

# About ProCure Treatment Centers, Inc.

ProCure Treatment Centers, Inc., based in Bloomington, Indiana, was founded in 2005 by Dr. John Cameron, a particle physics pioneer at Indiana University for many years. Dr. Cameron played a pivotal role in the creation of one of the nation's first proton therapy treatment facilities, the Midwest Proton Radiotherapy Institute (MPRI).

The experience at MPRI inspired Dr. Cameron to gather a renowned team of experts whose mission is to make proton therapy affordable and accessible to everyone who would benefit from the treatment. The goal is being accomplished through the construction of a world-class network of proton therapy centers in communities across the United States.

ProCure identifies and forms partnerships with leading radiation oncologists, hospitals and business leaders in communities where the need is greatest, providing management support and a proven model for the complete design, construction, operation and maintenance of a treatment center. This partnership vastly reduces the time and effort necessary to create a facility while allowing the physicians to continue focusing on patient care.

Dr. Cameron and his "dream team" have been integrally involved in four of the six proton treatment centers operating or under construction in the U.S.

## Management Team:

John Cameron, PhD, President & Chairman

Hadley Ford, Chief Executive Officer & Director

John Henderson, Chief Operating Officer

Chris Chandler, Senior Vice President of Sales and Marketing

Niek Schreuder, Senior Vice President of Technology

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## Advisors and Board Members:

Tommy G. Thompson, Director – Former U.S. HHS Secretary and four-term Governor of Wisconsin

Jay S. Loeffler, MD, Director – Professor of Radiation Oncology, Harvard Medical School

Jay Flanz, PhD, Advisory Board – Technical Director, Massachusetts General Proton Therapy Center

Thomas E. Merchant, DO, PhD, Advisory Board – Division Chief of Radiation Oncology, St. Jude's Children's Hospital

James Metz, MD, Advisory Board – Assistant Professor of Radiation Oncology, University of Pennsylvania

Allan Thornton, MD, Advisory Board – Medical Director, Midwest Proton Radiotherapy Institute (MPRI)

Michael Weiner, MD, Advisory Board – Chief of Pediatric Oncology, New York Presbyterian Hospital

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## Facts: Cancer in Oklahoma

- Cancer is the second leading cause of death in Oklahoma. Lung cancer is the leading cause of cancer death in Oklahoma.
- More than 18,500 Oklahomans are diagnosed with cancer every year. (Nearly 1.4 million Americans will be diagnosed with cancer in 2006).
- Approximately 7,500 Oklahomans die each year from cancer. (This year about 564,830 Americans are expected to die of cancer, more than 1,500 people a day.)
- One in three Oklahoma women will be diagnosed with cancer during their lifetime.
  - Approximately 2,500 Oklahoma women are diagnosed with breast cancer each year.
- One in two Oklahoma men will be diagnosed with cancer during their lifetime.
  - Approximately 2,000 Oklahoma men are diagnosed with prostate cancer each year.
- African American men have the highest overall age-adjusted incidence and mortality rates for cancer in Oklahoma.
- Hispanic women have the highest age-adjusted incidence rate of breast cancer in Oklahoma.
- Approximately 60 percent of cancer patients in the U.S. currently receive traditional radiation therapy.

Sources: Oklahoma State Department of Health, Cancer in Oklahoma 2004; American Cancer Society, Cancer Facts & Figures 2006.

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# Fast Facts: Oklahoma ProCure Treatment Center

The Oklahoma ProCure Treatment Center will be the first private practice proton therapy treatment center in the world.

- Dimensions: 55,000 sq. ft. (35,000 clinical space/ 22,000 office)
- Features: Four treatment rooms
  - Two inclined-beam rooms
  - One fixed horizontal beam room
  - One gantry treatment room
- Capacity: Treatment availability for 1,500 patients per year
- Time to Build: 27 months
- Architect: Tsoi/Kobus & Associates (TK&A)
- Location: Oklahoma City

## The Clinical Partners

ProCure has partnered with two of Oklahoma's leading private radiation oncology practices. Both groups have been early adopters of leading technologies used in the treatment of cancer, have shown a strong commitment to continuous training and education, and are well known for providing outstanding patient care.

