

Integrating important factors that can help you beat cancer.



Even if it hasn't spread, cancer has developed as a result of glitches occurring in and because of the body. Put another way, cancer affects your biology, and your biology affects your cancer. But traditional therapies alone don't address the underlying molecular accidents that initiated and support the cancer.

Because cancer uses your biochemistry to grow and spread, the environment in which cancer cells live is as important as the cancer itself. That's why we take a systemic approach to treating cancer. This means changing your body — the cancer's environment — to be inhospitable to cancer through lifestyle changes, including nutrition, dietary supplements, good sleep habits, stress-relief techniques, mental-emotional strategies and more.

Your cancer eats what you eat, so nutrition affects treatment success.

The quickest, surest way to affect your biochemistry is with nutrition. And science shows that certain foods and nutritional supplements can make your body less hospitable to cancer. While other providers think of nutrition in terms of adequate calorie intake, the Block Center integrates nutrition, dietary habits, supplements and even vitamin infusions into your care from the very beginning, because they make treatment more effective and less toxic.

Helping your body resist cancer through individualized, appropriate exercise.

Exercise and physical fitness also help the body resist and be inhospitable to cancer, so they, too, are part of every Block Center treatment plan. Our bodies were designed for physical activity, and regular exercise is essential to helping the body function optimally. While people have various degrees of fitness and physical ability, we integrate some form of exercise into every person's care regimen.

Fighting cancer on all fronts, including your mind and habits.

It's no secret: a cancer diagnosis is devastating news. In fact, science shows that the news itself has a negative effect on health. And mental, emotional and behavioral factors — stress, sleeplessness, anxiety, etc. — are well-known to affect biology, which is why our program includes support and counseling in these aspects of fighting cancer. Led by Penny Block, PhD, our biobehavioral team identifies your unique needs and gives you the tools to face, fight and beat cancer.

For more information about our biobehavioral focus and services, call us today at 877-41-BLOCK (877-412-5625).

Chronomodulated Treatment

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 about how chronomodulated therapy can benefit you or a loved one with cancer, call us today at 877-41-BLOCK (877-412-5625).

Individualized Cancer Treatment

Everything we do is *tailored for your needs and best chances.*



Your body — your organs, anatomy, physiology — is one of a kind. As a disease state within your individual physiology, your cancer is also unique. In fact, at the Block Center for Integrative Cancer Treatment, we know that cancer is a systemic perversion of the body's mechanisms that's caused by genetic and molecular glitches. We also know that cancer affects each of us deeply, broadly and in ways that are also unique to each individual.

So the care we provide to help you beat the odds against cancer is personalized to your needs, lifestyle, disease profile, body chemistry and all other factors that are unique to you.

Uncommonly thorough testing enables more personalized, effective cancer treatment.

At the Block Center, our tradition of helping people put life ahead of cancer is based on a truly individualized approach. This starts by getting to know and understand you, including performing uncommonly thorough testing that provides a detailed, broad-spectrum look at all aspects of your body's functions.

While other cancer treatment providers don't do it, we run a thorough blood-terrain analysis in order to reach a complete understanding of your body and disease. This tells us how to most effectively change your chemistry to make your body less hospitable to cancer. In particular, this testing allows us to individualize dietary supplementation based on metabolic function, biochemistry and molecular activity.

Leaders in integrative care partnering with you for optimal outcomes.

At the Block Center, you are the centerpiece of our care and approach. Everything we do is about you, which is why we're dedicated to boosting the effectiveness of your treatment while reducing its toxicity (and side effects). We get you involved in your care and work to restore your hope, preserve your dignity, keep you informed and empowered, and maximize your chances and quality of life.

For more information about our uniquely tailored, individualized approach, call the Block Center today at 877-41-BLOCK (877-412-5625).

Integrative Care

Giving cancer patients *every chance* by including everything that works.



WHAT IS INTEGRATIVE CANCER TREATMENT?

Integrative cancer care is that which pulls together the best science-based treatments, therapies and practices and fuses them, weaving them together into treatment plans coordinated to fight cancer on all fronts in a way that will be most appropriate and effective for each individual.

Medicine is a science. To offer you your best chances of successful treatment and cure — for any problem — doctors follow the science and use the treatments and methods that have been shown to have a positive benefit and are known to help. At the Block Center for Integrative Cancer Treatment, this is the same logic we follow in the fight against cancer.

Integrative Cancer Treatment: More than just alternative therapies.

These days, “integrative cancer treatment” is almost a catchphrase, with most cancer care providers offering some kind of program that “integrates” alternative or ancillary therapies and services into their care. But in most cases, those services are secondary or complementary rather than truly an integral part of these providers’ approach to treating cancer.

Trust the pioneers in fighting cancer on all fronts.

Here at the Block Center, our approach to cancer treatment is to truly integrate into your care those treatments, therapies, methods and lifestyle changes — everything — that science shows will help. This means conventional treatments — chemotherapy, radiation therapy and surgery — are used right alongside other effective methods, including chronomodulation, lifestyle changes, diet, nutritional supplements, off-label medications, vitamins, exercise and more.

At the Block Center, Keith Block, MD, Penny Block, PhD and their team are pioneers in integrative treatment who are recognized for setting the national standard in this fighting-on-all-fronts approach to cancer care.

For more information about our leadership in helping you beat the odds, or to schedule a consultation, call the Block Center today at 877-41-BLOCK (877-412-5625).



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