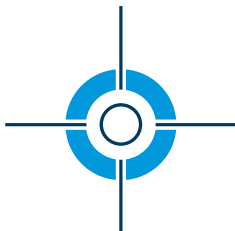




# SAVE YOUR PET'S LIFE

Understanding the Latest Cancer Treatment Options



# YOUR PET HAS CANCER. WHAT NOW?

You may feel surprised, helpless, heartbroken, and worried about taking the right next steps. The good news is that today you have more options, including some that have become available only recently for pets — such as innovative, nonsurgical stereotactic radiation (SRS/SRT).

The most important thing you can do is become an active participant in your pet's health. Talk with your veterinarian about cancer treatments, but keep in mind that cancer care is rapidly evolving. If a doctor tells you there's nothing that will work, he or she may simply be unaware of newer treatments. **Ultimately, how you choose to treat your pet for cancer is your decision.** Therefore, you need all the information available to make the right decision.

In this guide, we help you understand cancer in pets, factors to consider and the latest treatment options. If you'd like help now:

- *Call our compassionate Pet Care Advocates at **844-511-0475***
- *Submit this [quick form](#) for personalized information about cancer treatment options*
- *Visit the nearest PetCure Oncology location:*

## CINCINNATI, OHIO

Care Center (CARE)

## CLIFTON, NEW JERSEY

Veterinary Radiosurgery  
and Imaging Center (VRIC)

## COLUMBIA, SOUTH CAROLINA

South Carolina Veterinary Specialists  
and Emergency Care (SCVSEC)

## JACKSONVILLE, FLORIDA

Southeast Veterinary Oncology and  
Internal Medicine (SEVO-Med)

## MILWAUKEE, WISCONSIN

Lakeshore Veterinary  
Specialists (LVS)

## PHOENIX, ARIZONA

Arizona Veterinary Oncology (AVO)

## PITTSBURGH, PENNSYLVANIA

Pittsburgh Veterinary Specialty and  
Emergency Center (PVSEC)

## SAN JOSE, CALIFORNIA

SAGE Centers for Veterinary Specialty  
and Emergency Care (SAGE)



“ I would encourage ANYONE facing canine or feline cancer to explore PetCure Oncology as an option — particularly SRS/SRT — and don't give up! PetCure Oncology will give you all the options possible and speak openly about what they feel they can achieve with their state-of-the-art technology and expertise. ”

Kelsey Westbrook, Louisville, KY

# WHAT IS CANCER?

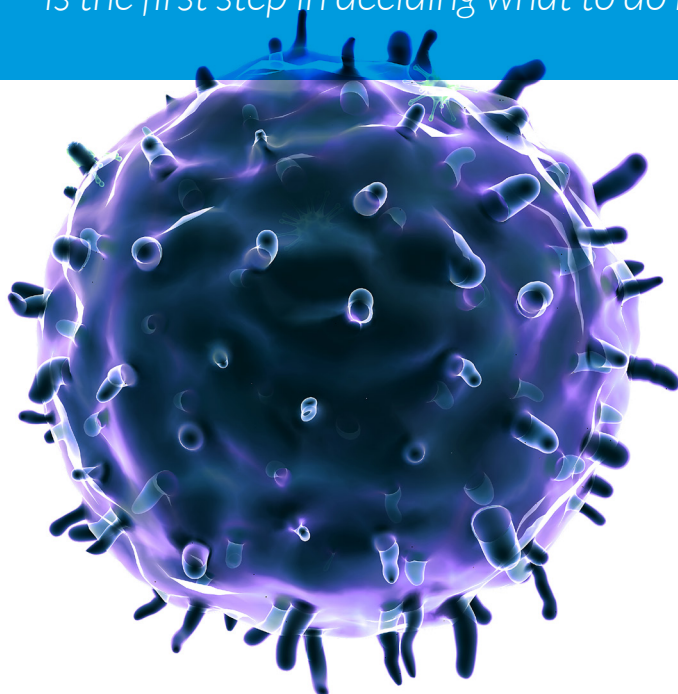
Cancer forms in animals the same way it does in people. In our bodies, normal cells divide, live and die. But sometimes cells do not die — they continue to divide and develop abnormal new cells with no end in sight. This causes problems where the cancer starts (such as a tumor), but the cancer can also spread to other parts of the body. The more it spreads, the harder it is to treat.

