

The Cancer Centre Foundation Raises \$5.4 Million for New Men's Health Program

CANCER SERVICE TO BE NAMED FOR UROLOGIST DR. RICHARD BOYD

WINDSOR, ON / April 11, 2014: The Windsor Essex County Cancer Centre Foundation (*the Cancer Centre Foundation*) announced Friday that it had raised \$5.4 million to fund a new medical service dedicated to men's urological issues, particularly prostate cancer, in Windsor-Essex. It will be located at the Met campus of Windsor Regional Hospital. It is only the second of its kind in Ontario.

It will be named the 'Dr. Richard Boyd Regional Comprehensive Men's Health Program'. Dr. Boyd was the respected Head of Urology at Windsor Regional Hospital who died suddenly in 2008. Cypher Systems Group (CSG), a Windsor based company that provides software development, property casualty insurance, global medical assistance and claims management, announced the naming and that CSG would be program sponsor.

"Rick was a kind and dedicated physician who offered support to his patients who were facing some difficult health challenges," said Dr. Boyd's wife, Jane. "Our family is profoundly honoured and grateful to know that Rick is being remembered in a way that will have a lasting impact on the well-being of men in our community and their families who love them. Additionally, a heartfelt thank you to the Cypher Systems Group for honouring Rick's memory in this lasting way."

"We are thrilled with the generous community support for the new Dr. Richard Boyd Regional Comprehensive Men's Health Program. Local prostate cancer patients will now have timely access to the best specialized care including robotic surgery in their home region", stated Norma Brockenshire, President of the Cancer Centre Foundation.

The Cancer Centre Foundation launched their multi-million dollar "*It's In Your Jeans*" capital campaign in June, 2012. The funds will purchase needed equipment for the Program, including high performance laboratory and diagnostic tools to improve and expedite care. That equipment will be used for all cancers for men, women, and children.

The centerpiece of the campaign is the purchase of the renowned da Vinci[®] Surgical Assisting Robot. It is for prostate cancer patients. It will allow patients to receive less invasive and less painful surgery with quicker recovery and lower risk of post-operative complications than from conventional surgery. The surgical platform has wider applications for both men and women. Windsor Regional Hospital is presently authorized by the Ontario government to use it only for prostate cancer treatment.

The closest da Vinci[®] Robot is in London. There are 24 throughout Canada. Fifty per cent of

local men choosing surgery have been leaving the area to access this technology elsewhere in Ontario. The goal of the Cancer Centre Foundation is to have more men receive surgical care in their home community.

The Men's Health Program will deliver one-stop coordinated care at Windsor Regional Hospital; provide earlier cancer detection and diagnosis; cut the wait time to treatment almost in half; and expand current treatment options to include da Vinci[®] robotic surgery.

Last month, the Hon. Teresa Piruzza, MPP Windsor-West, announced the Ontario government will fund the annual operating expenses of the new program.

"I want to thank the Windsor Essex County Cancer Centre Foundation and its many donors for their outstanding effort. Together, we're stepping up the fight against prostate cancer in Windsor-Essex through a first-class men's health program that will allow more men to receive surgical care in their home community", stated the Hon. Teresa Piruzza, MPP for Windsor West.

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Additional Information:

Title of the WECCCF Capital Equipment Campaign: It's In Your Jeans

Campaign website: www.inyourjeans.ca

Quick Facts:

- The incidence rate in the Erie St. Clair Region for prostate, urinary and/or bladder cancers has increased from 679 in 2008 to 835 in 2013 (per 100,000 people)
- Prostate cancer is ranked first in Canada in terms of the number of new cases among all male cancers (25,000 of 89,300 cases or 28.6%) and is the third most fatal
- 1 in 7 men will be diagnosed with prostate cancer in Canada
- In comparison, 1 in 8 women will be diagnosed with breast cancer in Canada
- Prostate cancer is curable for most men if diagnosed and treated early
- However, the regional wait time from suspicion to treatment has averaged 30 weeks
- Currently 50% of prostate and nearly 40% of genitourinary surgery cases are completed outside of the Erie St. Clair Region where advanced da Vinci Surgical Assisting Robotic services are available
- Last month, the Honourable Teresa Piruzza, MPP Windsor-West, announced the Ontario government will fund the annual operating expenses of the new Program for this region
- Ottawa is the only other Ontario community with a comprehensive Men's Health Program

- The Regional Comprehensive Men's Health Program - a new cancer service for the Erie St Clair Region, including Windsor-Essex, will deliver one-stop coordinated care at Windsor Regional Hospital; provide earlier cancer detection and diagnosis; cut the wait time to treatment almost in half; expand the current treatment options to include advanced da Vinci robotic surgery available elsewhere in Ontario.
- Purpose of the WECCCF \$4 million "It's In Your Jeans" capital campaign - program equipment needs include:
 - Purchase of high performance laboratory and diagnostic tools to improve and expedite care. That equipment will be used not only for prostate cancer, but for all cancers, for women and children too
 - Purchase of the renowned da Vinci Surgical Assisting Robot, which allows prostate cancer patients to receive less invasive and less painful surgery with quicker recovery and lower risk of post operative complications than from conventional surgery. There are only 24 of the platforms throughout Canada, more than 2,500 in the United States.

About the Windsor Essex County Cancer Centre Foundation

The Windsor Essex County Cancer Centre Foundation was established in 1996 by a group of volunteers intent on making the cancer journey one that was less stressful to patients and their families, as well as aiding in the provision of care through the purchase of state-of-the-art equipment. Our mandate has grown over the years to include a commitment to supporting local cancer research, as well as providing short-term assistance to patients experiencing financial need. Thanks to tremendous community support, the Cancer Centre Foundation has raised over \$25 million dollars to support these programs at the Cancer Centre at Windsor Regional Hospital and throughout the regional cancer program.

www.windsorcancerfoundation.org

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