



## **Free service supports terminally ill cancer patients participating in Phase 1 clinical research**

**Toronto, Ont., Dec. 1, 2008** – Research *with* Respect, a new program designed to improve the quality of life of terminally ill cancer patients participating in Phase 1 clinical trials, is being introduced today. The program was developed by Bayshore Home Health, Canada's largest provider of home and community health care services, and 'Bear Ring "U" 'n Mind,' a national charitable foundation.

Phase 1 clinical trials are the first time that people are used as test subjects in the development of an experimental cancer treatment. The purpose of a Phase 1 trial is to establish the maximum dosage that a human body can tolerate so that a safe dose can then be determined.

"Phase 1 participants make a key contribution to the world-wide search for a cure for cancer," says Pat Maddocks, founder of the 'Bear Ring "U" 'n Mind' Foundation. "It is only because these brave people have stepped up and donated their living bodies to medical science that cancer patients, today and in the future, have a greater chance of beating this terrible disease."

Volunteers participating in Phase 1 trials are especially vulnerable. They have many unique needs in coping with their disease and their participation in experimental research. Currently, Phase 1 cancer studies are conducted in only nine major cities in Canada. Clinical trial volunteers are required to locate themselves close to these centres for a significant period of time. 'Research *with* Respect' will provide care support to volunteers as they participate in Phase 1 trials during the time they spend away from home.

Bayshore Home Health developed the clinical guidelines for the 'Research *with* Respect' program. The company drew on its extensive experience in community care and adapted its protocols to help volunteers in Phase 1 trials. Bayshore Home Health will also provide registered nurses who will work with trial volunteers to improve their quality of life during their participation in the trials.

"The vast majority of Phase 1 volunteers will suffer from both physical and emotional symptoms associated with their primary diagnosis and the Phase 1 trial," says Holly Quinn, chief nursing officer for Bayshore Home Health. "Research *with* Respect will support individuals through comfort and advocacy in a situation that can often become overwhelming for volunteers and their immediate families."

'Research *with* Respect' provides Phase 1 volunteers with daily visits from a registered nurse who offers the following services:

- Community nurse visit
- Pain and symptom management review
- Client education
- Emotional support
- Liaison with cancer research centres

'Research *with* Respect' will initially be available in Toronto and Vancouver. Volunteers participating in Phase 1 clinical trials and their caregivers can call 1-866-265-1920 to find out when the program will be available in their area.

"Research *with* Respect is a direct result of my husband's involvement in a Phase 1 cancer clinical trial," says Maddocks. "It's our intention to offer volunteers practical information and support as they selflessly test new cancer treatments that in the Phase I stage are highly unpredictable."

#### **About Bayshore Home Health**

Bayshore Home Health has been enhancing the quality of life, dignity and independence of Canadians in their homes since 1966. Canadian owned and operated, it is the country's largest provider of home and community health care services, with more than 40 home care offices, 20 community care clinics and 8,000 employees. Its core services are in-home nursing, personal care and home support – which can be purchased directly by individuals and also accessed through government care programs, personal and group insurance plans and workplace safety insurance. Its caregivers deliver more than 5.2 million hours of home care annually to over 57,000 clients. The company also provides nurse/caregiver staffing services, health education programs and treatments in its community dialysis centres. Through its subsidiary, Bayshore Specialty Rx, it offers specialty pharmacy, infusion clinic and pharmaceutical support services to a variety of health care and pharmaceutical organizations. Bayshore Home Health has been a winner of Canada's 50 Best Managed Companies award since 2006.

#### **About 'Bear Ring "U" 'n Mind'**

'Bear Ring "U" 'n Mind' is a nationally registered charitable foundation dedicated to assisting cancer patients who volunteer to participate in Phase 1 cancer clinical trials. The Foundation's primary program, Research *with* Respect, is free to the client. The program seeks to improve the monitoring and care given to Phase 1 cancer patients. The Foundation fully supports the 2005 policy statement of the International Committee of Medical Journal Editors (ICMJE) and the World Health Organization (WHO) directive calling for all countries involved in research of experimental products intended for use on humans to establish a complete public registry of all clinical trials – which, to date, has not been forth coming in Canada. For more information visit [www.researchwithrespect.ca](http://www.researchwithrespect.ca).

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