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TIME TO SEE PROSTATE CANCER MORE CLEARLY? NEW WEBSITE DEMYSTIFIES PROSTATE CANCER IMAGING

The important and evolving role that prostate cancer imaging plays in the diagnosis, staging and long-term monitoring of prostate cancer is the focus of a new website that has been launched by Lantheus.

Called, Time2See.com the website aims to empower everyone affected by prostate cancer to better understand how different types of prostate cancer imaging can assist in their management, as well as improve the conversation around the treatment options available.

The website has a particular focus on the latest scanning methods, notably PSMA-PET (prostate-specific membrane antigen positron emission tomography), and what it offers versus existing methods such as computed tomography (CT) and magnetic resonance imaging (MRI).

Co-created with patients and their carers

Time2See.com is the result of in-depth consultation with people who are living with prostate cancer, their loved ones, and those who care for them to understand what their needs are when looking for information about prostate cancer imaging.

“Time2See.com is grounded in a thorough discovery program of research and insights,” says Rupert Watts, Senior Strategist for Kanga Health, the digital healthcare agency that has helped Lantheus develop and build the website.

“We wanted to provide simple, easy-to-understand and high-quality content to support patients at each point in their cancer journey and convey the important role imaging can play in that journey,” he adds.

Online survey and interviews guided content

Central to Time2See.com’s development were the results of an online survey sent out in collaboration with the National Alliance of State Prostate Cancer Institutions (<https://naspcc.org/>) and ZERO Prostate Cancer (<https://zerocancer.org/>) in May 2023. The aim was to gather insights from patients and caregivers at various stages of their journey with prostate cancer.

A total of 1606 people responded to the survey, the majority (91.8%, n=1474/1606) of whom were patients. For most of the patients (75.4%, n=1148/1521), this was their first experience of prostate cancer, with the remainder (24.5% n=373/1521) dealing with a recurrence of the disease. While the majority (72.8%, 1025/1408) of patients were aged over 65 years of age, almost a quarter (23.7%, 333/1408) were aged between 55 and 64 years, 3.5% (3.5%, 49/1408) were between 42 and 54 years of age, and 0.1% (1/1408) were aged between 24 and 40 years*.

What was clear from the survey was that the respondents wanted to find simply written and clear information on prostate cancer imaging, with more than half searching for information on the types of tests available. While 43% of newly diagnosed respondents and 77% of those

*It was not mandatory for responders to answer any of the questions so total responses differ per question.

with recurrent prostate cancer were aware of technologies such as PSMA PET, it was discussed as a diagnostic option in less than a third of cases. The survey also highlighted how important it was to hear about the experiences of others and what their cancer journeys had been like.

Following on from the survey, a selected group of patients and caregivers were interviewed to give more in-depth feedback on their lives with prostate cancer and what tools and information they would find helpful. As part of this process, a two-day, virtual workshop was held to help identify their primary information needs during the different stages of their journey with prostate cancer.

About Time2See.com

The first phase of the Time2See.com currently includes four key sections. The first, 'What is PSMA-PET?', gives an overview of this new technology and other imaging methods such as CT, MRI, and bone scans and how these compare to one another.

The second section, 'Be Your Own Advocate', focuses on the concept of shared decision making and the importance of making informed choices in partnership with the multi-disciplinary healthcare team. It includes practical tools too that can be downloaded; two quick-fire guides containing questions to help start a conversation with a healthcare provider about prostate cancer imaging.

The third section provides 'Survivor Stories' and real-life insight into how prostate cancer imaging can help guide treatment choices and potentially improve patient outcomes. Finally, the fourth section gives answers to some frequently asked questions about prostate cancer, with more to be added in the coming months.

Time2See.com website is just one part of the educational program being developed. For more information about future initiatives, you can sign up for updates at www.Time2See.com.