



**The personalized medicine program in oncology,
brought to you by the Guy Lafleur Fund**



Thousands of generous donors are making it possible for Dr. Lapointe and his team to build a future where the words “incurable,” “after-effects” and “side effects” gradually become a thing of the past.



The personalized medicine program in oncology, brought to you by the Guy Lafleur Fund, has two components:

Component 1: Innovation in personalized medicine

People react to cancer treatment in different ways. The same treatment can be effective for one patient, but not for another. What makes us so similar yet so different? Often, the answer lies in our DNA. Genome research is making giant leaps, revealing

differences in the way each individual reacts to medication. It can also be used to predict the risk of developing cancer and for early diagnosis.

The Guy Lafleur Fund has developed a financial support

program for personalized medicine research projects.

The objectives of the program are to revolutionize cancer care, develop new innovative treatments, increase patient survival rates and bring hope to patients and their loved ones.

Component 2: Personalized clinical medicine

There are as many different types of cancer as there are cancer patients, and personalized clinical medicine allows doctors to choose the best treatment for a patient's genetic makeup and the genetic and molecular profile of their cancer. Adapted treatment can reduce adverse side effects and damage to healthy cells and increase the chances of success.

The personalized medicine program in oncology, brought

to you by the Guy Lafleur Fund, pools all the personalized cancer medicine units at the CHUM into a single unit in order to best harness their skills and resources. The personalized medicine in oncology unit will treat many types of cancer that are suited to this approach and provide tailored treatment based on collaboration between research teams.



\$1.7 million out of \$5 million raised

\$1.7 million is an impressive amount for the Guy Lafleur Fund campaign to have raised so far, but much more is still needed.

Give today and help us reach Guy Lafleur and his family's goal.



Your donations continue to have a major impact on all of Quebec's cancer patients and their families.

We are deeply grateful for your support!