

## THE “NEW” PROSTATE CANCER INFOLINK

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



### INFORMATIONAL BACKGROUND

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### Some History

In 1994 a company called CoMed Communications started development of the first patient-oriented web site that dealt with prostate cancer: **The Prostate Cancer InfoLink**. Within 3 years it was receiving thousands of visitors a day from all over the world. In 2000 a virus destroyed certain key functionalities of the site. Parts of this original site are still archived at <http://www.phoenix5.org/Infolink/index.html> and widely referenced by other web sites.

In early 2008, Arnon Krongrad, MD, a prostate cancer surgeon, persuaded the developer of the original site to rebuild it, this time using Web 2.0 technology. In March 2008 the new sites went live, with two core components:

- **The “New” Prostate Cancer InfoLink** (<http://prostatecancerinfolink.net>) – a combination of classic web site, with extensive, highly structured content, a daily newsblog, and a mentoring service (Ask Arnon, Ask Arthur, Ask Amy) where people could direct their questions
- **The “New” Prostate Cancer InfoLink Social Network** (<http://prostatecancerinfolink.ning.com>) – a site where anyone interested in or affected by prostate cancer could gather to share information and knowledge, including patients, family members, and health professionals

### The Mission

The mission of **The “New”Prostate Cancer InfoLink** is twofold:

- To provide an evolving informational and educational web-based resource for prostate cancer patients and the general public about prostate cancer, its diagnosis, and its treatment, with a particular focus on the provision of information to people at high risk for this disorder and to newly diagnosed patients.
- To offer an online social support mechanism and community through which hundreds of prostate cancer patients, their family members, and interested health-care professionals can gather to learn from each other and share experiences, regardless of where they live around the world.

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### Operational Priorities

The operational priorities of **The “New” Prostate Cancer InfoLink** may be listed as follows:

- To be the (or at least one of the) most user-friendly and personalized sources of information about prostate cancer on the Web.
- To provide accurate and current information about the risk for, prevention of, diagnosis of, and management of prostate cancer, recognizing that patients are our primary audience.
- To facilitate the potential for patients and others to share useful knowledge in the interests of the best possible care for all.
- To expand awareness of the risks associated with prostate cancer, including the risks associated with non-diagnosis, diagnosis, and all forms of treatment

### Ownership and Management

In September 2008 the ownership of **The “New” Prostate Cancer InfoLink** was transitioned from the co-founders to a newly-formed, not-for-profit entity called [Prostate Cancer International, Inc.](#), with offices in Virginia. The overseeing managers of the site remain Arnon Krongrad, MD, FACS (of the Krongrad Institute) and E. Michael D. (“Mike”) Scott (of Vox Medica (Holdings), Inc.).

**About the Krongrad Institute for Minimally Invasive Prostate Surgery:** Dr. Arnon Krongrad (AK), founder of the Krongrad Institute (based in Aventura, Florida) is also a co-founder of The “New” Prostate Cancer InfoLink and its Social Network. 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 worked with the World Health Organization and American Cancer Society; he is author of “Behind the Mask,” a regular editorial series of the *Miami Herald*; he is a co-founder of Prostate Cancer International and also the Chairman of the not-for-profit Prostate Cancer Mission. For more information about the Krongrad Institute, please visit [www.laprp.com](http://www.laprp.com).

**About Vox Medica (Holdings), Inc.** Vox Medica (Holdings), Inc. is a health-care communications group, based in Philadelphia. One division of the the company specializes in “promotional” health care communications, with practice areas that include market access and awareness, appropriate education and knowledge, and brand recognition and visibility for commercial and non-commercial health-care-related organizations. A separate division (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).