

# METASTATIC BREAST CANCER

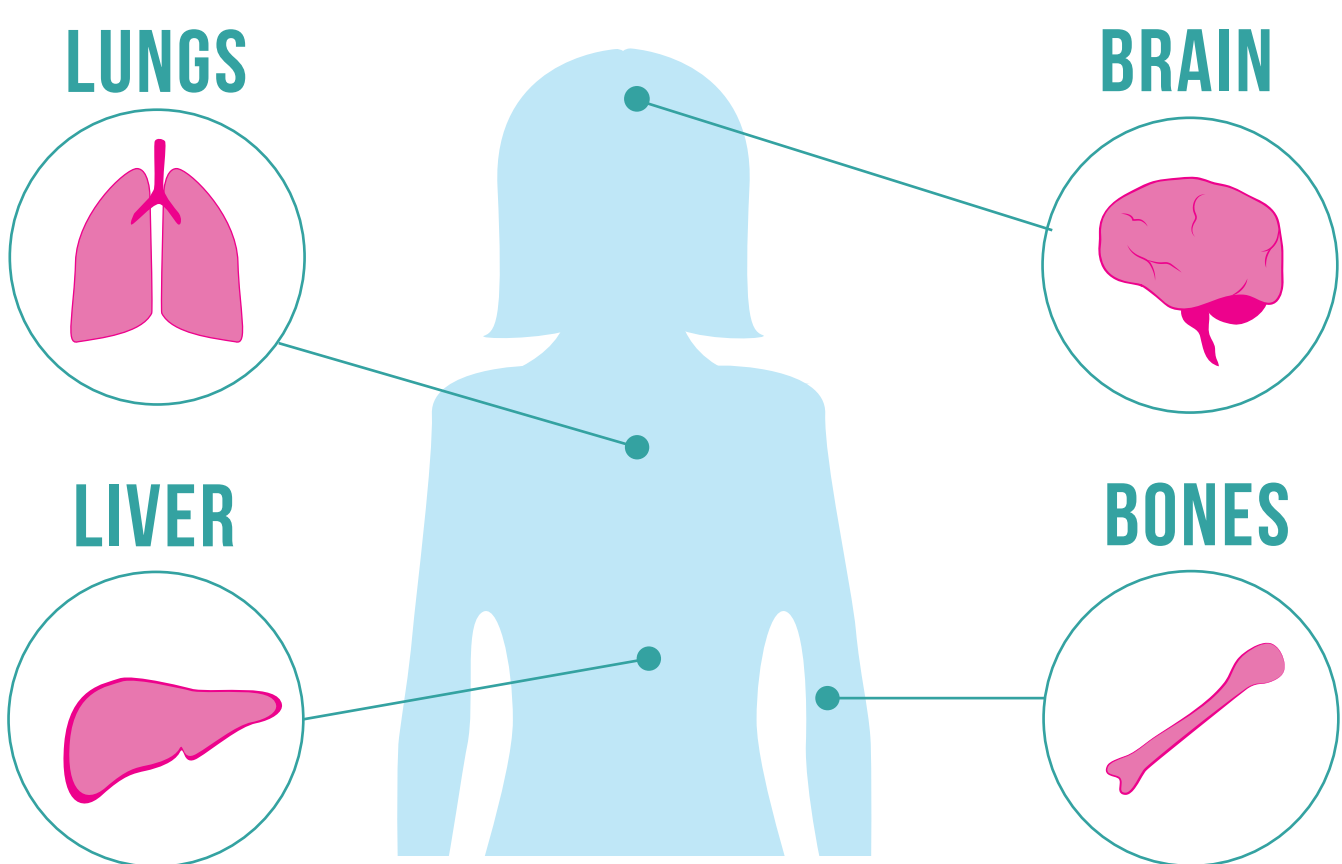


**BREAST CANCER IS THE MOST COMMON CANCER IN WOMEN**  
with nearly 1.7 million **NEW CASES**  
**DIAGNOSED** each year worldwide<sup>1</sup>



present with **PRIMARY METASTATIC DISEASE**  
at initial diagnosis<sup>2</sup>

**METASTATIC BREAST CANCER IS THE MOST ADVANCED STAGE OF BREAST CANCER**  
It occurs when cancer spreads to other parts of the body, such as:<sup>5</sup>