- Radiation Medicine Associates (RMA)
  - William C. Goad, MD
  - John R. Taylor, MD
  - Robert Gaston, DO
  - Elaine Nordhues, MD
- Radiation Oncology Associates (ROA)
  - Gary L. Larson, MD
  - Kiran Prabhu, MD

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### Economic Impact

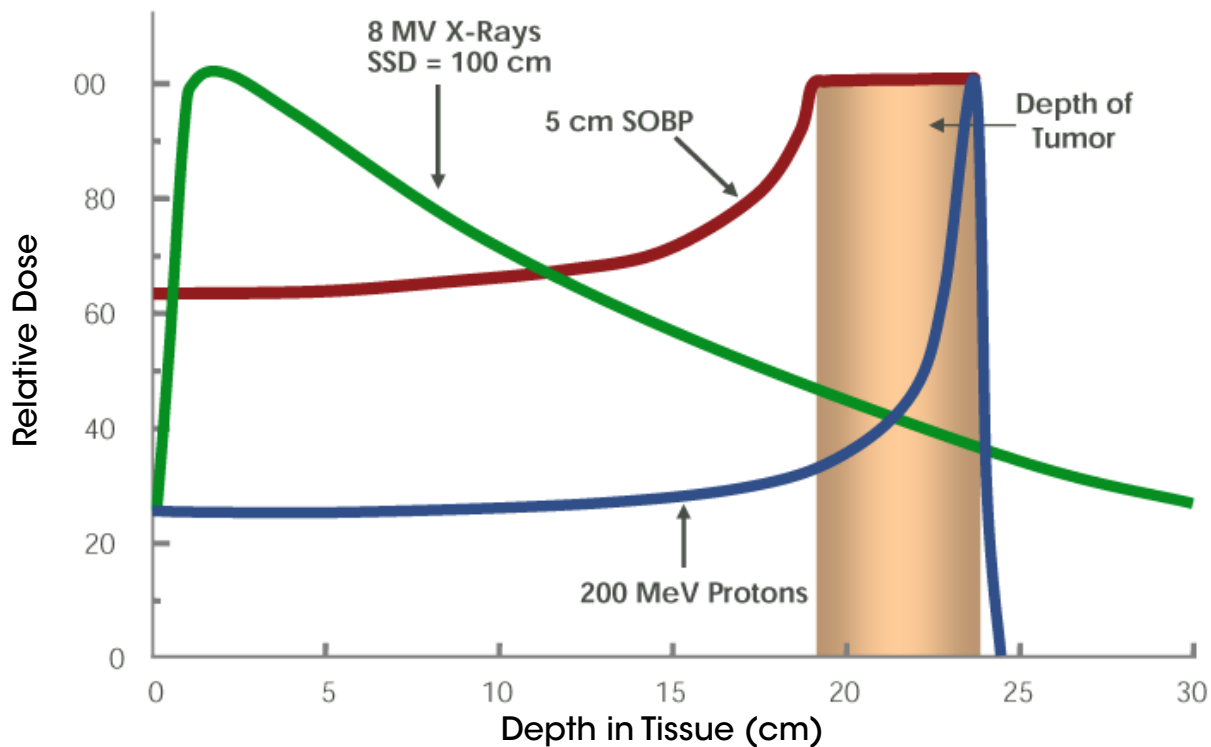
In addition to the profound impact the Oklahoma Procure Treatment Facility will have in regard to the improved treatment of cancer for Oklahoma, the region and the nation, the facility will have a sizable impact on the local and state economies.

