

Prostate Cancer and Coronavirus Promotional Toolkit

Cancer did not retreat when COVID-19 showed up. Urologists are quickly adapting their practices to continue providing high-quality care to patients while mitigating the risk of spreading the coronavirus.

In an effort to align the prostate cancer community and reassure patients that urologists are taking all precautions necessary to maximize patient safety, the Prostate Conditions Education Council launched this resource to share best practices for improving risk stratification and clinical decision-making during the COVID-19 pandemic through the adoption of biomarker tests and other tactics.

The following materials can help you spread the word about prostate cancer and the coronavirus.

For Patient Organizations/Patients

Grid

Download the chart as a PDF [here](#).

Biomarker test	Stage	Office visit	Manufacturer tests results at dedicated laboratory
SelectMDx	Detection	REQUIRED	YES
Phi	Detection	REQUIRED	NO
4Kscore	Detection	REQUIRED	YES
ConfirmMDx	Immediately after cancer-negative biopsy	NOT REQUIRED	YES
PCA3	Pre-repeat biopsy	REQUIRED	NO
Oncotype DX	Active surveillance	NOT REQUIRED	YES
Prolaris	Active surveillance	NOT REQUIRED	YES

Template Email

Dear [NAME],

In light of recent events, the Prostate Conditions Education Council has developed informational resources for the prostate cancer community during the COVID-19 pandemic.

We're all working to balance responsible precautions around the novel coronavirus outbreak while continuing to receive quality, timely care.

But one important thing I'd like to call your attention to is the focus on using precision medicine to aid our efforts. Biomarker tests can be used at various stages in the diagnostic process to help with risk stratification and clinical decision making for patients and urologists.

To learn more about these tools and how we can work to safely change the way we receive care, visit www.prostateconditions.org/covid19.

Best,
[NAME]

Template Newsletter Content

We're proud to join the Prostate Conditions Education Council in highlighting safe resources for the prostate cancer community during this trying time. Urologists around the country are taking steps to continue providing high-quality care to patients while mitigating the risk of spreading the coronavirus. To learn more, visit www.prostateconditions.org/covid19.

Template Social Media Content

- Prostate cancer did not retreat when COVID-19 showed up and neither are our urologists. We're proud to continue putting health first and ensuring we're informed on the safest treatment options. #PCaCOVID <https://bit.ly/2RGt6pZ>
- We're calling all patients to join us in staying informed on the safest ways to continue receiving high-quality, timely care. #PCaCOVID <https://bit.ly/2RGt6pZ>
- There's never been a more important time to unite the urology community and put our health and safety first as patients. Learn about how to continue receiving the care you need during the COVID-19 pandemic. #PCaCOVID <https://bit.ly/2RGt6pZ>

Share these graphics on social media:


1 Virus. 12,000+ Urologists.
**Learn About Safe Treatment
Options For Patients**


 **PCEC**
PROSTATE CONDITIONS
EDUCATION COUNCIL

#PCaCOVID

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Bringing the Prostate Cancer Community Together

 **Stay Educated,
Stay Healthy**

 **PCEC**
PROSTATE CONDITIONS
EDUCATION COUNCIL

#PCaCOVID

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For Urologist Organizations/Urologists

Grid

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We're all working to balance responsible precautions around the novel coronavirus outbreak with providing quality, timely care to our patients.

But one important thing I'd like to call your attention to is the focus on using precision medicine to aid our efforts. Biomarker tests can be used at various stages in the diagnostic process to help with patient risk stratification and clinical decision making.

For a refresher on these tools and to learn more about how we can continue to work to safely change the way we provide care, visit www.prostateconditions.org/covid19.

Best,

[NAME]

Template Newsletter Content

We're proud to join the Prostate Conditions Education Council in highlighting safe resources for the urology community. Check out www.prostateconditions.org/covid19 for tips on how to continue providing high-quality, timely care to your patients while mitigating the risk of spreading the coronavirus. To learn more, visit www.prostateconditions.org/covid19.

Template Social Media Content

- Cancer did not retreat when COVID-19 showed up – and neither are urologists. We're proud to continue putting our health and our patient's health first in ensuring we're informed on the safest treatment options. #PCaCOVID <https://bit.ly/2RGt6pZ>
- We're calling all urologists and urology practices to join us by staying informed on the safest ways to continue providing high-quality, timely care. #PCaCOVID <https://bit.ly/2RGt6pZ>
- There's never been a more important time to unite the urology community and reassure patients that we're taking all necessary precautions for their maximum safety #PCaCOVID <https://bit.ly/2RGt6pZ>

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Bringing the Prostate Cancer Community Together



**Stay Educated,
Stay Healthy**



#PCaCOVID

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