



Media Advisory

Precision Medicine Experts Speak on Breast Cancer Research and PSMA PET Tech Approaches Reducing Death Risks for Prostate Cancer Patients by 40%

What:

It is no secret that **1 in 8 men will hear "you have prostate cancer" in their lifetime**. Since most don't discover it until it's advanced, [GenesisCare](#)—one of the leading oncology providers in the United States, Australia, Spain, and the United Kingdom—is **leading the charge to reduce prostate cancer death risks by 40% with a fluorinated, next-gen PSMA (Prostate-Specific Membrane Antigen) prostate cancer screening test**. As the first oncology provider to administer the first FDA-approved prostate cancer imaging agent from Lantheus, GenesisCare is now expanding PSMA screening options for patients. **With its next generation PSMA scanning PET Technology officially launched in Florida, South Carolina, and Texas facilities, global access will follow quickly in Q1 2022.**

Using a theranostic approach, GenesisCare oncologists and theranostic experts are offering a personalized, highly-targeted approach to identify, diagnose, and treat the main tumor and any metastatic tumors of prostate cancers.

Additionally, GenesisCare doctors are leading the push to eradicate breast cancer through new personalized approaches in radiation therapy, including an innovative precision medicine test, DCISionRT.

With over 400 global locations and counting, PSMA scanning, precision medicine tests and theranostic treatments are options **available to patients near where they live in the U.S., Australia, Spain, and the U.K.**

Who:

[Dr. Frank Vicini, MD, FASTRO](#), who is presenting Tuesday, Oct. 26 at the (American Society for Radiation Oncology) ASTRO 2021 conference, **is available to speak with you by phone or Zoom about how precision medicine is transforming breast cancer diagnosis and treatment.**

[Dr. Bridget F. Koontz](#) is available to speak about new work being done with radiation therapy and theranostic approaches to reduce the mortality rate for prostate cancer patients. She will be speaking at ASTRO, but details of her session are embargoed until Sunday, Oct. 24. If you'd like to get info on her presentation, please email: michelle@intersectcom.com

Patient quote:

GenesisCare patients—like retired attorney Leonard Bitterman of Boca Raton who received the first shot of PYLARIFY in the U.S. June 3, 2021— have experienced positive results. "This new process has taken the guesswork out of my prostate cancer journey," said Bitterman. "My wife and I now have greater peace of mind with this new treatment and feel comfortable living life to its fullest."

Interviews:

For interviews with Dr. Koontz and Dr. Vicini, patients, more information about this new PSMA PET technology, DCISionRT and the innovative treatments GenesisCare delivers through over 400 global centers, and brings to over 400,000 cancer patients worldwide each year **please contact Angharad Bhardwaj** at Angharad.bhardwaj@usa.genescare.com / **843-754-2378** or **Michelle Van Jura** at Michelle@intersectcom.com / **310-420-4062**

About GenesisCare

Dedicated to designing better patient care experiences with the best possible life outcomes, [GenesisCare](#)—the worlds' largest provider of radiation oncology—recently kicked off a [new investment series](#) to strategically accelerate development and access to tools that transform the way cancers are diagnosed and treated. The company's investment in precision medicine and PSMA PET Technology is increasing available options for patients while creating positive outcomes and extending lives.

With growing research projects now numbering to more than 150 clinical trials, GenesisCare's own contract research organization and global innovation programs focused on precision medicine and novel therapies, providing access to new therapies for more patients.

With a network of over 5,500 oncology experts worldwide, the Sydney, Australia-based company is dedicated to investing in the latest technologies and tools to target cancer while minimizing harmful side-effects throughout over 440 locations in the U.S., Australia, UK, and Spain.