **noninvasive** treatment that requires no incisions or sutures
- Since healthy parts of the anatomy are mostly spared, pets typically experience immediate **improvement to quality of life** and **few side effects**

"Cancer is the leading cause of death in older dogs and cats," said PetCure Oncology CEO, Scott Milligan. "A diagnosis of cancer in your pet can be devastating, but it doesn't mean that all hope is lost. Pet owners in this region will quickly realize that SRS is a potentially life-saving option that is noninvasive and can have a great impact on quality of life."

PetCure Oncology is the leading provider of SRS for pets in terms of both treatment centers and patients treated. With [five current locations](#) and two more on the way this summer, PetCure has treated nearly 900 pet patients with radiation therapy since opening its first center in May of 2015. To learn more about PetCure Oncology or SRS, visit [PetCureOncology.com](#) or call (773) 850-3400.

SEVO-Med, the leading veterinary oncology provider in Northeast Florida, was one of the first oncology-specific veterinary specialty practices in the country upon opening in 2004. SEVO-Med offers a full-continuum of health services ranging from oncology to internal medicine and including regular collaboration with specialists across all service areas - all in a relaxed, comforting environment designed to best suit the needs of patients and pet families alike. Visit [SEVOMed.com](#) for more information.

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