- 100 full-time jobs created with \$70k+ annual salaries
- 850 temporary jobs created for construction and start-up operations
- “Halo Effect”
  - Extended hotel stays, restaurant and retail patronage, and medical attention from local physicians

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Proton beams kill cancer cells in very much the same way as conventional photon (X-ray) beams do. The real advantage of proton therapy lies in its precision.

## Depth Dose Curves for Different Treatment Modalities



With conventional external beam radiation therapies, the photon beam delivers its peak radiation dose shortly after entering the body, and diminishes gradually as it travels through the tumor and exits the body. With proton therapy, the dose of radiation deposited by the proton beam increases gradually before suddenly rising to a peak and then dropping to zero; the maximum dose is known as the Bragg Peak. The proton beam can be modulated so that a series of Bragg Peaks create a dose pattern that fully conforms to the tumor volume.

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For protons, the net dose to the healthy tissue surrounding a tumor is much less than that to the tumor itself, thus sparing the normal tissue in this area. The dose immediately beyond the Bragg Peak is zero, which allows normal tissues posterior to the tumor to be spared. As a result, both acute and long-term side effects that are common with photon therapy can be markedly reduced or eliminated.

In contrast, X-rays will always deliver substantial doses of radiation to healthy tissue both anterior and posterior to any tumor. Even employing the most advanced conventional X-ray technology, the maximum dose of radiation will occur at only 0.5 to 3.0 centimeters inside the body. Because most tumors are typically located much deeper than that, a higher dose is invariably delivered to normal tissues anterior to the tumor than to the tumor itself.

Proton therapy is an effective treatment for patients of all ages with various diagnoses, but is particularly appropriate for treating tumors in children. The more precise conformal radiation reduces normal tissue damage, side effects, and lessens the probability of secondary tumors later in life.

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# Timeline: History of Cancer Treatment

**3000 B.C.:** First documented mention of cancer. Egyptian writings describe both benign and malignant tumors.

**168 B.C.:** Cancer (the term coined by a Greek philosopher named Celsus) becomes a recognized diagnosis.

**1733-1788:** For the first time in history, physicians and scientists performed systematic experiments on cancer, leading to oncology as a medical specialty. Hospitals specializing in cancer treatment were established.

**1779:** First cancer hospital founded in Reims, France. The hospital was moved away from the city due to a widespread fear that cancer was contagious.

**1901:** W.C. Roentgen receives the Nobel in Physics for the discovery of x-rays, making detection of tumors in the body much easier and non-invasive.

**1903:** The Bragg Peak, a characteristic of the energy deposition curve of protons, is discovered by English physicist and chemist Sir William Henry Bragg.

**1931:** Ernest O. Lawrence invents the Cyclotron, a particle accelerator used in proton radiation therapy.

**1937:** The first clinical use of radiation therapy is carried out for the treatment of a patient with leukemia at the University of California at Berkeley. Congress passed the National Cancer Institute Act that authorized annual funding for cancer research in the U.S.

**1940s:** Chemotherapy becomes a cancer treatment option. Advances are also made during this time in heavy particle accelerator theory.

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## Timeline: History of Cancer Treatment (continued)

**1946:** American physicist Robert Wilson publishes a study that suggests protons could be used as a form of cancer therapy, capable of delivering an increased dose of radiation to a tumor while simultaneously decreasing the exposure of surrounding healthy tissue to radiation.

**1948:** Harvard Cyclotron Laboratory (HCL) constructs Cyclotron. The first proton therapy experiments are conducted at the University of California at Berkeley. Tumors are effectively removed from the chest and lungs of animals.