Treating cancer is difficult because:

- *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 pet needs you to be his or her voice during this journey. Understanding how cancer works — and how unpredictable and individual it can be — is the first step in deciding what to do next.*







## TREATMENT OPTIONS **OVERVIEW**

You want to make the best choice: treatment that gives you more time with your pet and gives your pet a comfortable, high quality of life.

First, consider these factors, all of which can affect your pet's cancer treatment options:

- *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*

Certain types of cancer respond better to certain types of treatment, and sometimes a combination of treatments might be the best way to go. Currently, there are three unique, primary types of cancer treatment for pets:

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

# A FOCUS ON RADIATION THERAPY

Radiation therapy is targeted and nonsurgical. This type of treatment is very different from chemotherapy, which can expose your pet's whole body to toxic drugs, or surgery, which is invasive (requires cutting) and is not always practical depending on the cancer's location. In people, radiation therapy is often the most common course of treatment, when possible.

## What Is Radiation Therapy?

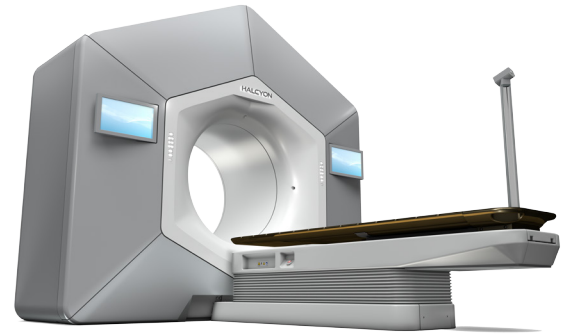
Radiation is a form of energy transmitted through waves or particles — the same energy that is used in X-rays and is emitted from sources such as the sun, electronics or air travel. In cancer treatment, it is the intensity of radiation that matters. Radiation that is of sufficiently high energy (ionizing) can break chemical bonds. That means it can break down the DNA of cancer cells and cause them to stop growing and die — especially when they are targeted.

## What Is Conventional Radiation Therapy for Pets?

Most radiation therapy offered by veterinarians uses machines that direct high-energy rays from outside the body to attack the cancer. Most pets receive the radiation in 15–21 daily sessions over 3–7 weeks. Like other cancer treatments, conventional radiation therapy may cause side effects, such as fatigue, skin irritation or blistering, and others depending on the part of your pet's body being treated. A pet also needs to be anesthetized for each of these treatments, posing an additional risk for treatment.



# Now, the Latest Radiation Therapy for People Is Available for Pets from PetCure Oncology.



Stereotactic radiation (SRS/SRT) is one of the most exciting technological advances in modern medicine and offers benefits that other cancer treatments do not. Sometimes referred to as “surgery without knives,” it has been the standard of care for people for over 50 years. It offers your pet a nonsurgical, painless course of treatment and a high quality of life.

Your pet deserves to have access to today’s best human cancer treatments.

## The SRS/SRT Difference

With SRS/SRT, special advanced equipment delivers a high dose of radiation directly to tumors with extreme precision, minimizing exposure to healthy tissue.

- *Painless and side effects are mild compared to other types of treatments*
- *SRS/SRT targets tumors in hard-to-target locations such as the brain, spine and internal organs. It attacks cancers in pets previously considered untreatable*
- *Requires just 1–3 treatments — much fewer than what’s typically required with conventional radiation therapy*
- *Since pets must be anesthetized for every conventional radiation treatment, SRS/SRT means an 80–95% reduction in both treatment sessions and anesthetic events. That’s less driving, stress and travel to and from the clinic for you and your pet, too*
- *SRS/SRT is nonsurgical, eliminating risks associated with surgery*



“Some of the side effects of conventional radiation you hear about are scary ... When the doctor described the stereotactic radiation option, we were really interested. My dog doesn’t look any different. No burns, no shaved face. He’s perky again and doing the normal things he does.”

