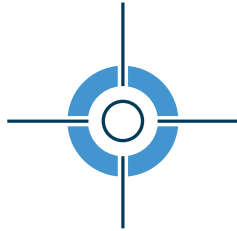


WHEN YOUR PET HAS **CANCER**

Options In A New Era Of Medicine





CANCER: A GUIDE FOR PET PARENTS

Finding out your pet has cancer can be devastating. After the initial shock, you probably have lots of questions:

- *What are the treatment options?*
- *Will treatment hurt or make my pet feel worse?*
- *How long will treatment take?*
- *How much will treatment cost?*
- *Can my pet be cured?*

In this guide, we'll try to answer these questions and others. We hope this information will help you work through your pet's cancer treatment and lead to a successful outcome.

Please keep in mind that this is not meant to replace the advice of your pet's doctors. Talking with them about the contents of this guide is the best way to understand what your options are and how different treatments work.

WHAT IS CANCER?

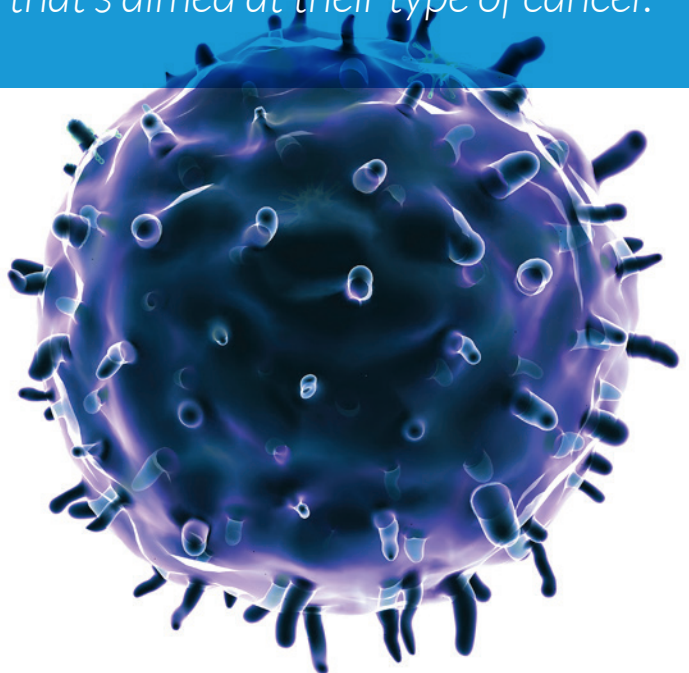
Normal cells divide, live and die. Cancer cells behave differently. They divide, but don't die. They crowd out normal cells. This not only causes problems in the part of the body where the cancer starts, but can also spread to other parts of the body (metastasis). The more it spreads, the harder it is to treat.

Cancer is a serious disease and treating it is difficult. This is because it is not really just one disease, but many:

- *It can be caused by different things*
- *It can occur in different places in the body*
- *It can be different in the ways it grows and spreads*
- *It can respond to treatments differently*



Your vet will want to find out what kind of cancer your pet has. Pets with cancer need treatment that's aimed at their type of cancer.



HOW SHOULD YOUR PET'S CANCER BE TREATED?



How you decide to treat your pet's cancer should depend on these factors:

- *The type of cancer your pet has*
- *The location of the tumor within your pet's body*
- *The stage (extent or progression) of the cancer*
- *Your pet's age and overall health*

Cancer is unpredictable. Sometimes it goes into remission — a period of time where it appears to be responding to treatment or is under control.

Sometimes it goes into complete remission (is undetectable) and sometimes partial remission (detectable but diminished). Remission is important when it comes to pets because they do not have the same life span that people do.

Some cancers can be completely cured, however there is no way to tell this until your pet lives its natural life free of the disease.

So cancer can play hide and seek — that is its advantage. Yours is that you have a choice as to how you fight your pet's cancer.



If your pet is diagnosed with cancer, the choices can seem overwhelming. We understand. We have help available to guide you through various treatment options so you can determine what is right for your pet.

Treatment Options

In the not-too-distant future, we expect to treat cancer in new ways — enhancing your pet's own immune system to fight the disease, for example. Medical science is making progress in this way, but it is also improving the existing treatments for cancer to make them more effective.

Currently, there are three primary types of cancer treatment:

- *Surgery*
- *Radiation therapy*
- *Chemotherapy (drugs)*

All of these therapies have their pros and cons. A cancer that has recurred (come back) may respond to a different type of treatment, such as a different drug or radiation versus surgery. Sometimes a combination of treatments is used.

Your pet's cancer treatment will be based on your pet's condition. Certain types of cancer respond better to certain types of treatment.

Radiation Therapy

Radiation is a form of energy transmitted through waves or particles. There are many types of radiation your pet is exposed to every day or on an infrequent basis:

- *Radio waves*
- *Microwaves*
- *Visible light*
- *X-rays*

In cancer treatment, it is the intensity of radiation that matters. Radiation that is of sufficiently high energy (ionizing) is enough to break chemical bonds. That means it can kill cells — especially cancer cells when they are targeted.