**1950:** U.S. Atomic Energy Commission develops first Cobalt-60 machine.

**1956:** Harvard Cyclotron Laboratory constructs 160 Me V external radiation beam.

**1960:** Proton therapy begins as a cancer treatment at the University of California at Berkeley.

**1961:** First patient treated with proton therapy at Harvard Cyclotron Laboratory - neurosurgical irradiation.

**1967:** The first clinical use of magnetic resonance imaging (MRI) takes place in Nottingham University Hospital.

**1979:** A. McLeod Comack and G. Newbold Hounsfield receive the Nobel in Medicine for computed axial tomography.

**1990:** The first hospital-based proton treatment center in the U.S. is built at Loma Linda University Medical Center in Loma Linda, California.

**1995:** Children's Hospital Los Angeles introduces Intensity Modulated Radiation Therapy, a three-dimensional radiation therapy.

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## Timeline: History of Cancer Treatment (continued)

**1990s:** ProCure's SVP of Technology, Niek Schreuder, helps develop the use of robotics in proton therapy at the iThemba Laboratories in South Africa.

**2001:** ProCure board member Dr. Jay S. Loeffler treats first patient at Harvard/Massachusetts General Hospital's proton therapy center, the second proton center in the U.S.

**2003:** ProCure founder Dr. John Cameron completes development of the Midwest Proton Radiotherapy Institute, the third proton therapy center in the U.S.

**2006:** Chris Chandler, ProCure Senior Vice President of Sales and Marketing, integral in completion of the University of Florida Proton Therapy Institute, the fifth proton therapy center in the U.S.

**Today:** Procure Treatment Centers, Inc. embarks on mission to rapidly increase availability of proton therapy in U.S.

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## What is Proton Therapy?

Proton therapy is an advanced form of external radiation therapy for treating cancer. A controlled beam of proton particles is administered to halt the reproductive ability of cancer cells in a tumor. Cancer cells do not repair molecular injury as quickly as normal cells do. When they can no longer divide or proliferate, the cells become permanently injured and die.

Proton therapy has been offered on a limited basis for more than 50 years and has been shown to have superior tumor control results and vastly diminished post-treatment side effects when compared to conventional external beam therapies, surgery and chemotherapy. Proton therapy is an effective treatment for most types of solid tumors, including head and neck, prostate, breast, lung, colorectal and brain tumors.

Treatments are administered on an out-patient basis and last approximately 15 to 30 minutes. The total number of treatments needed for each patient varies according to the location of the tumor and the severity of the diagnosis. The procedure is non-invasive, painless, and covered by more than 180 insurance providers, including Medicare and Medicaid.

The competitive advantage of proton therapy over traditional forms of radiation therapy is the ability to precisely conform doses of radiation to the tumor volume while minimizing radiation dose to healthy tissue. This difference makes proton therapy ideal for treating tumors near vital organs, particularly in children, who are more sensitive than adults to the effects of radiation.

To date, nearly 50,000 cancer sufferers worldwide have benefited from proton therapy. Additional treatment facilities are needed in communities across the country to keep up with increasing public demand. In 2005, only 3,000 treatment slots were available for an estimated 250,000 qualified patients.

There are currently five proton therapy centers operating in the U.S. The first opened in 1990 at Loma Linda University Medical Center in southern California. Others include: the Francis H. Burr Proton Therapy Center

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## What is Proton Therapy (continued)

at Massachusetts General Hospital, affiliated with Harvard Medical School in Boston; the Midwest Proton Radiotherapy Institute at Indiana University in Bloomington, Indiana; the Proton Therapy Center at the M.D. Anderson Cancer Treatment Center in Houston, Texas; and the University of Florida Proton Therapy Institute in Jacksonville, Florida. In June of this year, The University of Pennsylvania Health System (UPHS) broke ground on the UPHS Proton Therapy Treatment Center, scheduled to open in 2008.

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## About Radiation Medicine Associates & Radiation Oncology Associates

Radiation Medicine Associates and Radiation Oncology Associates, two leading radiation oncology practices in Oklahoma City, are bringing proton therapy, the most advanced external radiation therapy treatment to Oklahoma City. Radiation Medicine Associates (RMA) and Radiation Oncology Associates (ROA) are well known and respected clinical practices with a long history of clinical excellence in Oklahoma City. The doctors practice at the leading institutions in the area and have always pioneered the newest and most appropriate cancer treatment technologies in the community. The physicians practicing in RMA and ROA are longstanding members of the Oklahoma community who have dedicated their professional lives to the improvement of cancer treatment.

