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***** FOR IMMEDIATE RELEASE *****

University Cancer & Blood Center is the first community-based cancer center in Georgia to offer Theranostics, a groundbreaking cancer treatment.

Athens, GA – February 23, 2022 – University Cancer & Blood Center, a leading oncology and hematology center for Northeast Georgia, is the first community-based cancer center in the state to offer Theranostics.

Theranostics is a groundbreaking, personalized approach to treating specific cancers, using both diagnostic imaging and therapy tools to form a specialized treatment. Custom Theranostic plans are unique to the patient, creating the most effective treatment approach.

Through Theranostics, cancer cells are targeted and destroyed with precision without damaging healthy cell tissue. By using PET scan imaging to find possible target tumor receptors on tumor cells, radioactive drugs are then used to treat tumors via IV infusion. UCBC is currently using Theranostics to treat Gastroenteropancreatic Neuroendocrine Tumors (or “GEP-NETs”), as well as men with advanced prostate cancer.

LUTATHERA® is a prescription medicine used to treat adults with GEP-NETs that are positive for the hormone receptor somatostatin. Xofigo® injection is used to treat prostate cancer that no longer responds to hormonal or surgical treatment that lowers testosterone. It is for men whose prostate cancer has spread to the bone with symptoms but not to other parts of the body.

“UCBC is so proud to bring this state-of-the-art treatment to our patients as an extension of our commitment to personalized care,” said Gordon Schoenfeld, UCBC Radiation Oncologist. “Theranostic treatments are customized to your specific cancer and deliver the radiation needed to help you live a healthy and cancer-free life.”

About UCBC

University Cancer & Blood Center has been Northeast Georgia’s leading cancer and hematology treatment center for over 40 years. Our highly skilled medical professionals, whose backgrounds include working at the nation’s leading cancer centers, provide every patient with the most advanced cancer care available in an atmosphere of care and compassion.