

Bridging Gaps, Expanding Outreach

Metastatic Breast Cancer Advocacy Working Group Consensus Report

FOR IMMEDIATE RELEASE

CONSENSUS REPORT BY GLOBAL CANCER ADVOCATES URGES STAKEHOLDERS TO TAKE ACTION ON BEHALF OF WOMEN LIVING WITH METASTATIC BREAST CANCER

Call-to-Action Addresses Need for Increased Support and Attention to the Metastatic Breast Cancer Community

NEW YORK, September 19, 2008 – Today, the Metastatic Breast Cancer Advocacy Working Group, a cooperative of patient advocates from seven countries, released a consensus report urging other advocacy groups, healthcare corporations and professionals, government, academia, community/religious organizations and all other relevant breast cancer stakeholders worldwide to take action on three priority areas for women living with metastatic breast cancer (MBC):

- Improve access to tailored information, resources and support for women with MBC
- Heighten attention to the MBC community – create a unified voice and platform that speaks to their unique needs
- Increase understanding of and access to clinical trials

Breast cancer is the leading cause of cancer death among women worldwide, accounting for an estimated 1.3 million new cases each year. In developed countries, nearly 30 percent of women with early stage breast cancer will eventually develop metastatic or Stage IV breast cancer, the most advanced stage of the disease. Despite the prevalence, women with MBC often report feelings of isolation from the broader breast cancer community, whose public focus and advocacy efforts are largely directed toward early stage disease.

“While there is no cure for MBC, women are living longer with metastatic disease than ever before, due in part to recent advances in treatment and supportive care,” said Dr. Marisa Weiss, Founder and President of Breastcancer.org, leading breast cancer oncologist and member of the MBC Advocacy Working Group. “It is now more critical than ever to address the complex emotional and medical needs of women dealing with metastatic disease through tailored resources and personalized support.”

Over the past three decades, as great strides were made in detecting and treating breast cancer, public and media attention has transformed the disease into one of the most highly visible women’s health issues. The need now is to accelerate both clinical research and awareness of MBC to advance the care of women living with this stage of the disease.

“The fastest way to identify effective new treatment options is through clinical trials—yet currently enrollment in cancer trials remains alarmingly low. Less than 5 percent of adult cancer patients participate in clinical trials each year,” said Dr.

Weiss. "The global MBC Advocacy Working Group Consensus Report underscores the responsibility oncology health care providers have in empowering patients with the knowledge of their clinical trial options and bridging practical barriers to ensure that all patients have an opportunity to participate in the investigation of tomorrow's new therapies."

The Consensus Report was developed following a one-day summit, sponsored by Pfizer Oncology, of the MBC Advocacy Working Group to share insights on the current obstacles and potential solutions for key issues affecting women with MBC.

"For years, the public has perceived women with MBC as being near death, which has contributed to feelings of isolation for these women, many of whom are managing their disease while living full and productive lives," said Lilla Romeo, New York-based member of the Metastatic Breast Cancer Network and the MBC Advocacy Working Group who has been living with MBC for eight years. "Through partnership and increased collaboration, this Consensus Report is an important stride toward giving a much-needed voice to the MBC community."

About the Metastatic Breast Cancer Advocacy Working Group

The MBC Advocacy Working Group is a cooperative of patient advocates from seven countries worldwide dedicated to increasing collaboration in an effort to heighten public attention and address the unique needs of women living with MBC. The group was established with sponsorship from Pfizer Oncology and includes individuals from the following advocacy organizations, among others:

- Living Beyond Breast Cancer (U.S.)
- Canadian Breast Cancer Network (Canada)
- Breast Cancer Network of Strength (formally known as Y-ME National Breast Cancer Organization) (U.S.)
- Grupo Reto (Mexico)
- Breast Cancer Welfare Association (Malaysia)
- Breastcancer.org (U.S.)
- ABCANCER (Brazil)
- Carla Howery, MA, Patient Advocate (U.S.)
- Metastatic Breast Cancer Network (U.S.)
- Europa Donna - The European Breast Cancer Coalition (Head Office, Italy)
- Willow Breast Cancer Support (Canada)
- Young Survival Coalition (U.S.)
- Campaign 2 Control Cancer (Canada)
- CancerCare (U.S.)

About Metastatic Breast Cancer

Metastatic breast cancer (MBC) is the most advanced stage of breast cancer (Stage IV) and occurs when cancer cells have spread beyond the breast to distant organs. Compared to early stage breast cancer, the prognosis for Stage IV breast cancer is generally poor, with the majority of breast cancer-related deaths resulting from complications of metastatic disease. While the average five-year survival rate of women with MBC is only 27 percent in the United States, survival rates have continually increased since the 1990's due to advancements in diagnosis and treatment. Metastatic breast cancer remains essentially incurable, however, current goals of therapy are generally focused on relieving symptoms, delaying tumor progression, improving quality of life, and prolonging survival.

About Pfizer Oncology

Pfizer Oncology is committed to helping to fulfill unmet educational and support needs for MBC patients worldwide and has embarked on a number of new initiatives, including the sponsorship of the MBC Advocacy Working Group and the initiation of a large, wide-reaching worldwide survey to better understand the needs and preferences of women with MBC.

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