



# Health Awareness

## Get In The G.A.M.E. (Get All Men Educated About Prostate Cancer Clinical Trials) Program Helps Men With Prostate Cancer Get The Information They Need About Clinical Trials

(NAPSA)—A nationwide campaign has been launched by the National Prostate Cancer Coalition (NPCC) called “Get in the G.A.M.E.—Get All Men Educated about Prostate Cancer Clinical Trials” to help men with prostate cancer understand that clinical trials may be an important option to consider. Talking with a doctor about clinical trials is particularly important for men with recurrent disease who are at risk for or already suffering from bone metastases (spread of cancer to the bone). Clinical trials advance science in the areas of disease they study and in some cases provide access to potential new therapies.

“We’re conducting our Get in the G.A.M.E.—Get All Men Educated initiative because a recent survey of prostate cancer patients shows that only a very small percentage of patients—about 12 percent of men with prostate cancer—know that clinical trials are an option,” said NPCC CEO Richard N. Atkins, M.D. “Clinical trials examine the safety and benefit of experimental drugs to find new treatments for prostate cancer aimed at extending and improving quality of life and ultimately a cure. It’s important for men to ask their urologist or oncologist about trials that may be helpful.”

Prostate cancer is the most commonly diagnosed cancer in America among men, with more than 218,000 new cases expected to be diagnosed in 2007. Approximately one in six men is diagnosed with prostate cancer in his lifetime, and all men with prostate cancer are at risk to develop bone metastases.

What many people don’t realize is that bone metastases are one of the most frequent causes of pain

in people with cancer and may lead to severe skeletal complications, such as fractures, spinal cord compression resulting in paralysis, need for surgery to bone, and need for radiation to bone for pain palliation.

The survey, Cancer Clinical Trials Awareness and Attitudes in Cancer Survivors, conducted by the Coalition of Cancer Cooperative Groups and Northwestern University, polled nearly 2,000 U.S. cancer survivors and found that as few as one in 10 cancer survivors reports ever being made aware of trial opportunities during treatment. For those patients who reported participating in clinical trials, the survey found that 92 percent of participants had a positive experience with their clinical trial.

“This survey tells us that we need to do a better job of informing men about clinical trials that may make a difference in how their disease is managed in helping determine the potential benefit of new agents,” said Matthew Smith, M.D., Ph.D., assistant physician, division of hematology/oncology, Massachusetts General Hospital, Boston, Mass. “We are currently conducting clinical trials to evaluate the potential for an investigational therapy to prevent and treat the bone metastases in men with prostate cancer.”

“Education about and, when appropriate, participation in clinical trials is so important—that’s why we are encouraging dialogue between men with prostate cancer, their families and their physicians,” noted Atkins.

To learn more about relevant prostate cancer clinical trials, go to [www.rising-psa.com](http://www.rising-psa.com) or call (800) 536-8604 (hosted by Amgen, Inc.).

### Quick Facts: Prostate Cancer in the U.S.

- More than 218,000 new cases of prostate cancer are expected to be diagnosed in 2007.
- More than 27,050 deaths will occur due to prostate cancer in 2007.
- Approximately one in six men is diagnosed with prostate cancer in his lifetime, and all men with prostate cancer are at risk to develop bone metastases.

### Quick Facts: Bone Metastases

- More than 10 million people worldwide have bone metastases.
- Approximately 452,000 people in the United States suffer from cancer with metastases to the bone.
- Approximately 50-80 percent of all those diagnosed with carcinoma are predicted to have metastases to bone at the time of their death.
- Certain cancers, like breast, prostate, thyroid and lung, are more likely to spread to the bone than others.

### Why there is a need for clinical trials:

- Only a very small percentage of patients—about 12 percent of men with prostate cancer—know that clinical trials are an option.
- As few as one in 10 cancer survivors reports ever being made aware of trial opportunities during treatment.
- For those patients who reported participating in clinical trials, the survey found that 92 percent of participants had a positive experience with their clinical trial.

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Get in the G.A.M.E.—Get All Men Educated about Prostate Cancer Clinical Trials has been made possible by financial support from Amgen, Inc.