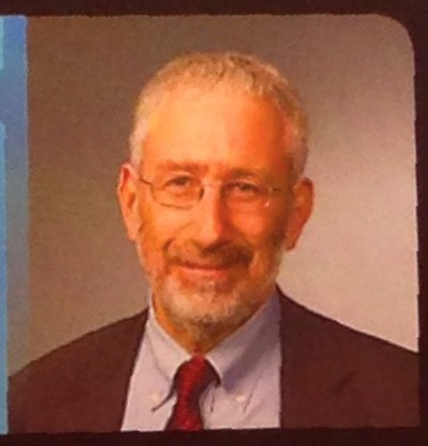
Genomics
Is the future of cancer care finally here?

Advanced genomic testing is changing how we fight cancer. Better insights and more targeted, personalized treatments are giving new hope to many cancer patients—today.

MORE *precise* TREATMENTS ARE NOW POSSIBLE, INCLUDING TREATMENTS THAT HADN'T BEEN PREVIOUSLY CONSIDERED.

Maurie Markman, MD | *President of Medicine & Science*
at Cancer Treatment Centers of America® (CTCA)



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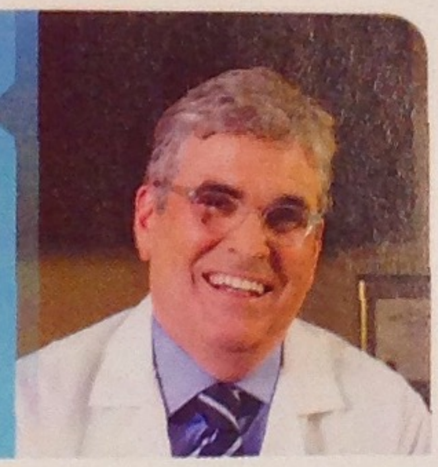
advanced GENOMIC TESTING MAY REVEAL TREATMENT OPTIONS INCLUDING THERAPIES THAT TARGET SPECIFIC GENETIC ABNORMALITIES. THIS IS TRULY AN EXCITING ADVANCEMENT IN CANCER CARE.

George Daneker, Jr., MD | *Chief Medical Officer, CTCA®*



Fighting cancer at the molecular level

Cancer care has become far more personalized, customized right down to the DNA in an individual tumor. Advanced genomic testing reveals the abnormalities in a tumor's gene sequences, helping oncologists tailor more precisely targeted treatment plans.

In other words, we're no longer limited to attacking cancer cells. We can now fight an individual patient's cancer at the molecular level, targeting the DNA alterations that drive its growth.

Putting cancer patients *in control*

Patients should ask if advanced genomic testing is offered at their clinic or hospital, and whether it is an option to help guide their cancer treatment plan. Ideally, they should work with a team of oncology experts, empowered to customize a plan for their specific situation, who keep them well informed about the treatment and therapy options available.

The objective of any cancer treatment plan should be to maintain quality of life during treatment, and the ultimate goal should be the patient's full recovery.

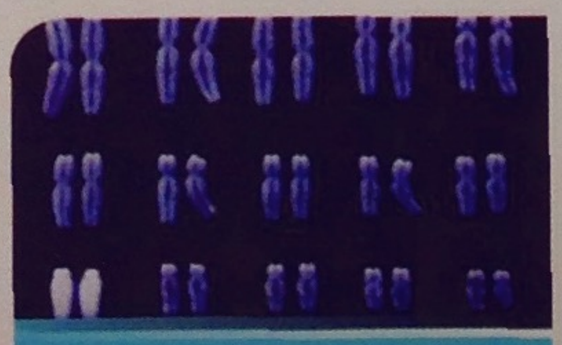
Enabling more *precise* cancer treatment

"We can now target therapies specifically against abnormalities in a cancer cell's genes," reports Donald Braun, PhD, Vice President of Clinical Research at Cancer Treatment Centers of America.

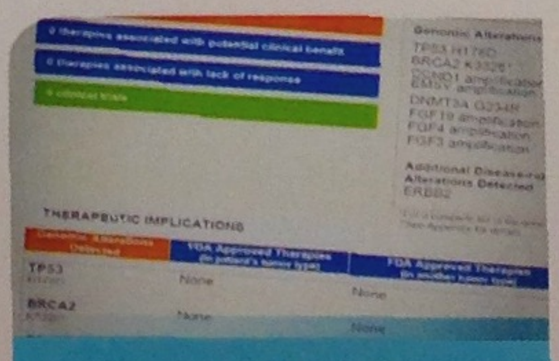
Until recently, cancer was defined by the organ where it was first discovered: breast cancer, lung cancer, etc. But our understanding of the role specific genes play in the growth and spread of cancer has enabled a breakthrough in how we treat cancer. Now we realize that one patient's breast or lung cancer does not necessarily behave the same—or respond to the same treatment—as another patient's breast or lung cancer.

With advanced genomic testing, we can design a more precise treatment plan based on the genomic profile of a tumor, creating a whole new spectrum of more targeted treatment options—and new avenues of hope for the patient.

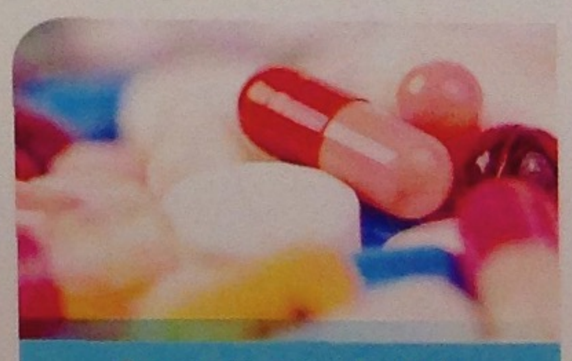
1 A sample of a patient's cancer tissue or tumor biopsy is sent to a genomic sequencing lab



2 The lab sequences genes from the cancer sample's extracted DNA



3 Data analysis identifies mutations that drive the tumor's growth



4 Doctors recommend a treatment that has shown effectiveness against cancers with those mutations

Cancer Treatment Centers of America® (CTCA) is a national network of five hospitals in the U.S. We combine world-class treatment with an integrative approach to cancer care to reduce side effects and maintain quality of life during cancer treatment. Now through our Center for Advanced Individual Medicine, we bring advanced genomic testing and precision cancer treatment to our patients for truly personalized care. If you or someone you love has cancer, call **855-587-5528** *or go to* **cancercenter.com.**

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