Unlike chemotherapy, which can expose your pet's whole body to toxic drugs, or surgery, which is invasive (requires cutting) and is not always possible depending on the location of the cancer, radiation is local (applied to an area) and noninvasive.



The most common type of radiation therapy uses machines that direct high-energy rays from outside the body to attack the cancer. Most pets get the radiation in 15–21 daily sessions over 3–7 weeks.

Like other cancer treatments, traditional radiation therapy may cause side effects, such as overall fatigue, skin irritation or blistering, and others depending on the part of your pet's body being treated.

THE BREAKTHROUGH



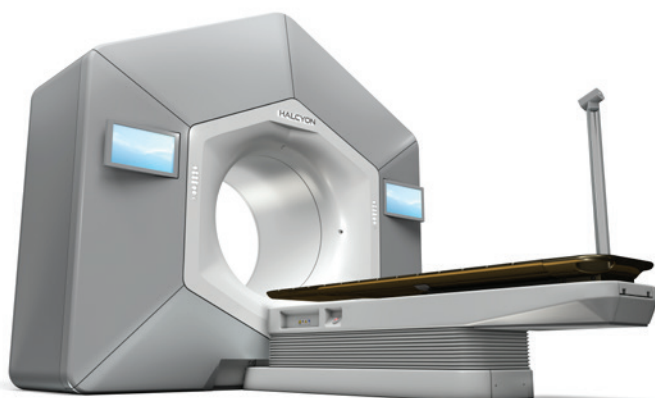
Stereotactic Radiosurgery (SRS)

Stereotactic radiosurgery (SRS) is a newer form of radiation therapy. Its name is somewhat misleading because it is not like traditional surgery (there's no cutting or pain), and while it uses radiation, it does so in a very different way.

SRS delivers a high dose of radiation directly to tumors with extreme precision, so it largely spares the surrounding healthy tissue. It also is delivered in just 1–3 treatments — not the many typically required with conventional radiation therapy. And since pets must be anesthetized for every treatment, that means an 80-95% reduction in both treatment sessions and anesthetic events.

SRS does not have the same risks as open surgery. Just as important, its painless and side effects are very mild compared to other types of treatments.

Best of all, because it can target tumors in hard-to-target locations such as the brain, spine, and internal organs, SRS can attack cancers that were previously considered untreatable and be used with an intent to cure.



SRS is one of the most exciting technological advances in modern medicine. It has already become the standard of care for humans and is now available for pets through PetCure Oncology.

What to Expect in an SRS Procedure

1 First, we capture a detailed view of your pet's cancer using advanced imaging such as computed tomography (CT) and/or magnetic resonance imaging (MRI). The images are then converted into a 3-D model.

2 Using a powerful computer program, a veterinary radiation oncologist will create a treatment plan based on tumor size, shape and location. The proper radiation dose is calculated, as is how many sessions are required to deliver it. A second radiation oncologist will review the plan, and the two will work together to ensure the best possible treatment is delivered.

3 Your pet is put under a light anesthesia, immobilized and precisely positioned in front of a linear accelerator — a machine that generates the radiation. Sophisticated technology is used to shape the radiation beams so that they almost exclusively target the tumor.

4 On average, treatments last 15–20 minutes. Pets are usually asleep only for a half hour or so and can return home with their families immediately following treatment. You can expect normal behavior from your pet at that point.

5 While some pets experience an immediate alleviation of symptoms, the effects of SRS on the tumor are gradual. Some tumors shrink and eventually disappear; others just stop growing; a few remain persistent. We recommend periodic follow-up visits to monitor the progress of the treatment. We continue to offer our support and expertise should you or your vet reach out to us for assistance.



After successful treatment, many pets soon begin acting like their old, precancer selves.

A French Bulldog puppy with light tan fur and dark brown facial markings is sitting on a black examination table. A veterinarian in blue scrubs and blue gloves is examining the puppy's neck area. The puppy is wearing a red collar with a silver tag. The background is slightly blurred, showing the veterinarian's torso and arms.

OTHER CONSIDERATIONS

As life-changing as SRS can be, it is not for everyone:

Cancer type

Most pet cancers can be treated through SRS, but it is a treatment that requires a target. If a tumor is not large enough, has spread significantly, or is a blood-cell cancer (such as leukemia), it is typically not treatable through SRS. Here is a list of some [common cancers that can usually be treated through SRS.](#)

Cost

Like other miracles of the new era of medicine, SRS comes at a price. While each pet's treatment is different, the cost of radiation therapy can range from \$1,800 to \$10,500. PetCure Oncology tries to make it easier to cover this cost in the following ways:

- *We accept all major credit cards*
- *We accept [CareCredit](#), a financing option*
- *If you have pet health insurance before your pet is diagnosed with cancer, all or part of SRS treatments may be covered*
- *Our clinical trials offer SRS at a subsidized rate and benefit cancer research for pets and people*