Cheryl Harper, Zionsville, IN

# What to Expect in a PetCure Oncology SRS/SRT Procedure

Similar to SRS/SRT in people, there are just a few painless steps:

- 1** We capture a detailed view of your pet's cancer using painless, advanced computed tomography (CT) imaging — a special type of X-ray — and/or magnetic resonance imaging (MRI). The images are then converted into a 3-D view of the tumor and treatment area.
- 2** One of our veterinary radiation oncologists will then create a customized treatment plan based on your pet's specific 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 to ensure its accuracy, and the two will work together to ensure the best possible treatment approach.
- 3** Your pet is put under general anesthesia and gently but precisely positioned in front of the latest type of linear accelerator (from Varian Medical Systems), a machine that generates the radiation. This sophisticated machine is equipped with RapidArc® technology, which targets the cancerous cells with sub-millimeter accuracy, avoiding the surrounding healthy tissue. A board-certified veterinary radiation oncologist or human-licensed radiation therapist delivers each treatment.
- 4** On average, treatments last 15–20 minutes. Pets are usually anesthetized (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/SRT on the tumor are gradual with changes in days, weeks or months following treatment. 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.



For out-of-town patients, we also offer **compassionate, five-star service** that includes help finding pet-friendly airlines, hotel accommodations, restaurants and more.

After successful treatment, many pets soon begin acting like their old, pre-cancer selves.



“Now, he acts like nothing is wrong with him. He jumps on me, wants to go out and play. He's like he was 12 years ago when I got him.”

Martha Kuhns, Springdale, PA





# OUR PET HEROES

We have treated more than 1,500 pets with cancer since we opened our hearts and our doors in 2015.

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

Many of the challenges your pet faces have been met before, and yet each pet's cancer story is unique — just like pets themselves. We encourage you to [read our Pet Hero stories](#). They can help you understand what other pet parents have gone through. You'll learn about their cancer diagnosis, treatment decision, life after cancer and their experience with PetCure Oncology and SRS/SRT treatment.

And most of all, you'll learn that there is hope. With PetCure Oncology, you are empowered to provide more for your pet — ***a life after cancer.***



“ PetCure Oncology and the entire team helped save and extend Cass's life. I'm completely convinced that PetCure Oncology and the SRS/SRT technology are the right decision for those who want the very best treatment for their companions. ”

Tom Melita, Superior Township, MI



# THE PAIN OF LOSING A PET

## Why We Founded PetCure Oncology

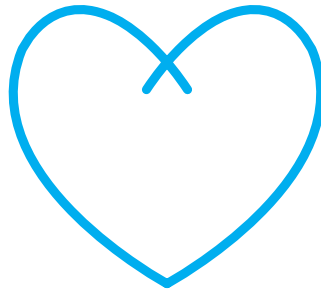
PetCure Oncology founder Scott Milligan and his family's Golden Retriever dog, Juliette, never got the chance to be one of our Pet Heroes. When Juliette ("JuJu," as Scott's kids call her) lost her battle with nasal cancer, SRS/SRT was not available to pets. She was treated for cancer through traditional methods and suffered as a result. And yet, having worked in the healthcare field for years, Scott knew that SRS/SRT technology could have given the family more quality time with her — and he vowed to bring it to veterinary medicine.

PetCure Oncology's team of talented and experienced veterinary radiation oncologists, therapists and nurses understand the pain of losing a pet.

**We are pet people, and we believe that every one of their lives is worth fighting for.**



Scott with Juliette's brother, Huck.



## IF YOUR PET IS DIAGNOSED WITH CANCER, **PETCURE ONCOLOGY CAN HELP.**

*Call us. Our Pet Advocates are standing by  
to discuss your pet's cancer treatment options.*

**1-844-511-0475**

Talk with your veterinarian about PetCure Oncology to determine  
the right treatment decision for your pet.

Learn more at [petcureoncology.com](http://petcureoncology.com).



“When we felt like all hope was gone, we were given an option  
we thought we never had. PetCure Oncology gave us hope  
when no one else would.”

Roy Teng, Richmond, IN