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Physicians urge San Diego men to “CHECK IT” during Prostate Cancer Awareness Week – September 18 - 24, 2011

The Physicians of Genesis Healthcare Partners are urging men in San Diego County to “CHECK IT” during Prostate Cancer Awareness Week, September 18 – 24 in the hopes of encouraging them to talk with their primary care doctor about the role of prostate cancer screening in their regular healthcare regime.

“While over 70% of women in the U.S. are routinely screened for breast cancer, men in the same age group are less likely to be screened for prostate cancer,” says San Diego urologist Edward Cohen, MD, FACS. “Yet, prostate cancer occurs more frequently and when detected early, the prognosis for almost all men is excellent.” Dr. Cohen is a practicing urologist and CEO of Genesis Healthcare Partners – a new concept in medicine in San Diego County that integrates both urologists and radiation oncologists to offer patients the latest technology and most comprehensive care for the treatment of many cancers and urologic conditions. “Prostate cancer screening is simple,” according to Dr Cohen, “a blood test called Prostate-specific antigen (PSA) is the first line of defense – along with physician exam. Starting at age 40, all men should ask their primary care physician about prostate cancer screening.”

Prostate Cancer is among the most common cancers affecting men in the United States with 240,890 new cases diagnosed in 2011. The risk is greater in African-American men and those men who have a relative previously diagnosed with prostate cancer. The American Urological Association recommends that all men age 40 and over talk with their doctor about their PSA (Prostate-Specific Antigen) score and get regular physical exams. According to the American Cancer Society, 74.2% of U.S. women age 50 – 64 receive regular screening mammograms while only 36.5% of men in the same age group get a PSA test.*

During Prostate Cancer Awareness Week, patients visiting one of the 15 affiliated Genesis urology and radiation oncology offices throughout San Diego County will receive “CHECK IT” stickers, coasters and informational post cards to help spread the word about the importance of Prostate Cancer Screening. *“We are hopeful that “CHECK IT” creates a fun, more comfortable way to get men talking about a subject that has been relatively taboo for too long.”* said Dr Cohen.

Genesis Healthcare Partners is a multi-specialty medical group offering a full range of health services for the treatment of cancers and other urological conditions. Together our group of urologists and radiation oncologists offer a wide variety of therapeutic options, including robotic surgery, external beam radiotherapy (intensity modulated radiotherapy (IMRT) & image guided radiotherapy (IGRT)), radioactive seed implants, high dose rate (HDR) Brachytherapy, and CyberKnife Radiosurgery. Genesis Urologists are located throughout San Diego County with offices in Chula Vista, Coronado, Encinitas, Escondido, Hillcrest, La Jolla, La Mesa, National City, Poway and San Diego. Genesis Radiation Therapy locations include Escondido, Hillcrest, La Mesa and San Diego. For more information call (858) 888-7700 or visit us on the web at www.genhp.com.

*American Cancer Society. Cancer Prevention & Early Detection Facts & Figures 2011. Atlanta: American Cancer Society; 2011