### Radiation Medicine Associates

**William C. Goad, MD, Physician Partner.** Dr. Goad formed RMA in 2001 with Dr. John Taylor. He has specialized in radiation oncology since 1984 when he was a resident at the University of Oklahoma Health Sciences Center, with expertise in brain and spine tumors, prostate cancer and IMRT. Dr. Goad earned his Bachelor of Science from Baylor University, studied pharmacology and biochemistry at the University of Oklahoma Health Sciences Center and graduated from the University of Oklahoma College of Medicine as a Doctor of Medicine. Dr. Goad completed his residency in Radiation Oncology at the University of Oklahoma Health Sciences Center where he also completed a fellowship in Radiation Oncology. Dr. Goad has been board certified by the American Board of Radiology in Radiation Oncology since 1992. He is also a member of the American Medical Association, the Oklahoma State Medical Association, the Oklahoma County Medical Society, American College of Radiology, the American Society of Therapeutic Radiology and Oncology, the American Brachytherapy Society and the Oklahoma Society of Clinical Oncology. Dr. Goad currently has hospital appointments at Deaconess Hospital, Norman Regional Hospital, Mercy Hospital, Oklahoma Heart Hospital, Southwest Integris Medical Center, Great Plains Regional Medical Center and Unity Health Center.

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## About Radiation Medicine Associates & Radiation Oncology Associates

**John Taylor, MD, Physician Partner.** Dr. Taylor formed RMA in 2001 with Dr. William C. Goad. He has specialized in radiation oncology since 1988 when he was a resident at the University of Oklahoma Health Sciences Center. Dr. Taylor earned his undergraduate degree at the University of Oklahoma, his master's in radiological sciences at the University of Oklahoma Health Sciences Center and graduated from the University of Oklahoma College of Medicine. Dr. Taylor has been board certified by the American Board of Radiology in Radiation Oncology since 1992. Dr. Taylor is a member of the American College of Radiation Oncology, the American Brachytherapy Society, the American Medical Association and the Oklahoma State Medical Society. Dr. Taylor has also been appointed as a Clinical Instructor in Radiation Oncology at the University of Oklahoma Health Sciences Center. Dr. Taylor has several clinical appointments including: Medical Director, Radiation Oncology, Deaconess Cancer Center from 1992 to present; Medical Director, Radiation Oncology, Shawnee Hospital from 1994 to 2000; American College of Surgeons, Commission on Cancer, Cancer Liaison Physician from 1994 to 2001; Cancer Committee Chairman, Deaconess Hospital from 2000 to present; and Medical Director, Radiation Oncology, Unity Health Center from 2003 to present.

**Robert Gaston, DO, Physician Partner.** Dr. Gaston joined RMA in 2003. Dr. Gaston has specialized in radiation oncology since 1991 when he began his residency at the University of Oklahoma Health Sciences Center, with expertise in pediatric tumors, prostate cancer and IMRT. Dr. Gaston earned his undergraduate degree at the University of Arizona in 1977, completed pre-medicine requirements at Cameron University and graduated from Oklahoma State University College of Osteopathic Medicine and Surgery. Dr. Gaston was a resident at the University of Oklahoma Health Sciences Center in Radiation Oncology where he also completed a fellowship in Radiation Oncology. Dr. Gaston has been board certified by the American Board of Radiology in Radiation Oncology since 1997. He has also been an Associate Professor of Radiation Oncology since 1995 at the University of Oklahoma Health Sciences Center. Dr. Gaston is a Colonel in the U.S. Army Reserve. Dr. Gaston is the author of numerous articles in Radiation Oncology.

