

Breaking New Ground in the Prevention & Treatment of Colorectal Cancer

Southeastern Medical Oncology Center

If a colorectal cancer diagnosis becomes a part of life for you or a loved one, there's one question you must ask your physician: What clinical trials are available to treat my disease?

"National clinical trials are the reason we've seen such major advances in colorectal care," notes Southeastern Medical Oncology Center medical oncologist James Atkins, M.D. "Being in a national clinical trial allows patients to receive care that is two or even three years ahead of the curve."

Fellow SMOC medical oncologist Keith Lerro, M.D. agrees: "We're seeing some very exciting new developments in care, especially for high risk patients and those who have had colorectal cancer in the past. A clinical trial we are currently participating in, for example, studies genetic markers to determine whether a patient is at elevated risk for recurrent disease."

World Class, Community-Based Care

Recognized by the American Community Cancer Centers, the American Society of Clinical Oncology, the National Cancer Institutes and a number of other prestigious oncology consortiums, Southeastern Medical Oncology Center is known around the world



James Atkins, M.D. and Keith Lerro, M.D.

Overcoming Colorectal Cancer

Colorectal cancer is the third most common form of cancer and the second most deadly, surpassed only by lung cancer. It can, however, be prevented and, when found early, even cured.

"Because colon cancer is completely curable when we catch it early, the importance of colorectal cancer screening cannot be overestimated," says Dr. Lerro. "To be protected, you must begin regular screenings starting at age 50, whether through traditional colonoscopy or the new virtual method, which uses a CAT scan and is entirely non-invasive. And, regardless of age, if you notice blood in your stool or a change in your bowel habits, tell your doctor immediately."

for its groundbreaking work in developing new cancer treatments through clinical trials. Equally as important is what the Center's patients know it for: personal care in a friendly, supportive environment.

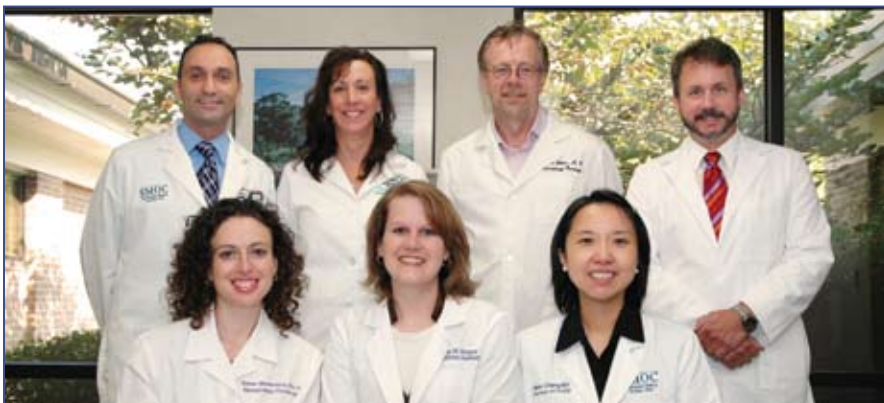
"We bring leading-edge medical care together with the compassion of a community doctor's office," says Dr. Lerro. "We understand how difficult a cancer diagnosis can be and we take the time to not only care for our patients' physical health, but also their emotional well-being."

"Cancer affects the whole family, so we provide for the whole family through a range of counseling and social support services," adds Dr. Atkins. "We do more than simply treat a disease — we provide real care for each individual."



Southeastern Medical Oncology Center

Eastern North Carolina's choice for unparalleled oncology and hematology care, Southeastern Medical Oncology Center works with patients, families and partnered healthcare providers to assure high quality treatment, therapy and care. For more information, or to schedule a consultation, please call 800-849-0203. Visit the website at www.cancersmoc.com.



Southeastern Medical Oncology Center medical team: Front row – (L to R): Susan Blumenthal, PA-C; Lisa Hopper, PA-C; I-Wen Chang, M.D. Back row – (L to R): Samer Kasbari, M.D.; Teresa Wolf, PA-C; James Atkins, M.D.; Keith Lerro, M.D.