

PROCURE PROTON THERAPY CENTER NJ HONORS 3,000TH PATIENT TO COMPLETE TREATMENT

Center Hits Major Milestone for NY/NJ Tri-State area Cancer Community.

SOMERSET, N.J. (January 8, 2018) – ProCure Proton Therapy Center in Somerset, NJ, recently met a major milestone with the graduation of its 3,000th patient to complete treatment. The special graduation ceremony brought together ProCure team members, family members and past and present patients, including the 3,000th patient, Victoria Croft. Victoria is a New Jersey native currently residing in the Cayman Islands who was treated for breast cancer at the Center.

According to the American Cancer Society, breast cancer is the most commonly diagnosed cancer among American women besides skin cancer and about one in eight women in the U.S. will develop invasive breast cancer over the course of their lifetime. Proton therapy has been used to treat many types of tumors, including breast cancer. Proton therapy delivers less radiation to the heart, lung and contralateral breast. This helps reduce a patient's risk of developing longer-term side effects such as heart disease, lung disease and secondary malignancies.

Proton therapy is a precise form of radiation that directly attacks tumors while minimizing potentially damaging radiation to surrounding healthy tissues and organs. It is beneficial for difficult-to-reach tumors and complex cases. Like standard radiation, proton therapy destroys cancer cells by preventing them from spreading. The clinical advantage of proton therapy is its ability to reduce damage to healthy surrounding tissue, potentially allowing patients to receive radiation treatment with few side effects.

"I've been a Hodgkin's survivor for the past twenty years, so I've had my fair share of treatments. Living in the Cayman Islands, I was fearful that I would have difficulty with accessibility to the right treatment. However, when my father told me about proton therapy and I further researched it, I was thrilled to learn that ProCure NJ was only twenty short minutes away from my hometown in New Jersey," shares Victoria. "I was even happier after my first visit to the Center. I experienced, first-hand, how thorough and thoughtful the team was in answering my questions. I could tell from day one that they cared," Victoria adds.

Victoria's experience at ProCure NJ surpassed her expectations both from a clinical and personal perspective. "My case was a head scratcher and I felt like other doctors tried to fit me into a box. I'm appreciative that my team here understood my situation was unique and didn't try to normalize it," she explains.

"Proton therapy is a precise method of delivering radiation to tumors where protons stop at a specific depth in the body instead of passing all the way through and potentially exposing healthy tissue to radiation. It's a promising treatment for women with left-sided breast cancer who can be at greater risk for unnecessary radiation exposure to the heart during treatment," explains Dr. Henry Tsai, radiation oncologist at ProCure NJ.

"I'm thankful that I found ProCure NJ and hopefully by being able to share my experience, I can help more women who are researching their breast cancer treatment options and may not be aware of proton therapy," Victoria added.

"For our team to have treated and graduated 3,000 patients is a testament to the quality of our team members and the technology. We're proud to be a cancer treatment center that truly puts patients first – we've had that mindset from day one and will continue serving patients and their families to the best of our ability for years to come. It's an amazing feeling to know our dedication to advancing cancer care and improving our human-care element has helped us reach this significant milestone," shares Dr. Tsai.

If you or someone you love is considering proton therapy for cancer, call 1-877-267-7891 or request more information online at: www.procure.com/nj. The team will help you learn more about proton therapy and find out if it is right for you.

About Princeton ProCure Management, LLC.

ProCure Proton Therapy Center in Somerset, N.J. opened in March 2012, and was the 10th proton treatment facility in the nation and the first in the NJ/NY tri-state region. Studies have shown proton therapy to be effective in treating many types of cancers, including that of the prostate, breast, lung, brain, gastrointestinal system, head and neck region, sarcomas and many pediatric cases.

ProCure N.J. is the only proton therapy center in the metro NY/NJ area equipped with pencil beam scanning (PBS), the most advanced proton therapy technology available today. ProCure's PBS technology expands the center's ability to treat difficult and complicated tumors, and is reflective of a commitment to continually advance cancer treatment options. For more information, visit www.procure.com/nj.