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## About Radiation Medicine Associates & Radiation Oncology Associates

**Elaine Nordhues, MD, Physician.** Dr. Nordhues joined RMA in 2004. She has specialized in radiation oncology since 1994 when she was a resident at the University Hospitals in Oklahoma City, Oklahoma, with expertise in breast cancer and TomoTherapy. Dr. Nordhues earned a Bachelor of Science degree in Radiography from the University of Oklahoma Health Sciences Center and then a Doctor of Medicine degree from the University College of Medicine. She completed her residency in radiation oncology at the University Hospitals in Oklahoma City, Oklahoma. Dr. Nordhues has been board certified by the American Board of Radiology in Radiation Oncology since 1997. She has held several clinical appointments including: staff physician in Radiation Oncology at Deaconess Hospital from 2004 to present; staff physician in Radiation Oncology from 2002 to 2004 at Integris Baptist Medical Center; staff physician in Radiation Oncology at Cancer Care Associates from 2000 to 2002; clinical instructor in Radiation Oncology at the University Hospitals in Oklahoma City Oklahoma from 1997 to 2000; and Chief Resident in Radiation Oncology at the University of Oklahoma from 1996 to 1997. Dr. Nordhues is also a member of several professional associations including the American Society for Therapeutic Radiology and Oncology, the American Medical Association, the Oklahoma State Medical Association and the Oklahoma County Medical Society.

### Radiation Oncology Associates

**Gary L. Larson, MD, Physician Partner.** Dr. Larson has specialized in Radiation Oncology since 1981. He earned his Bachelor of Science degree in Engineering Physics from University of Tulsa in 1977 and graduated from the University of Oklahoma Medical School in 1981. He completed his residency in Radiation Oncology at the OU Health Sciences Center and was certified by the American Board of Radiology in Therapeutic Radiology in 1985. His hospital appointments include INTEGRIS Southwest Medical Center and Mercy Health Center, as well as consulting staff appointments at the Oklahoma Heart Hospital and Deaconess Hospital. Dr. Larson is a member of the Oklahoma State Medical Association, American Medical Association, American College of Radiology, American Society of Therapeutic Radiology and Oncology, American

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## About Radiation Medicine Associates & Radiation Oncology Associates

Brachytherapy Society, Southwest Oncology Group and is an affiliate member of the Texas Medical Association. Dr. Larson has acted as both associate and principle investigator at the Baylor College of Medicine conducting research in stereotactic treatment of brain tumors as well as radiogold implantation for recurrent brain tumors. He was an associate professor of Radiation Oncology at Baylor Medical School, and currently acts as preceptor for the University of Oklahoma College of Medicine Clinical rotations. Dr. Larson is chairman of the Cancer Committee at Integris Southwest Medical Center as well as the Radiation Safety Committee and serves on the Cancer Committee at Mercy Health Center. Dr. Larson has special clinical experience in brachytherapy, IMRT, 3-D conformal radiation therapy and gamma knife.

**Kiran Prabhu, MD, Physician Partner.** Dr. Prabhu has practiced with Dr. Larson in Radiation Oncology Associates for fourteen years, starting shortly after her residency. She was a resident at the University of Oklahoma until 1991, and named Chief Resident in 1992. Dr. Prabhu received her Doctor of Medicine degree from the University of Bombay, Seth G.S. Medical College, Bombay, India. She completed her undergraduate work at St. Xavier's College, Bombay, India. She was certified by the American Board of Radiology in Radiation Oncology in 1995 and is a member of the American Society of Therapeutic Radiology and the American Brachytherapy Society. Dr. Prabhu is a member of the staff of Mercy Health Center and INTEGRIS Southwest Medical Center at the Central Oklahoma Cancer Center. Her special clinical experience is in brachytherapy, radionuclides, gamma knife, intravascular brachytherapy and IMRT.

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