THE GOAL OF METASTATIC BREAST CANCER TREATMENT IS TO PROLONG SURVIVAL WHILE MAINTAINING QUALITY OF LIFE.<sup>2, 4</sup>

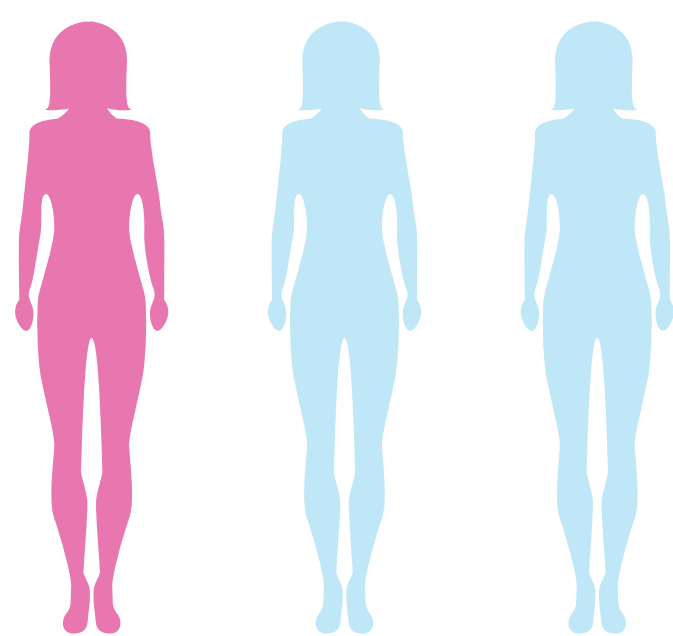
## GLOBAL STATUS OF METASTATIC BREAST CANCER

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:<sup>5</sup>

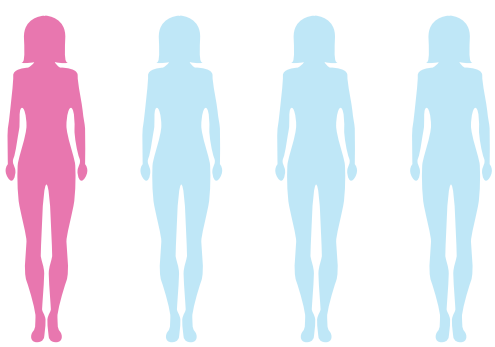
- A lack of public knowledge about metastatic breast cancer that leads to misperceptions
- The need for a greater global focus on metastatic breast cancer-specific patient support and advocacy
- Gaps in patient and physician conversations that need to be addressed
- Scientific advances for metastatic breast cancer that have not kept pace with other cancers
- The need to improve global access to supportive and palliative care

DESPITE IMPROVEMENTS MADE WITH EARLY DETECTION AND TREATMENT, THERE IS NO CURE FOR METASTATIC BREAST CANCER.<sup>6</sup>

Of the **25,000 Canadian women** diagnosed with breast cancer in 2015, nearly



**1 IN 3 THREE WILL**  
**EVENUALLY DEVELOP**  
**METASTATIC DISEASE.<sup>7</sup>**



**LESS THAN ONE-IN-FOUR WOMEN**  
with metastatic breast cancer



**WILL LIVE BEYOND FIVE YEARS.<sup>8</sup>**

<sup>1</sup> 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](http://globocan.iarc.fr/Pages/fact_sheets_cancer.aspx). Accessed March 31, 2015.  
<sup>2</sup> Cardoso F, Costa A, Norton L, et al. 1st International consensus guidelines for advanced breast cancer (ABC 1). *Breast*. 2012;21(3):242-252.  
<sup>3</sup> O'Shaughnessy J. Extending survival with chemotherapy in metastatic breast cancer. *Oncologist*. 2005;10(suppl3):20-29.  
<sup>4</sup> 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.  
<sup>5</sup> American Cancer Society. Detailed Guide: Breast Cancer. <http://www.cancer.org/acs/groups/cid/documents/webcontent/003090-pdf.pdf>. Accessed October 20, 2015.  
<sup>6</sup> Smith I. Goals of treatment for patients with metastatic breast cancer. *Semin Oncol*. 2006 Feb;33(1 Suppl 2):S2-5.  
<sup>7</sup> World Health Organization. Projections of mortality and causes of death, 2015 and 2030. [http://www.who.int/healthinfo/global\\_burden\\_disease/projections/en/](http://www.who.int/healthinfo/global_burden_disease/projections/en/). Updated July 2013. Accessed September 27, 2015.  
<sup>8</sup> Metastatic Breast Cancer Alliance. Metastatic Breast Cancer Landscape Analysis: Research Report October 2014. Available at: [http://www.mbcalliance.org/docs/MBCA\\_Full\\_Report\\_Landscape\\_Analysis.pdf](http://www.mbcalliance.org/docs/MBCA_Full_Report_Landscape_Analysis.pdf). Accessed on February 1, 2016.  
<sup>9</sup> CancerMPact®. Kantar Health. Available from [www.cancermact.com](http://www.cancermact.com). Accessed on January 12, 2015.  
<sup>10</sup> Coleman MP et al. (2008). Cancer survival in five continents: a worldwide population-based study (CONCORD). *Lancet Oncol*, 9, 730-56.  
<sup>11</sup>. Global Status of MBC Report. Pfizer Oncology. 2016.