

Prostate cancer, what you need to know

New resource provides complete and practical information for prostate cancer patients and their families

MONTREAL, June 5, 2012 /CNW Telbec/ - "You have prostate cancer" are four words that can instantly change a man's life. Future plans and next steps may seem insurmountable as the newly diagnosed patient wades through information that may be complicated or inaccurate. A new resource, authored by two renowned urologists and researchers, Dr. Fred Saad and Dr. Michael McCormack, and funded by Sanofi Canada, may help allay fears and answer questions. ***Prostate Cancer: Understand the disease and its treatment*** is a simple, complete and practical guide geared at helping patients and their families understand prostate cancer and may be an indispensable resource for the some 26 500¹ Canadian men affected by this disease.

"This book is one of the rare works to give so much attention to the psychological impact of a prostate cancer diagnosis on the patient and those close to him," says Dr. Saad, professor of surgery at the University of Montreal, chief of Urology and Director of Urologic Oncology at the University of Montreal Hospital Centre (*Centre Hospitalier de l'Université de Montréal, CHUM*). "As prostate cancer touches a very sensitive place in the male psyche, we wanted to pay special attention to this information."

"We are extremely pleased with the book," says Dr. McCormack assistant head of urology at the University of Montreal Hospital Centre (*Centre Hospitalier de l'Université de Montréal, CHUM*) and associate clinical professor in the Department of Surgery, Faculty of Medicine, University of Montreal. "Not only were we able to address common questions, we also discussed the role of diet and nutritional supplements in the prevention of prostate cancer, making this book a valuable resource for men at an increased risk of developing the disease. We are grateful to Sanofi Canada for their support."

Information is key for patients

In Canada, one man in seven men will develop prostate cancer. It is the most frequently diagnosed cancer in men and its incidence has increased by 30 percent since 1988. While it is most commonly diagnosed after age 70, prostate cancer can also occur in men in their forties and fifties.²

"Information is key to patient well-being and comfort," says Malvina Klag, Executive Director at PROCURE, Quebec's prostate cancer charity. "We continue to need coordinated resources for men diagnosed with prostate cancer. Awareness, education and information are critical to help combat this distressingly common disease. This book hits all the right notes."

A rewarding contribution

Sanofi Canada along with Dr. Fred Saad and Dr. Michael McCormack, helped to produce this significant resource.

"At Sanofi, we are committed to patients and understand the importance of giving them tools and resources to help better manage their disease," says Victoria Vertesi, Senior Director, Oncology Patient Centered Unit, Sanofi Canada. "Sanofi is focused on answering patients' unmet needs and supporting innovative solutions. Partnering with experts such as Drs. Saad and McCormack is an example of our dedication and leadership in this area."

Illustrated in colour, this third edition of ***Prostate Cancer*** has become an indispensable reference work. This edition explains how a man can maintain his virility and continue to lead an active and enjoyable life and shows that mortality rates are dropping thanks to better treatments, even though the incidence of the disease is on the rise.

Ordering *Prostate Cancer - Understand the disease and its treatment*

Prostate Cancer can be purchased in bookstores and online bookstores (as a hard copy or electronic book). For a complimentary hardcopy, please contact, PROCURE at 1-866-899-CURE or by email at info@procure.ca.

About Sanofi

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Sanofi companies in Canada include sanofi-aventis Canada Inc. (pharmaceuticals), Sanofi Pasteur (vaccines), Sanofi Consumer Health (health and beauty), Genzyme (rare diseases) and Merial (animal health). Together

they employ more than 1,700 people, mainly in the greater Montreal and Toronto areas. In 2011 Sanofi companies invested \$151.7 million in R&D in Canada, creating jobs, business and opportunity throughout the country.

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Annika Parance Publishing

Prostate Cancer

From the "Understand the Disease and Its Treatment" collection

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About the authors

Dr. Fred Saad is a professor of surgery at the University of Montreal. He is currently chief of Urology and Director of Urologic Oncology at the University of Montreal Hospital Centre (*Centre Hospitalier de l'Université de Montréal, CHUM*). He also heads the Molecular Prostate Cancer Research Lab at the Montreal Cancer Institute and is Director of Oncology Research at the CHUM research centre.

Since 2004, he has held the University of Montreal Chair in Prostate Cancer

Research. In 2005, he received the Leadership Award in Medicine from the University of Montreal Hospital Centre. He is currently coordinating more than 40 clinical and basic research projects in urologic oncology.

Dr. Michael McCormack is a urologist, the assistant head of urology at the University of Montreal Hospital Centre (*Centre Hospitalier de l'Université de Montréal, CHUM*) and associate clinical professor in the Department of Surgery, Faculty of Medicine, University of Montreal. He served as chair of the Quebec College of Physicians' Urology Examination Committee and vice-chair of the Examination Board in urology at the Royal College of Physicians and Surgeons of Canada.

Dr. McCormack is also the author of *Male Sexual Health* (Rogers, 2003). In 2010, he was awarded a Prix Esculape in recognition of the excellence of his teaching at the University of Montreal Hospital Centre.

¹ Canadian Cancer Society: Prostate Cancer: <http://www.cancer.ca/canada-wide/about%20cancer/cancer%20statistics/stats%20at%20a%20glance/prostate%20cancer.aspx>

² Prostate Cancer: Understand the Disease and its Treatment: Saad F, McCormack M; Annika Parance Publishing; 2012, p. 25

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