

# TOP: Treatment Optimization Program in Breast Cancer

## Egyptian Women's Health Initiative



**OVERVIEW:** In Egypt, HCP and patient understanding of breast cancer is generally low. This initiative aims to improve public and patient understanding of the disease, as well as improving oncologist capabilities, through monthly MDT meetings and a series of online courses, enabling more breast cancer patients to receive appropriate treatment (per ESMO/ASCO guidelines).

**Area of focus:**  
Educating patients and HCPs about ABC/mBC

**Target population:**  
The public, people with BC, and HCPs in Egypt



**For more information:**  
<https://www.presidency.eg/en/>

**Objectives:** Improve Egyptian oncologists' knowledge and capabilities in breast cancer. Enhance breast cancer patients' knowledge about their disease. Improve diagnosis rate, initiation of treatment and use of proper treatments for people with breast cancer in Egypt (per ESMO/ASCO guidelines)

- Unmet needs addressed:**
- Lack of breast cancer diagnosis, treatment, and awareness in the public sector
  - Low patient understanding/knowledge on breast cancer

- Key components:**
- Egypt National MDT Global-Interaction Project (MDT in each governmental institution each discusses 10 cases)
  - 121 post-graduate online courses for oncologists (including: breast cancer clinical oncology, imaging, surgery, radiotherapy, pathology)
  - Public awareness campaign to enhance BC patients' knowledge (PR, Cancer Center Lighting event & webinars)

**Challenges:** Changing the mindset of the Health Authority and gaining internal alignment with all stakeholders

**Outcomes:** No measurable outcomes yet, but HCPs will have a scored assessment at the end of each module

**Development:** Financial support was provided by Pfizer Egypt; the online courses were developed in collaboration with Northwestern University

**Cost:** >€30,000

**Timeline:** The initiative started in mid-September 2021 and is due to complete in Q4 2023

**Targeted to reach:** >300 (aim to train ~1,500 oncologists and improve treatment for ~3,200 breast cancer patients)

Based on written submission from Lydia Shenouda, Egyptian Women's Health Initiative, 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.