

## THE “NEW” PROSTATE CANCER INFOLINK

Offering the most user-friendly and personalized prostate cancer information on the web



### INFORMATIONAL BACKGROUND

Last updated July 7, 2008

### ABOUT THE FOUNDERS



*Arnon Krongrad, MD*, one of the two co-founders, is also the founder and director of [The Krongrad Institute](#) in Aventura, Florida, a private center devoted to individualized, state-of-the-art, minimally invasive prostate surgery. Dr. Krongrad pioneered the use of laparoscopic radical prostatectomy in the US. He is Board Certified in urology and belongs to a number of professional societies. He has studied and taken care of men with prostate cancer for 25 years. In addition, Dr. Krongrad is Chairman of the not-for-profit [Prostate Cancer Mission](#) and author of [Behind the Mask](#), a medical series published in the *Miami Herald*. He has worked with the World Health Organization and American Cancer Society



*E. Michael D. ("Mike") Scott*, the other co-founder, is a health care communications specialist and a principal with [Vox Medica, Inc.](#), an independent health care communications company. He has a special interest in consumer education about cancer and certain other disorders. Mike is an affiliate member of the American Urological Association and an associate member of the American Society for Clinical Oncology. He is one of the original founders of the National Prostate Cancer Coalition, and a long-time member of the Board of Directors of the International Myeloma Foundation.

The “New” Prostate Cancer InfoLink is a not-for-profit joint venture of The Krongrad Institute and Vox Medica, Inc.

**About the Krongrad Institute for Minimally Invasive Prostate Surgery:** The Krongrad Institute, based in Aventura, FL, is a highly specialized urology center, focusing primarily on the surgical treatment of men with prostate cancer. The Institute was the first private center in the world to offer minimally invasive (laparoscopic) prostate surgery, and Dr. Arnon Krongrad was the first urologist to offer this form of surgery to patients in the United States on an ongoing basis. For more information, please visit [www.laprp.com](http://www.laprp.com).

**About Vox Medica, Inc.** Vox Medica is a specialized health-care communications group, based in Philadelphia, PA, with practice areas that include market access and awareness, appropriate education and knowledge, and brand recognition and visibility for a wide variety of commercial and non-commercial health-care-related organizations. A separate division of Vox Medica (the Institute for Continuing Healthcare Education) provides accredited education for physicians, nurses, pharmacists, and other health professionals. For more information please visit [www.voxmedica.com](http://www.voxmedica.com) or [www.iche.edu](http://www.iche.edu).