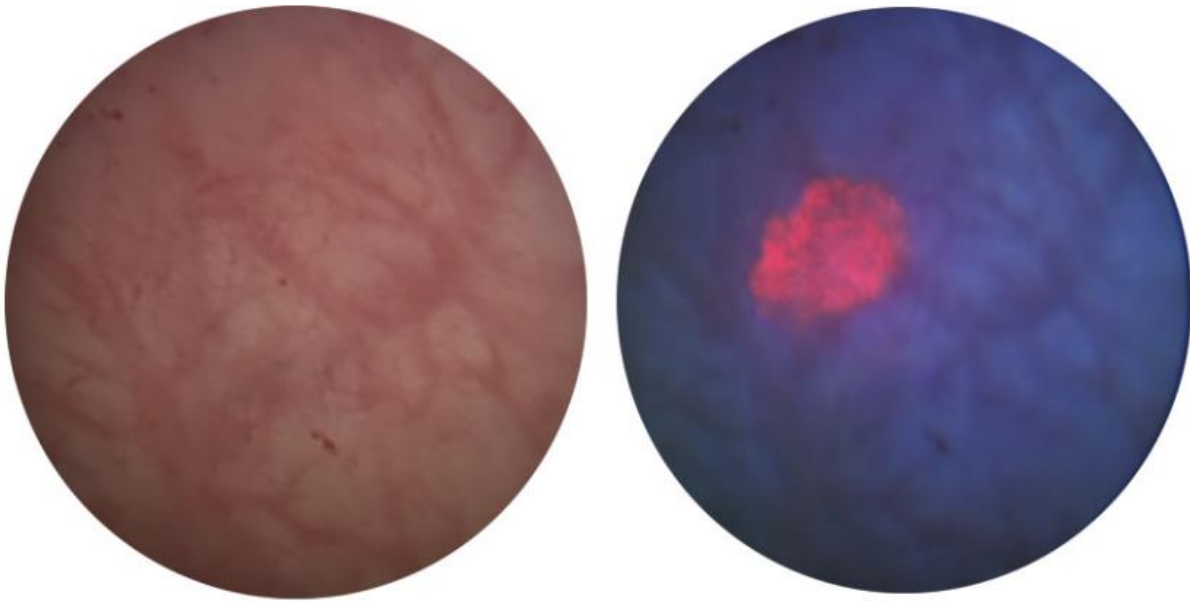


## The Bladder Cancer Detection Story

This picture will tell the story about the technology that the Northern Cancer Foundations and Walden Group are looking to raise funding for and bring to Health Sciences North. The left image is a bladder viewed with technology that uses white light. This is technology that is currently being used at Health Sciences North. The image on the right is the same area of the bladder viewed with advanced technology using blue light. The bright pink area in the image on the right is the cancer that is not as easily seen with current technology that uses white light.

## Help surgeons see bladder cancer



*Bladder image seen using technology with white light.*

*Same image seen using advanced technology with blue light.*

## My Story

My name is Ryan Lougheed, General Manager of the Walden Group of Companies. On Nov 10, 2017, my entire world changed and for the "Better" when I was diagnosed with Bladder Cancer. One might ask why this day, when the world dropped out from under me, would I ever recognize it as changing my life for the better? I realized that this unfortunate situation could be used for the greater good. I'd never even heard of Bladder Cancer until that day, what causes it, whether it is treatable, etc. Today, not only am I informed, but I have realized I can use my diagnosis to help make real change. Better still, the change can happen right here in Sudbury at Health Sciences North and will benefit patients from throughout Northeastern Ontario. My diagnosis was the first step in my journey to improve patient care.

The most important message when it comes to bladder cancer awareness is: **IF YOU SEE RED, YOU NEED TO SEE YOUR DOCTOR.** So, on Nov 10<sup>th</sup>, 2017, once I wiped away all the tears and collected my thoughts, I then filled my family in on the news. When I took a moment to think about what this was

going to mean for “me”, my mission was clear. I realized that the tears from everyone in my circle were happening because of a fear of the unknown and that dreaded C word-CANCER. I decided that being afraid of cancer was not going to be part of my journey. My 1<sup>st</sup> step was to get informed and I quickly discovered that there is a plethora of information about bladder cancer – some good and some bad – but it was all very useful, not only as a person with cancer but also to my circle of care. During this information gathering, I had a friend send me an article that was published in MacLean’s Magazine about bladder cancer technology and a new technology that has been approved in Canada and is currently in use in a few hospitals. The technology is called “[Blue Light Cystoscopy](#)” and studies have shown that this technology not only assists with better detection of bladder cancer tumors but also can reduce the overall cost of treatment per patient. I spoke with my doctor about the validity of this technology and the rest is now history with the creation of the Northern Cancer Foundation Bladder Cancer Technology Fund. I have also signed on to be the region’s Ambassador for [Bladder Cancer Canada](#).

Myself and Walden have partnered with the Northern Cancer Foundation to commence several fundraising campaigns to bring this technology to Sudbury – and most importantly - to make sure everyone is educated about the warning signs for bladder cancer.

**SEE RED, SEE YOUR DOCTOR.**

Ryan Lougheed –

A proud bladder cancer patient with a mission of public education and  
to help surgeons see bladder cancer!