



LIVING BEYOND BREAST CANCER®

Background

Living Beyond Breast Cancer, through a collaborative sponsorship from Pfizer Oncology, conducted market research to gain a better understanding of the education and support needs of patients with newly diagnosed metastatic breast cancer (MBC). Market research participants included patients and healthcare providers (HCPs). This is a summary of the market research insights.

The following market research tools were used:

Patient Focus Groups
20 participants | Sept. 2019

HCP Focus Groups
28 participants | Sept. 2019 / Jan. 2020

HCP Survey
352 respondents | Nov. 2019

Top Line Insights

- » **MBC-Specific Information** - Desired but difficult to find
- » **Important Topics** - Included understanding the diagnosis, treatment planning, financial concerns and emotional support
- » **Medium for Delivery** - Preferred printed materials and links to downloadable resources from reliable organizations
- » **Barriers/Limitations to Access** - Included readability and cost of publications
- » **Need for Hub** - Desired single online source/one-stop resource

Summary of Results

MOST REQUESTED TOPICS»



Patients

- » Prognosis
- » Treatment planning, managing side effects and availability of clinical trials
- » Mental health and coping strategies
- » Family or relationship issues, including talking with children and fertility
- » Financial and employment issues
- » Practical issues, including transportation and managing daily activities



HCPs

- » Financial issues
- » Understanding diagnosis
- » Family or relationship issues
- » Treatment side effects and management
- » Mental health and coping strategies
- » Employment issues

Summary of Results (cont.)

MBC-SPECIFIC RESOURCES»

MBC-specific information was very important to patients but difficult for them to find, and the lack of MBC-specific materials was the number one barrier to distributing materials by HCPs

GAPS IN EDUCATIONAL MATERIALS»

Both patients and HCPs recognized the lack of MBC-specific materials and gaps in information on financial issues, coping and emotional support

FILLING IN THE INFORMATION GAPS»

Patients wanted a reliable information hub with resources that are tailored to specific groups

KEY FACTORS IN RECOMMENDING MATERIALS»

HCPs said that evidence-based information, credibility of source and readability were their top three factors when choosing materials

“I felt like I was left alone on an island.”

PREFERRED EDUCATIONAL FORMATS»

Both patients and HCPs preferred brochures/booklets, downloaded materials from websites and websites versus other available information formats

LACK OF SUPPORT GROUPS»

Only one-third of HCPs said that MBC support groups were offered

Resources Available

For information related to and addressing some of the unmet needs described here, please see the following resources:



Living Beyond Breast Cancer
[mets.lbbc.org](https://www.mets.lbbc.org)



Metastatic Breast Cancer Alliance
[MBCalliance.org](https://www.MBCalliance.org)



Find Your MBC Voice*
findyourMBCvoice.com



Story Half Told*
storyhalftold.com



This is Living With Cancer*
thisislivingwithcancer.com

*Pfizer-owned resource

About

ABOUT THIS RESEARCH AND PROJECT»

Living Beyond Breast Cancer is developing an outreach program for MBC patients within the first 3 months of diagnosis that will:

- » Ensure access to content focused on MBC and prioritized areas
- » Ensure alignment with HCP needs in selecting materials to distribute
- » Identify and close gaps in resource- and program-related content

This outreach program will include the development of MBC-specific resource portals for patients and HCPs to promote access to key information.

ABOUT LIVING BEYOND BREAST CANCER»

Living Beyond Breast Cancer is a national nonprofit organization that seeks to create a world that understands there is more than one way to have breast cancer. Living Beyond Breast Cancer offers in-person experiences and on-demand emotional, practical and evidence-based content. Nearly 30 years since its inception, the organization remains committed to creating a culture of acceptance—where sharing the diversity of the lived experience of breast cancer fosters self-advocacy and hope.