**11 Chronomodulation**

http://healthcarewebsite.net/tbc/services/chronomodulation/

Chronomodulation

*[****“The section from prior website is more accurate and might be less confusing.” – see below please, kib]***

Chronomodulation: Using Time to Make Treatment Easier and More Effective

Our bodies have cycles, rhythms. We need food at specific intervals. We sleep during the night and are awake during the day. Cell regeneration and hormone production are also carried out based on these cycles. And when these cycles are disrupted, we can develop disease and have a harder time fighting it.

Maximizing treatment by taking advantage of time… and timing.

At the Block Center, we deliver treatment — specifically chemotherapy — in a way that takes advantage of these cycles. In other words, we administer treatment at times of day (and even rate of delivery) that will minimize the toxicity of treatment while maximizing the treatment’s efficacy. Basically, unlike almost all other cancer providers, we use the body’s cycles to help make treatment easier and more effective.

In addition, chemotherapy drugs each have a unique “profile.” In other words, there is an optimal time of day or night at which a particular anti-cancer medication is going to be most effective and least toxic. For many compounds and patients, nighttime is the right time for chemotherapy infusion, when cancer cells are typically most active (more easily destroyed) and normal cells are least susceptible to toxicity.

We are pioneers in using chronomodulation to improve treatment and outcomes.

Scientific research has shown that cancer treatment can be more effective and less toxic if delivered in a particular way or, more specifically, a particular rate of delivery. So Dr. Block and his team researched, developed and pioneered chemotherapy infusion equipment that not only can deliver chemotherapy at the optimal (and changing) speed but also be used by patients at home during their slumber or at times of day best suited for their particular treatment.

Chronomodulation is a key part of the Block Center’s uniquely individualized and integrative approach. Time and timing are part of our physiology, and science shows how they matter to toxicity and effectiveness of different treatments, including cancer meds.

For more information about how chronomodulated therapy can benefit you or a loved one with cancer — or to schedule an appointment — just call 877-41-BLOCK (877-412-5625). You can also request an appointment using our easy online form.

***can you use most of the following wording that explains chronomodulated chemotherapy accurately as described in our current website which seems less confusing? please try to adapt this to the newly crafted and designed piece if possible.***

***one key point – it’s not accurate to say that we developed and pioneered chemotherapy equipment***

*[Your heading is good.]*

**Chronomodulation: Using Time to Make Treatment Easier and More Effective**



As a person being treated for cancer, almost every chemotherapy drug you receive has an optimal time for being administered. That time is when the drug will be most effective in fighting cancer cells and least toxic to healthy cells.

The optimal time is not an arbitrary hour or when there just happens to be an opening in a hospital’s chemotherapy appointments schedule.

Chronotherapy is defined as the coordination of biological rhythms with medical treatment. Where chemotherapy is concerned, chronotherapy, or chronomodulated chemotherapy, means administering your treatments and drugs at times that are synchronized with your personal biological rhythms. The schedule for the release of your medication is based on the biological uniqueness of the drug being given, the time when specific cancer cells divide and are more vulnerable to cell death, and the time when healthy cells are at rest and least sensitive to toxicity from chemotherapy.

While chronomodulated chemotherapy is not appropriate for every person or type of cancer, its use in treating metastatic colon cancer, for example, has been shown to reduce side effects, significantly increase treatment response, and allow patients who previously couldn’t tolerate conventional chemotherapy to get and continue chemo treatments. Similarly, another chronotherapy study --- patients with metatstatic ovarian cancer --- showed a quadrupling of five-year survival rates.

Generally, patients who receive treatment in this planned-time-release fashion report that they can tolerate higher, more effective doses of drugs, and have fewer side effects --- giving them an overall better quality of life while undergoing chemotherapy.

In 1996 the Block Center became the very first private cancer clinic in North America to use special portable pumps to deliver chemotherapy on a chronomodulated basis. Small, compact and battery-operated, the pumps come equipped with a fanny pack for ultimate portability.

If we determine that you are a potentially successful candidate for chronotherapy, you can receive treatment via such a pump while going about your usual everyday activities --- at home or work, while watching television or shopping with friends. Even non-chronotherapy candidates can be equipped with pumps that provide this level of mobility.

Chronotherapy is just one more example of how we at the Block Center apply innovative approaches to conventional therapy in order to devise every person’s treatment plan to meet their individual needs.