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Prostate Cancer SeroMark-I Test



 **NUTECH CANCER**
BIOMARKERS India Pvt. Ltd

"Managing prostate health is your savings account. Let us help you guard your principal assets early."

www.nutechbiomarkersindia.com

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“MEN!! Prostate cancer will rob your valuable time, joy and money. Early and regular SeroMark-1 testing can stop that if we hold hands, and do it together.”

The Purpose and Benefit of an early prostate cancer screening test

Patented SeroMark-1 blood test predicts the presence or absence of prostate cancer in "normal appearing" men. It costs on an average 20-30 lacs for cancer treatments in India!!! This test will alleviate the huge economic burden due to high cancer treatment, for both; the individuals diagnosed late for prostate cancer, as well as to the healthcare management system in India.

The age specific incidence of Prostate Cancer (PCa) increases after age 60. However, in the past 2 years, Indian Council of Medical Research has observed an increase in prostate cancer incidence especially in younger men. There are a total of 13,54,66,250 (age 40-65) Indian males based upon the 2011 Census data and currently, there is no adequate monitoring or screening for *early* PCa detection in India. If not addressed timely, it will cause a huge economic burden of cancer treatment, for both; the individuals diagnosed late for prostate cancer, as well as to the overall healthcare system in India.



NUTECH CANCER BIOMARKERS INDIA PVT. LTD

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"Let's Invest in Your Prostate Health"

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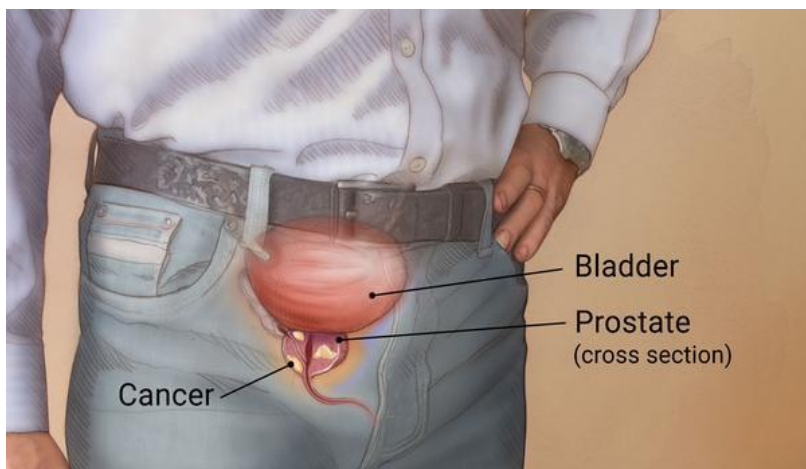
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The current routine tests for prostate cancers are: (1)

Digital Rectal examination (DRE) - it can catch the disease early when it's most treatable. (2) Prostate specific antigen (PSA) blood test (normal range is 0-4 ng/dL) – when the results of the blood are high it MAY indicate cancer. After the tests above are performed and show any signs of cancer, then the doctors use other resources to distinguish between noncancerous and cancerous areas; like biopsy-based pathology, CT-Scan, X- rays, scope and ultrasound etc. PSA tests aren't foolproof and there is no known "normal". It's possible for PSA levels to be elevated when cancer isn't present, and to not be elevated when cancer is present. Neither the PSA test nor the DRE is 100% accurate and can give an abnormal result even when cancer is not present (known as a false positive result). In addition, normal results can occur even when cancer is present (false negative). Even if PSA level is raised, this could be for reasons other than prostate cancer. This is very important since the results of PSA and DRE screenings can lead to both under and over treatment of prostate cancer. This is a major problem.

To all young men.... you will save money and live healthier lives if you test for prostate cancer early, instead of waiting till you have cancer. DON'T WAIT!!!!



Where is your prostate? And Why Early Screening is important?

Focusing on the importance of early prostate cancer screening in younger men and upfront cost-savings for cancer treatments, we considered that: 1) India has the world's largest youth population, 2) Seventy (70%) percent of India's 130 crore population live in low socio-economic rural versus 30% in higher socio-economic urban areas, 3) Although there are regional variations; as for the socio-economic status (SES) there is large disparity with widespread poverty and access to healthcare in rural areas compared to mid/large cities, 4) The National Health Protection Scheme will benefit 50 crore population and, 5) Because of inadequacies in accessing doctors, drugs and/or diagnostics, individuals/patients with low SES present with more advanced stage of disease at diagnosis (including cancers spreading to advanced stage wherein treatments are unfortunately not 100% curable), compared to patients of higher SES. Therefore, by offering SeroMark-1 testing service, we can accomplish our goal with a huge financial impact of upfront cost-savings in preventing cancer early. Thus, SeroMark-1 testing will, a) decrease prostate cancer mortality attributable to delayed diagnosis and, b) assist the health-care industry, including National Health Protection Scheme in cost-saving opportunities, for then in-turn to offer better and affordable healthcare services to the entire country.

How will SeroMark-I testing solve the existing problem?

SeroMark-1 test is the cheapest (Rs. 4000/test) and the only diagnostic screening test for detecting prostate cancer early in "normal appearing" men. All other tests in the world-wide markets today cost around US \$500, and are mainly utilized for stratifying cancer aggressiveness and addressing or monitoring the best treatment options. These tests are certainly useful for patients after the cancer has already manifested. However, our preemptive approach exploits the use of SeroMark-1 testing to identify cancer very early in "normal appearing" men. It will help reduce painful biopsies, eliminate time consuming patient's visits and is reasonably priced. Most importantly, SeroMark-1 test will, 1. Help improve health in men and deaths due to prostate cancer, 2. Reduce the number of unnecessary repeat biopsies spurred by elevated Prostate Specific Antigen (PSA) levels that are false positive- No detectable prostate cancer), and 3. Investigate even after prostate surgery or therapy in prostate cancer positive patients, whether or not cancer is eliminated and if not then which treatment/intervention is immediately necessary.

Procedure: Doctors/Physicians in India can prescribe this test individually or in combination with currently routinely prescribed PSA testing. The patient, collection centers or the doctor's office contacts us either on-line or via phone. We will arrange for a blood draw which will take no more than 20 minutes (after a nurse or a certified technician will visit the home/desired location and do the necessary paperwork), blood will be transported to our facility for analysis in Mumbai, and then the results are provided within approximately 2-3 working days. The results can be postal mailed within India, or alternatively can be viewed via personal email correspondence (by securely logging on to any computer having access to internet), anywhere in the world.

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ORDER FORM

Last Name _____

First Name _____ M.I. _____

Address _____ Apt./Unit _____

City _____ State _____ ZIP Code _____

Phone () _____ E-Mail _____

Method of payment ☐ Check ☐ VISA ☐ MasterCard

Credit Card # _____ Exp. Date _____

Name as it appears on card _____

Signature _____

Item No.	Price	Qty.	Amount
Subtotal			
Tax			
Shipping			
Total			

Thank you!!



NUTECH CANCER
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"Managing prostate health is
your savings account. Let us
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We give you three easy ways to order:

Visit us on the Web (nutechbiomarkersindia.com)

Fill out the order form (page 5) and mail it to us OR

Call us

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