

# THANK YOU!

Thanks to you, we can give every chance to Dr. Réjean Lapointe and his team to shape a future where the terms “**incurable**”, “**after effects**”, and “**side effects**” will be less prevalent.



**CHUM**   
FOUNDATION

**\$ 1,500,000**

This is the colossal sum raised by the  
Guy Lafleur campaign.



This event's success is due to generous donors like you. Allow us to express our sincere thanks to you, again and again!

Your generosity will enable the clinicians, researchers, and epidemiologists who work as a team under the direction of Dr. Réjean Lapointe, Head of the Cancer Research Axis at the CHUM Research Centre (CRCHUM), to implement the personalized medicine program in oncology supported by the Guy Lafleur Fund.

### **The Personalized Medicine Program in Oncology Supported by the Guy Lafleur Fund:**



### **Focus 2: Clinical Personalized Medicine**

Because there are as many different cancers as there are people with the disease, clinical personalized medicine allows doctors to tailor treatments based on a person's genes and the genetic and molecular profile of the cancer. This way of tailoring treatment can reduce harmful side effects, reduce damage to healthy cells, and increase the chances of a cure.

**The Guy Lafleur Personalized Medicine Program in Oncology will bring together all the CHUM's personalized cancer medicine units into a single unit, to optimize the use of resources and skills.** For comprehensive patient care, the personalized medicine unit in oncology will treat several types of cancers that lend themselves to this approach, and offer adapted therapies by promoting interactions with basic research teams.



**The benefits of your commitment are and will continue to be enormous for all Quebecers with cancer and their families.**

**We are deeply grateful to you!**

### **Focus 1: Innovative Personalized Medicine**

Not all individuals respond in the same way to cancer treatment. The same dose may work well in one person and not in another. What makes us so similar and yet so unique? In many cases, the answer lies in our DNA. Advancing by leaps and bounds, genome research is revealing the differences in the way each organism responds

to medication. Careful study of the similarities and differences between individuals is also being used to predict the risk of developing cancer and to make early diagnoses. This innovative approach is possible thanks to artificial intelligence, applied to large health datasets.

**To maintain its leadership, the CHUM will develop a financial support program, through the Guy Lafleur Fund, for projects**

### **supporting the development of personalized medicine.**

Its objective: revolutionize cancer care and develop new innovative treatments, while increasing the survival rate and hope of patients and their loved ones.



**→ I would like to contribute to the Guy Lafleur Fund**

**Once again,  
our heartfelt thanks!**

