

OVERVIEW: The dictionary aims to improve communication between HCPs and newly diagnosed patients, and their loved ones. The objective of the dictionary is to explain and provide greater context to the unfamiliar key terms and phrases that are commonly used when talking about ABC/mBC diagnosis, treatments and the experience of living with mBC.



Area of focus:

Educating patients & HCPs about ABC/mBC



Target population:

Newly diagnosed mBC patients in the US

Objectives: Educate people with ABC/mBC and their families on terms and phrases that are commonly used when talking with physicians about metastatic breast cancer. Improve communication between patients and health practitioners

Unmet needs addressed:

- Lack of understanding of common mBC/ABC terms for people newly-diagnosed with ABC/mBC

Key components:

- Downloadable, easy-to-understand, PDF dictionary, available online

Challenges: Selecting and prioritising just 20 terms that align with mBC/ABC patient needs, as there are many terms that mBC/ABC patients must be familiar with

Outcomes: Since the launch of the new content in February 2021, 10,457 unique individuals have accessed the MBC dictionary content

Development: The top 20 search terms on the Breastcancer.org website and their metastatic forums were included in the dictionary

Cost: >€30,000

Timeline: Initiated in April 2020 and approved on the Breastcancer.org website during summer 2021

Targeted to reach: >300 people living with ABC/mBC in the US

Metastatic Breast Cancer:

Terms You Should Know

If you or a loved one has been diagnosed with metastatic breast cancer (MBC) — breast cancer that has spread to another part of the body, such as the liver, brain, bones, or lungs — you'll likely encounter unfamiliar terminology when trying to learn about the disease.



<p>No Evidence of Disease (NED) When there is no detectable evidence of breast cancer in your body after your doctor examines you or you have imaging after treatment. NED, while extremely good news, doesn't mean you are cured. If you're considered to have NED after treatment for MBC, it's likely that you'll continue to be treated to keep the cancer from coming back.</p>	<p>Palliative care The goal of palliative care is to manage pain caused by cancer or other serious diseases, and to help control the stress and anxiety that being diagnosed with breast cancer can cause. Palliative care aims to prevent or treat the symptoms and side effects of cancer and its treatment along with any related psychological, social, and spiritual problems. Palliative care can be given at any time during cancer care, from right after diagnosis, to near the end of life. Hospice is a type of palliative care offered at the end of life.</p>
<p>PARP inhibitors Targeted therapy medicines used to treat HER2-negative MBC in people with an inherited BRCA1 or BRCA2 mutation. The BRCA1 and BRCA2 genes keep cells growing normally and prevent cancer growth. But a mutation in the BRCA1 or BRCA2 gene increases the risk of breast and other cancers because these gene mutations interfere with cells' ability to repair damaged DNA. The poly ADP-ribose polymerase (PARP) enzyme fixes DNA damage in both healthy and cancer cells. Medicines that interfere with (inhibit) the PARP enzyme make it difficult for cancer cells with a BRCA1 or BRCA2 mutation to fix DNA damage and survive.</p>	<p>Recurrence When cancer comes back after treatment. When breast cancer comes back in the same breast, it's called local recurrence. When breast cancer comes back in another part of the body, such as the bones or lungs, it's called distant or metastatic recurrence.</p>
	<p>Scansxiety People diagnosed with MBC have imaging scans multiple times per year to check how well treatment is working and ensure that the cancer isn't growing or spreading to other areas of the body. Many people feel anxious when they're due for a scan or waiting for results, which many people call "scansxiety."</p>

For more information:

<https://www.breastcancervision.com/mbc-dictionary>

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Based on written submission from Katrina Johnson, Pfizer, 2021. The Hard-to-Reach ABC/mBC Communities Toolkit was developed as a collaboration between Pfizer Oncology and the ABC Global Alliance, with funding and support provided by Pfizer. ABC Global Alliance members and Pfizer colleagues were invited to submit breast cancer community-based initiatives that address specific needs of underserved patient populations with advanced/metastatic breast cancer. Initiatives were evaluated against criteria determined by a steering committee with members from both Pfizer and the ABC Global Alliance. Initiatives were selected for inclusion in the toolkit to highlight best practices in addressing the unique needs of this patient population. All organizations who submitted their initiatives for consideration have provided permission for the initiative information to be included in the toolkit and shared publicly. Pfizer and the ABC Global Alliance bear no responsibility for the contents of the toolkit.



Ethnic, religious, indigenous/native population and/or other minorities



Low income patients



Older patients



Rural patients



Low health knowledge patients

