

METASTATIC BREAST CANCER:

THE UNFAMILIAR STAGE OF A WELL-KNOWN DISEASE

BREAST CANCER IS THE MOST COMMON CANCER IN WOMEN WITH NEARLY **1.7 MILLION** NEW CASES DIAGNOSED EACH YEAR WORLDWIDE¹

5-10% OF WOMEN PRESENT WITH PRIMARY METASTATIC DISEASE AT INITIAL DIAGNOSIS²

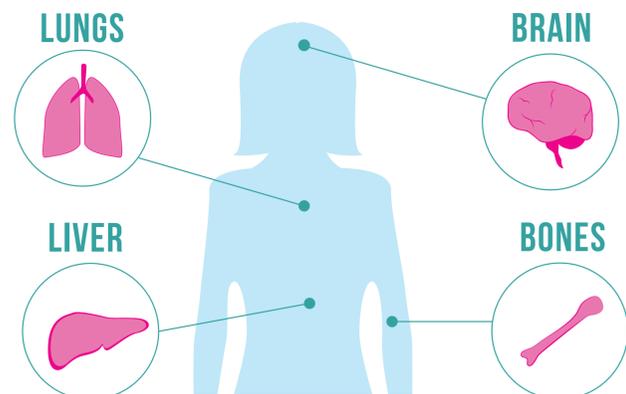
WHILE THE MAJORITY OF WOMEN ARE DIAGNOSED EARLY, THE RISK OF METASTASIS REMAINS

IN DEVELOPED COUNTRIES, **UP TO 30%** OF WOMEN DIAGNOSED WITH EARLIER STAGES OF BREAST CANCER PROGRESS TO METASTATIC DISEASE^{3,4}

WHAT IS METASTATIC BREAST CANCER?

METASTATIC BREAST CANCER IS THE MOST ADVANCED STAGE OF BREAST CANCER

It occurs when cancer spreads to other parts of the body, such as:⁵



PROGNOSIS:

THERE IS CURRENTLY **NO CURE** FOR METASTATIC BREAST CANCER & THE GOAL OF TREATMENT IS TO **PROLONG SURVIVAL WHILE MAINTAINING QUALITY OF LIFE**^{5,6}



IN 2015, THERE WERE AN ESTIMATED **560,000 DEATHS** due to breast cancer globally making it a **leading cause of cancer death**⁷

OVER **90%**

OF BREAST CANCER DEATHS are due to the **spread of the disease** to other parts of the body (metastasis)⁸

INITIAL DIAGNOSIS AT A MORE ADVANCED STAGE OF THE DISEASE, WITH ASSOCIATED POORER PROGNOSIS, IS MORE COMMON IN LESS DEVELOPED VS DEVELOPED COUNTRIES^{9,10}

GLOBAL STATUS OF METASTATIC BREAST CANCER

NEW RESEARCH CONDUCTED AS PART OF THE *GLOBAL STATUS OF MBC DECADE REPORT* HAS REVEALED SUBSTANTIAL GAPS AND AREAS OF IMPROVEMENT IN THE GLOBAL METASTATIC BREAST CANCER LANDSCAPE, INCLUDING:¹¹



A lack of public knowledge about metastatic breast cancer that leads to misperceptions



Gaps in patient and physician conversations that need to be addressed



The need for a greater global focus on metastatic breast cancer-specific patient support and advocacy



Scientific advances for metastatic breast cancer that have not kept pace with other cancers



The need to improve global access to supportive and palliative care

THESE FINDINGS REINFORCE THE URGENT NEED FOR CHANGE IN METASTATIC BREAST CANCER CARE, PATIENT SUPPORT, RESEARCH AND THE IMPORTANT ROLE THAT INCREASED DISEASE AWARENESS CAN PLAY

¹ International Agency for Research on Cancer. Breast cancer: estimated incidence, mortality and prevalence worldwide in 2012. http://globocan.iarc.fr/Pages/fact_sheets_cancer.aspx. Accessed March 31, 2015.

² Cardoso F, Costa A, Norton L, et al. 1st International consensus guidelines for advanced breast cancer (ABC 1). *Breast*. 2012;21(3):242-252.

³ O'Shaughnessy J. Extending survival with chemotherapy in metastatic breast cancer. *Oncologist*. 2005;10(suppl3):20-29.

⁴ Early Breast Cancer Trialists' Collaborative Group (EBCTCG), Dowsett M, Forbes JF, Bradley R, Ingle J, et al. Aromatase inhibitors versus tamoxifen in early breast cancer: patient-level meta-analysis of the randomised trials. *Lancet*. 2015;386(10001):1341-1352.

⁵ American Cancer Society. Detailed Guide: Breast Cancer. <http://www.cancer.org/acs/groups/cid/documents/webcontent/003090-pdf.pdf>. Accessed October 20, 2015.

⁶ Smith I. Goals of treatment for patients with metastatic breast cancer. *Semin Oncol*. 2006 Feb;33(1 Suppl 2):S2-5.

⁷ World Health Organization. Projections of mortality and causes of death, 2015 and 2030. http://www.who.int/healthinfo/global_burden_disease/projections/en/. Updated July 2013. Accessed September 27, 2015.

⁸ Metastatic Breast Cancer Landscape Analysis: Research Report October 2014. Available at: http://www.mbcalliance.org/docs/MBCA_Full_Report_Landscape_Analysis.pdf. Accessed on February 1, 2016.

⁹ CancerMPact®. Kantar Health. Available from www.cancermpact.com. Accessed on January 12, 2015.

¹⁰ Coleman MP et al. (2008). Cancer survival in five continents: a worldwide population-based study (CONCORD). *Lancet Oncol*, 9, 730-56.

¹¹ Global Status of MBC Report. Pfizer Oncology, 2016.