

Patient Education for Those Seeking Peptide Receptor Radionuclide Therapy (PRRT)

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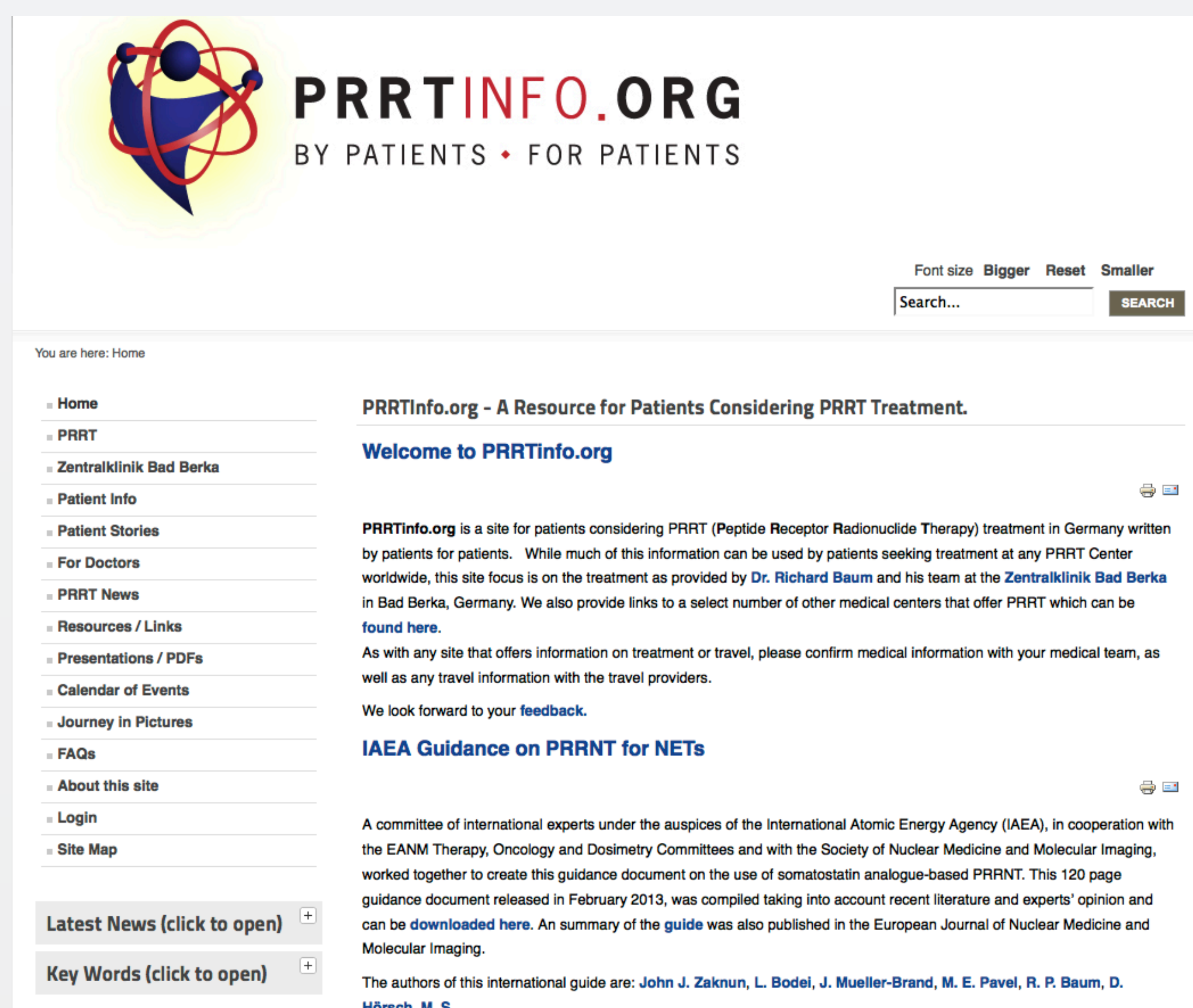
PRRTINFO.ORG
BY PATIENTS • FOR PATIENTS

Background

Neuroendocrine Tumors (NETs) have an incidence of 5.25/100,000 in North America¹. Diagnostic and treatment choices have evolved over the last two decades to include molecular imaging and therapies. In the last decade Peptide Receptor Radionuclide Therapy (PRRT) has become more commonplace in the management of NETs in Europe but its use is still in its infancy in North America. In 2011, a website was launched in English that focused exclusively on PRRT. Visitors from around the world have made the website a destination for patient centered information on PRRT treatment and Gallium 68 (Ga68) imaging.

Methods

The website collects de-identified data on article selection, external web search and in site searches. Using this data we will try to understand what patients are interested in regarding molecular therapies and imaging for NETs.



¹ Yao JC, Hassan M, Phan A, et al. One hundred years after "carcinoid": epidemiology of and prognostic factors for neuroendocrine tumors in 36,825 cases in the United States. J Clin Oncol. 2008; 26:3063-3072.

² Data range 10/2011-10/2013.

³ Minimum of 1,500 in site search or article views.

Results

30,000 visits and 15,000 searches² were analyzed to better understand the type of information patients are looking for when considering PRRT.

Rank	In Site Search Term ³
1	Treatment
2	PRRT
3	Ga68
4	NETS
5	Patient
6	Imaging
7	Theranostics
8	Individualized
9	Neuroendocrine
10	Scan
11	Medical Center
12	Lymphoma
13	Neuroblastoma
14	OSCAN
15	Renal
16	Octreotide
17	ENETS
18	Risk
19	Gastrin
20	Digital recorder

Rank	Article ³
1	Restaging / Follow on Treatment
2	1st World Congress on Ga-68 and Peptide Receptor Radionuclide Therapy
3	Audio and Video Recordings From 1st World Congress
4	FAQs
5	Zentralklinik Bad Berka Named ENETS Center of Excellence
6	First World Congress of Ga-68 and PRRNT - an Overwhelming Success
7	Centers that offer PRRT
8	What are the Risk and Side Effects of PRRT
9	PRRT Results
10	Who Should Consider PRRT
11	SNM 2012 Image of the Year: Bi-213-DOTATOC for a New Treatment for GEP-NET
12	Bad Berka Approach to PRRT
13	Multicenter PRRT Clinical Trial Announced
14	What is PRRT?
15	Information for Referring Physicians

Country / Territory	%
United States	56.2
India	4.7
United Kingdom	4.6
Canada	3.7
Germany	3.5
Japan	2.4
Australia	2.0
France	1.9
Italy	1.3
Singapore	1.1
Other	18.7

External Search Terms	%
Prtrt	14
Bad Berka Zentralklinik	4
Prtrtinfo.Org	4
Prtrt Therapy	4
Prtrt Treatment	4
Bad Berka	2
Prtrt.Org	1
Prtrt Bad Berka	1
Prtrt Treatment Nets	1
What Is Prtrt	1

Conclusions

With over 1,600 unique visitors monthly to a website dedicate to PRRT information, it is clear that patient, caregivers and other medical professionals are interested in PRRT. Centers providing this type of treatment should be offering their patient community detailed information about PRRT, how it is administered and its risks and side effects.

