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NEW CALL-TO-ACTION TO IMPROVE AND EXTEND LIVES OF PATIENTS WITH ADVANCED BREAST CANCER WORLDWIDE BY 2025

Key imperatives outlined in this collaboration with ESO and Pfizer will be continued by the ABC Global Alliance to help change the future of breast cancer around the world

VIENNA, Austria, 16 March 2017 – The European School of Oncology (ESO) today announced the preliminary *Global mBC Vision 2025 Call-to-Action*, a collaboration between ESO and Pfizer, to improve and extend the lives of patients with advanced/metastatic breast cancer (ABC/mBC) around the world by 2025 at the 15th St Gallen International Breast Cancer Conference in Vienna, Austria. This *Call-to-Action* is intended to unite the global mBC community by catalyzing change to improve patient outcomes within the next decade. To do so, the *Call-to-Action* details 10 key gaps and actionable imperatives across patient care, societal support and scientific investment for mBC. This *Call-to-Action* is the first step in a new initiative – *The ABC Global Charter* – that will drive finalization and implementation of the *Call-to-Action's* distinct goals.

The gaps addressed in the *Call-to-Action* were first identified through the *Global Status of Advanced/Metastatic Breast Cancer 2005-2015 Decade Report*, which was the first comprehensive global assessment of ABC/mBC across the care continuum, as well as political, economic, societal and scientific landscapes. The Pfizer-commissioned report revealed areas of improvement as well as substantial gaps in care, access to resources, support, and treatment outcomes for patients with mBC. This report laid the foundation for the collaboration between ESO and Pfizer that fostered the development of the preliminary *mBC Vision 2025 Call-to-Action*.

With the launch of the *Call-to-Action*, *The ABC Global Charter* initiative will now be driven forward by The ABC Global Alliance to encourage the entire breast cancer community and the global public to work alongside each other to help change the future of breast cancer around the world. For more information on the *Call-to-Action*, please visit: <http://abc-lisbon.org/pagine-interne/global-status-of-metastatic-breast-cancer.html>.

Although much progress has been made in the diagnosis, management and outcomes of early breast cancer, such improvements have been slower for people living with mBC. It is estimated that over half a million breast cancer deaths occurred worldwide in 2015, primarily from mBC. By 2030, the number of deaths attributable to mBC is estimated to reach over 800,000, demonstrating a 43% increase in absolute number in 15 years.¹

The imperatives outlined in the *Call-to-Action* will be furthered by The ABC Global Alliance, an ESO-led multi-stakeholder platform that was formed in 2016 for organisations to collaborate on projects aimed at improving the lives and extending survival of ABC/mBC patients. The initiative will be finally launched as *The ABC Global Charter* at the ABC4 meeting in Lisbon in November 2017.



“The *Global Status Decade Report* revealed substantial and worrying gaps in care, access to resources, support and treatment outcomes for patients,” said Fatima Cardoso, director of the breast unit, Champalimaud Clinical Centre, Lisbon, Portugal and chair of the ABC Global Alliance and the mBC Vision 2025 Taskforce. “This *Call-to-Action* is a first step in addressing these gaps. However, to succeed in activating programmes that make a real difference in ABC/mBC, we need to transition the *mBC Vision 2025 Call-to-Action* to a global multi-stakeholder platform that is dedicated to transforming the call-to-action into reality. The initiative will therefore move forward as *The ABC Global Charter*, for which The ABC Global Alliance will seek input and support from its members to help achieve the core goals.”

“We are proud to join global leaders in the metastatic breast cancer community to help address the multidimensional challenges patients with this disease face around the world,” said Liz Barrett, president and general manager, Pfizer Oncology. “Building on the seminal *Global Decade Report*, we are excited to collaborate with ESO in supporting the *Call-to-Action*, which reflects our ongoing commitment to improving the lives of patients with mBC.”

The next step for *The ABC Global Charter* will be a consultative phase to gather input and support from breast cancer organisations around the world. For more information on *The ABC Global Charter*, please visit: <http://abc-lisbon.org/pagine-interne/global-status-of-metastatic-breast-cancer.html>.

In collaboration with ESO, Pfizer provided financial and project management support and strategic coordination, as well as shared analyses and key data on gaps in care identified in the *Global Status of mBC Decade Report*, which formed the basis of the preliminary *mBC Vision 2025 Call-to-Action*.

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About ESO

The European School of Oncology (ESO) was founded in 1982 with a mission to reduce unnecessary death and suffering from cancer by promoting earlier diagnosis, optimal medical treatment and holistic patient care. ESO’s educational events are clinically orientated, multi-professional and evidence based as well as reflecting the human experience of cancer. In recent years ESO has increasingly addressed the wider political, administrative and organisational issues that affect the



ability of health professionals to deliver top-quality patient-centred care and the importance of raising awareness to improve access to it.

For more details see <http://www.eso.net>

About The ABC Global Alliance

The ABC Global Alliance, established by the European School of Oncology (ESO), is a multi-stakeholder platform for all those interested in collaborating on common projects relating to advanced breast cancer (ABC) around the world. We are made up of people and organisations who are committed to develop, promote and support tangible improvements that will ultimately create awareness and actions that will improve and extend the lives of patients living with ABC worldwide.

For more details see www.abcgloballiance.org

About Pfizer Oncology

Pfizer Oncology is committed to pursuing innovative treatments that have a meaningful impact on those living with cancer. As a leader in oncology speeding cures and accessible breakthrough medicines to patients, Pfizer Oncology is helping to redefine life with cancer. Our strong pipeline of biologics, small molecules and immunotherapies, one of the most robust in the industry, is studied with precise focus on identifying and translating the best scientific breakthroughs into clinical application for patients across a wide range of cancers. By working collaboratively with academic institutions, individual researchers, cooperative research groups, governments and licensing partners, Pfizer Oncology strives to cure or control cancer with its breakthrough medicines. Because Pfizer Oncology knows that success in oncology is not measured solely by the medicines you manufacture, but rather by the meaningful partnerships you make to have a more positive impact on people's lives. Learn more about how Pfizer Oncology is applying innovative approaches to improve the outlook for people living with cancer at http://www.pfizer.com/research/therapeutic_areas/oncology.

Our Breast Cancer Vision: Transcending Boundaries, Transforming Care

Pfizer Oncology is deeply committed to advancing scientific innovation and transforming the current state of breast cancer care for the millions of women around the world who face its challenges every day. Through **Breast Cancer Vision**, Pfizer is helping to change the future of breast cancer as we *innovate* through scientific endeavors that aim to improve outcomes, *educate* to enhance knowledge of evolving patient needs, and *activate* the global community to develop solutions that improve patient care. For more information, visit www.BreastCancerVision.com.

References

ⁱ Pfizer Inc. Global Status of Advanced/Metastatic Breast Cancer: 2005-2015 Decade Report. <http://breastcancervision.com>. Published March 2016 Accessed [March 2017]