

For Immediate Release

PetCure Oncology Opens Fourth Location at Lakeshore Veterinary Specialists in Wisconsin

Unprecedented access to comprehensive cancer care, including stereotactic radiosurgery, now available for pets

Milwaukee, WI - August 2, 2016 - [Lakeshore Veterinary Specialists](#), a 24/7 animal emergency and specialty hospital, is proud to announce the addition of leading-edge radiation oncology services through a partnership with [PetCure Oncology](#) at its Glendale, Wisconsin, facility (2100 W. Silver Spring Drive). As a comprehensive veterinary specialty hospital, Lakeshore has offered advanced medical oncology treatments to cancer patients for many years. The partnership with PetCure Oncology allows the team to add on-site radiation therapy, including a revolutionary new option for pets called [stereotactic radiosurgery \(SRS\)](#).

Lakeshore is the only private veterinary practice in Wisconsin offering comprehensive cancer care with SRS for pets.

Although SRS is widely available for treating human cancer patients, it has just recently become available in the veterinary field. PetCure Oncology's national network is the most extensive veterinary SRS-provider in the country, making the best available cancer care accessible to the millions of pets diagnosed with cancer each year. SRS offers significant benefits over conventional radiation therapy (RT) by:

- Administering treatment with the **intent to cure** cancer rather than just ease symptoms
- Enabling treatment of some **tumors previously considered inoperable** - including brain, spine or prostate
- Delivering radiation with sub-millimeter precision in a **noninvasive** and **nonsurgical** manner
- **Minimizing the risks and side effects** commonly associated with conventional RT
- Requiring **only 1-3 treatment sessions** as opposed to 15-21 with conventional RT

"Cancer accounts for nearly 50 percent of all disease-related pet deaths and is the leading cause of death in older dogs and cats," said Lakeshore's board-certified veterinary oncologist, [Dr. Rachel Reiman](#). "Historically, treating pets with cancer has been limited to surgery, chemotherapy and/or conventional radiation therapy. Offering SRS along with PetCure's exceptional team is a game-changer, providing newfound hope in the fight against cancer in pets."

PetCure Oncology's emergence as the leader in SRS has been swift. In just over one year, the progressive cancer care provider has assembled an elite clinical staff that includes multiple board-certified veterinary radiation oncologists and has expanded into a four-center network that is the largest in the country. From industry-leading clinical research to unprecedented quality control measures rooted in human medicine, PetCure's pioneering innovations have led to a quality of treatment and delivery that is unrivaled in veterinary medicine.

"We are honored to welcome the exceptional team at Lakeshore into the PetCure Oncology network," said Scott Milligan, PetCure Oncology's chief executive officer. "We share a common vision for providing extraordinary medical care with compassionate, five-star service. Together, I am confident we will be able to keep many more families intact by giving their pets a chance for long-term survival and improved quality of life."

PetCure Oncology's national network 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 across the country are 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, ask your primary care veterinarian for a referral to Lakeshore or call PetCure Oncology at Lakeshore Veterinary Specialists at (414) 540-6710.

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

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