



Press Release

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ADV2011-5

FOR IMMEDIATE RELEASE:

ASHP Advantage Launches National Initiative on Optimizing Bone Health in Cancer Patients

BETHESDA, MD, April 11, 2011 –ASHP Advantage has launched an educational initiative on optimizing bone health in cancer patients. This initiative is designed to address educational needs of health-system pharmacists, enabling them to take an active role in optimizing bone health in cancer patients.

Improvements in cancer treatment have increased survival and the need for effective interventions to reduce the risk for skeletal-related events. Many cancer therapies cause bone loss, increasing the risk for fractures. Bisphosphonates are one useful treatment for bone metastases and slowing or preventing cancer treatment-induced bone loss (CTIBL). RANK-ligand Inhibitors have also been shown to decrease skeletal-related events in patients with bone metastases from solid tumors. Other agents for the treatment of bone metastases are under investigation. Knowledge of the role of current agents and how new and emerging bone-targeted therapies can be used in treating patients with bone metastases or CTIBL will enable pharmacists to take an active role in the management of these patients.

The initiative portal, www.optimizingbonehealth.com, serves as the cornerstone of the initiative and includes many resources and links to a variety of educational activities including a live, interactive webinar, an on-demand, web-based home study activity, and an informative podcast. In addition, pharmacists will be able to register for live educational activities. All activities were developed by oncology content matter experts and supported by an educational grant from Novartis Oncology.

About ASHP Advantage

Launched in 1995, ASHP Advantage specializes in developing customized educational activities to address identified educational gaps. As a division of ASHP, ASHP Advantage staff members stay apprised of key issues and trends shaping pharmacy practice and health care today. With access to the vast resources of ASHP and its membership, ASHP Advantage designs quality programs and projects for health care professionals. For more information about the services of ASHP Advantage, visit www.ashpadvantage.com.

About ASHP

For more than 60 years, ASHP has helped pharmacists who practice in hospitals and health systems improve medication use and enhance patient safety. The Society's 35,000 members include pharmacists and pharmacy technicians who practice in inpatient, outpatient, home-care, and long-term-care settings, as well as pharmacy students. For more information about the wide array of ASHP activities and the many ways in which pharmacists help people make the best use of medicines, visit ASHP's Web site, www.ashp.org, or its consumer Web site, www.SafeMedication.com.

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