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.

**Background**

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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

**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.

**PREFERRED EDUCATIONAL FORMATS**
Both patients and HCPs preferred brochures/booklets, downloaded materials from websites and websites versus other available information formats.

**KEY FACTORS IN RECOMMENDING MATERIALS**
HCPs said that evidence-based information, credibility of source and readability were their top three factors when choosing materials.

**LACK OF SUPPORT GROUPS**
Only one-third of HCPs said that MBC support groups were offered.

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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
- Metastatic Breast Cancer Alliance
  - MBCalliance.org
- Find Your MBC Voice*
  - findyourMBCvoice.com
- Story Half Told*
  - storyhalftold.com
- This is Living With Cancer*
  - thisislivingwithcancer.com

*Pfizer-owned resource

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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.