



Supplement packages with *Current Oncology* will be structured to suit your needs, and that of the audience that you are trying to reach. Publishing a sponsored supplement offers a cost effective method of reaching a target audience of professionals and patients.

Chemotherapy in Prostate Cancer: A Guide For Patients

The primary purpose of this guide is to explain the stage of prostate cancer you have come through. It also discusses general measures to help you learn about strategies to improve your own well-being at this time in your life.

How Do We Define Metastatic Hormone-Refractory Prostate Cancer?

The use of hormone therapy in patients diagnosed with prostate cancer has led to delays in cancer recurrence and improvements of survival. For patients with metastatic cancer that has spread to other parts of the body (prostate cancer, hormonal therapy, even though not curative, can typically lead to long-term remission and allow for an excellent quality of life. However, with time, prostate cancer may progress despite the use of hormonal therapy. We do not know why this happens but it leads to a state called hormone-resistant prostate cancer. The cancerous prostate cells mutate and start growing on their own, despite the lack of hormones (testosterone) to stimulate them. When the disease reaches this stage, no "standard" therapy has been shown to be effective for cure but, because this is an area where research is making a lot of progress, there is renewed optimism. In the past few years, several important new treatment options have sprung up that are aiming to find new ways of tackling the problem. Here is a brief overview of these new therapies, what they propose to accomplish, and the emerging options.

No "Standard" therapy has been shown to be an effective cure but, because this is an area where research is making a lot of progress, there is renewed optimism.



Provides very practical and useful resources for health professionals to use in counseling oncology patients.

Presents information about cancer symptoms, diagnosis, and treatments

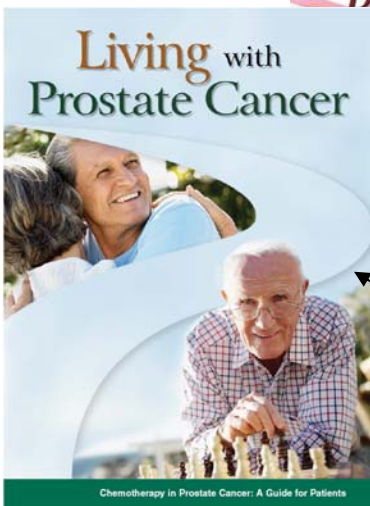
Supplemental issues can be used to present new research and developments affecting the oncology community

Offers easy to understand facts and information to give patients a better understanding of their disease

Discusses general measures to help patients learn about strategies to improve their own well-being at this time in their life



Corporate colours subtly incorporated in to pages



Space can be used for advertisement of product discussed in the supplement



For further information please contact Willow Breast Cancer Support & Resource Services. Willow is a national breast cancer organization that provides current information and support free of charge to those diagnosed with breast cancer, as well as to their families, friends and caregivers. It is the only breast cancer organization of its kind in Canada, and it has helped thousands negotiate their way through a difficult health care system, and make difficult decisions about the kind of treatment and care that's right for them. Only at Willow will you always speak with survivors of breast cancer, who have the compassion and empathy to share their experiences and hard-learned lessons.



Work with our graphics department to develop a cover that suits your company's needs

STAGES OF SUPPLEMENT DEVELOPMENT

In an initial meeting, a decision is made as to what is meant to be the focus of the supplement, and what audience will be targeted. The decision is also made as to who will distribute the supplement, and how many copies will be required. Please note: Supplements can be translated/printed in both English and French. Price is based on the number of copies, number of pages as well as where the supplements are being shipped to.

The company can choose an author of their choice or have the experts of Current Oncology's aid in your decision.

Our expert editorial staff includes:

EDITOR-IN-CHIEF

Michael McLean, MD.

CANADIAN DEPUTY EDITOR

Phil Gold, CC, OQ, MD, Ph.D.

AMERICAN DEPUTY EDITOR

Richard Ablin, MD, Ph.D.

BIOMARKERS IN ONCOLOGY

Torgny Stigbrand, MD.
Petra Steiber, MD.

BASIC RESEARCH IN CANCER

Michel Tremblay, MD, Ph.D, FRSC.

CANCER REHABILITATION & SURVIVORSHIP

Martin Chasen, MD, MBChB, FCP, MPhil.

INTEGRATIVE THERAPIES FOR ONCOLOGY

Stephen M. Sagar, BSc Hons, MB, BS, MRCP, FRCR, FRCPC.

MEDICAL ONCOLOGY

Michael McLean, MD.
Sunil Verma, MD, FRCPC.

ONCOLOGIC HISTORY

Herbert E. Nieburgs, MD.

ONCOLOGIC PATHOLOGY

Raymond B. Nagle, MD, Ph.D.

PEDIATRIC ONCOLOGY

Eric Bouffet, MD, FRCPC.

RADIATION ONCOLOGY

Carolyn Freeman, MB, BS, FRCPC.

TRANSLATIONAL RESEARCH

Gerald Batist, MD, CM, BS.
Victor Ling, Ph.D, FRSC.

UPDATES AND DEVELOPMENTS IN ONCOLOGY

Richard J. Ablin, MD, Ph.D.
Phil Gold, CC, OQ, MD, Ph.D.

UROLOGICAL ONCOLOGY

Fred Saad, MD, FRCS.

Multimed Inc. is the publisher of Current Oncology. Multimed brings with it a history of 25 years experience in the pharmaceutical marketing and medical publishing field – a further enhancement to the final product to be developed.

The supplement development process will include mutual communication and feedback from Multimed and Product Manager at all stages. Upon completion of the writing and design sections of the Patient Education

Supplement, it is presented to the Product Manager and his/her pharmaceutical company for final internal approval.

Multimed will accommodate all printing, shipping and distribution requests made by the Product Manager and the pharmaceutical company. Requests have included shrink-wrapping sets of supplements and sending them to specified oncologists, shipping copies to the pharmaceutical company itself, as well as sending bundles of the supplements to specified chapters of patient support groups – we can accommodate it all.



66 Martin Street
Milton, ON
CANADA L9T 2R2
Tel: 905-875-2456
Fax: 905-875-2864
Email: current_oncology@multi-med.com