

# PROSTATE HEALTH

## Active Surveillance and Cancer Prevention 101



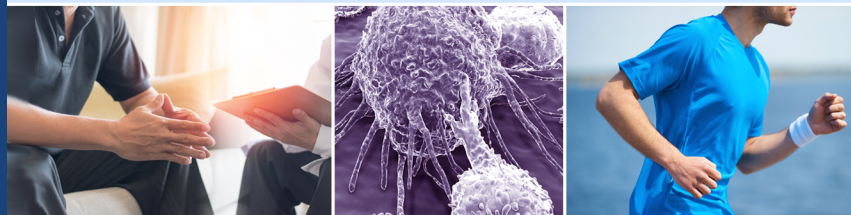
BARD CANCER DIAGNOSTICS has pioneered the use of Power Doppler Sonography to accurately scan and diagnose the condition of the prostate through a non-invasive method for screening prostate tumors with their abnormal blood vessels. This eliminates the so-called blind biopsy which often misses cancer because ordinary ultrasound may not distinguish tissue with accuracy. Due to the elevating risk of prostate cancer in men over 50, a screening plan is recommended as part of a monitoring program for supporting prostate health.



212.355.7017

[www.CancerScan.com](http://www.CancerScan.com)

## Advancements of PROSTATE CANCER SCREENING



In 1937, the PSA blood test was created to diagnose seminal vesicle fluid in rape kits. Somehow it was fast tracked by the FDA to detect prostate cancer and a definitive 2004 article in UROLOGY demonstrated a 2% accuracy (yes, two percent) in detecting malignant tissue. The glacially changing urologic community added the MRI as an accepted diagnostic tool about 10 years ago when Dr. Robert Bard wrote the textbook "MRI ATLAS OF PROSTATE CANCER" in 2009. The many false positives and negatives still leave this as a desirable but not optimal screening tool. The 3D Doppler sonogram performed in his outpatient office is painless and remains the most definitive scan for locating tumors & assessing their malignant potential.

Only 3% of prostate cancers are lethal and the 4D Doppler histogram analysis provides real time information so after a 10 minute scan patients walk out of the office with answers and the high probability that their worst fears will not be realized. Malignant cells always mutate and try to survive the treatment so sequential yearly monitoring of a tumor confirms ongoing effectiveness and allows a timely switch to other options when the tumor spreads or metastasizes. This routine follow up provides further peace of mind since the cancer recurrent rate is between 10 and 30% depending on the treatment and the body's natural defenses.

For additional information about Bard Cancer Diagnostics Prostate Cancer Screening program, visit [www.CancerScan.com](http://www.CancerScan.com) or call 212.355.7017

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