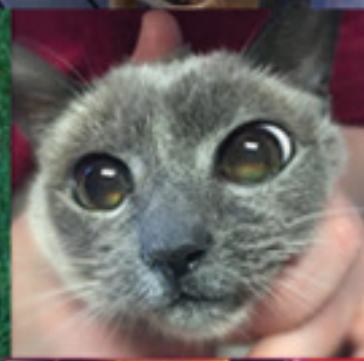
Outcomes

There are no guarantees with any cancer treatment. We believe that approaching every patient with the goal of curing their cancer is the right place to start. While achieving a cure is possible with SRS, the outcome can be less than that. Whether your pet can be cured depends on a variety of factors, including the type, location and stage of their particular cancer. Regardless, we always strive to improve each patient's **quality** of life while simultaneously fighting to prolong it.



So is it all worth it? Please read the next few pages to find out what other pet parents think.





We have treated more than 1,000 pets with cancer since we opened our hearts and our doors in 2015.

In our eyes, every one of them is a hero.

Cancer is a very individual experience. Each and every Pet Hero faces a unique journey, yet many of the challenges your pet faces have been met before. We very much encourage you to [read their stories](#). It can help you, as a pet parent new to cancer, understand what other pet parents have experienced.

Take it from them. There **is** hope.



“ PetCure Oncology and the entire team helped save and extend Cass’s life. I’m completely convinced that PetCure and the SRS technology is the right decision for those that want the very best treatment for their companions. Before I knew it, he graduated on Friday as a Pet Hero! Compared to where he was, its a miracle. ”

Tom Melita, Pet Parent

Juliette, a Golden Retriever parented by Scott Milligan and his family, never got the chance to be one of our Pet Heroes.

When Juliette (“JuJu,” as Scott’s kids call her) lost her battle with nasal cancer, SRS was not available to pets.

Having worked in the healthcare field for years, [Scott knew about the technology’s life-saving potential](#) and vowed to bring it to veterinary medicine so that other families would not have to suffer the way his did.

So out of heartbreak, hope was born — PetCure Oncology, an organization dedicated to the advancement of safe, effective cancer treatment for pets.

Today, Scott has brought SRS and a team of talented and experienced veterinary radiation oncologists, therapists, nurses and staff to seven cities, with more planned. In the near future, other advanced treatments will be made available to prolong the years of life, and quality of life, for pets diagnosed with cancer.

Clearly, not all of our heroes are pets.



Scott with Juliette’s brother, Huck.

“THE JOURNEY
OF A THOUSAND
MILES BEGINS
WITH **ONE STEP**”

Lao Tzu



Before you consider your next step, think about these things:

Knowledge is power. You and your doctors need to work together for the greater good of your pet’s health — with you as an active participant.

There is always hope, and standards of care for cancer are rapidly evolving. If a doctor tells you there is nothing more that can be done, he or she may simply be unaware of all available options. Hope may come in the second or third opinion.

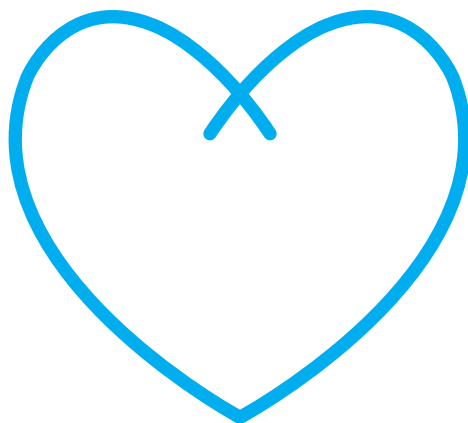
If your pet has been diagnosed with cancer and you would like to evaluate treatment options with a PetCure cancer treatment specialist, simply:

- *Call us at 844-511-0475*
- *[Fill out this form](#) to get more specific information on possible treatment of your pet emailed to you*
- *Pay us a visit at the nearest PetCure Oncology:*

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|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| <u>CINCINNATI, OHIO</u> Care Center (CARE) | <u>CLIFTON, NEW JERSEY</u> Veterinary Radiosurgery and Imaging Center (VRIC) | <u>JACKSONVILLE, FLORIDA</u> Southeast Veterinary Oncology and Internal Medicine (SEVO-Med) |
| <u>MILWAUKEE, WISCONSIN</u> Lakeshore Veterinary Specialists (LVS) | <u>PHOENIX, ARIZONA</u> Arizona Veterinary Oncology (AVO) | <u>PITTSBURGH, PENNSYLVANIA</u> Pittsburgh Veterinary Specialty and Emergency Center (PVSEC) |
| <u>SAN JOSE, CALIFORNIA</u> SAGE Centers for Veterinary Specialty and Emergency Care (SAGE) | | |



Make no mistake — you are a key part of your pet’s cancer care. You should talk to your vet or medical oncologist (cancer specialist) about treatment choices. Don’t be afraid to ask questions, and make sure you understand all the options available.



Please pass this booklet along
to someone who loves pets.

