

EXTENDING SUPPORT ACROSS THE BREAST CANCER COMMUNITY

Find out the needs of other
women living with metastatic
breast cancer (MBC)



What is metastatic breast cancer (MBC)?

- MBC is cancer that has spread beyond the breast to other organs in the body
- More than 1 million new cases of breast cancer are diagnosed each year
- Nearly one-third of women with early-stage breast cancer will get MBC at some point in their lives



THE BRIDGE SURVEY WAS DESIGNED TO BETTER UNDERSTAND THE NEEDS OF WOMEN LIVING WITH MBC

The BRIDGE Survey is a survey of select women around the world. The needs, lives, and attitudes of women with MBC were assessed. It was given by Harris Interactive® and made possible funding from Pfizer Oncology. It was led by a global committee. That group was made up of breast cancer experts and advocates.

As of August 2009, the survey of 950 women in 9 countries had been conducted in:

- The United States
- The United Kingdom
- Poland
- Argentina
- France
- Spain
- Belgium
- Mexico
- Egypt

Of the 950 women with MBC surveyed...

AN MBC DIAGNOSIS MAY BE A TRAUMATIC LIFE EVENT

When a woman finds out she has MBC, she can go through a range of emotions. They could include feeling scared, confused, depressed, angry, and alone.

67%

feel most parts of life have been changed in a negative way since MBC diagnosis

A woman can also have a positive outlook on life.

66%

are able to enjoy life despite having MBC

56%

are generally optimistic

50%

consider themselves "survivors"

AS YOU KNOW, IT'S IMPORTANT TO SUPPORT WOMEN WITH MBC

Of the 950 women with MBC surveyed...

Most women say they get a lot of emotional support. They get this support from their doctors (83%) and nurses (78%). Some women, though, feel that they get less support than they need from other sources. Support systems exist for women with MBC. But some women still find it tough to talk about MBC.

When discussing MBC with others, some women:

- are afraid to talk openly about it (44%)
- say their friends and family are uneasy talking about it (52%)



Of the 950 women with MBC surveyed...

OTHER WOMEN WITH MBC FEEL MORE PUBLIC ATTENTION NEEDS TO BE PAID TO MBC

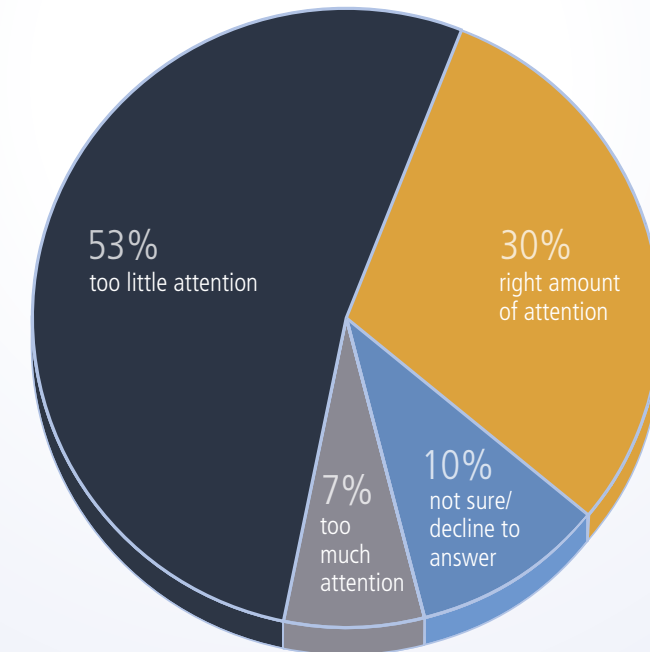


The BRIDGE Survey demonstrates this need

In the survey, most women:

- believe MBC receives too little public attention (53%)
- advocate an increase in MBC education and awareness, including additional:
 - » written materials (67%)
 - » support groups (62%)
 - » educational public service announcements (58%)

PUBLIC ATTENTION GIVEN TO MBC





Of the 950 women with MBC surveyed...

INFORMATION IS KEY TO HELPING WOMEN COPE WITH

A lot of women with MBC want to find out more about the disease. In fact, 3 out of 4 women with MBC seek out data on their disease.

- 45% of women find it hard to get data about MBC
- 51% of women think the data does not meet their needs

Most women (82%) with MBC want to learn more about new research or treatments

Concerning clinical trials for MBC, the survey found that:

- 77% of women have never been part of one
- 56% of women have never been invited
- 30% of women have not had a doctor recommend them

Of the 950 women with MBC surveyed...

GETTING THE RIGHT INFORMATION CAN MAKE A DIFFERENCE FOR WOMEN WITH MBC

Types of medical information women with MBC find important

77%
MBC in general

77%
MBC symptoms and side-effect
management

73%
Treatment options

71%
Care available to MBC patients

Types of nonmedical information women with MBC find important

68%
Support services, such as
those provided by local
communities or advocacy,
voluntary, or charity
organizations

66%
How to pay for medical
care or treatment

64%
Medical coverage

64%
Hospice and end-of-life
concerns

63%
How to talk to people
about MBC

AS WOMEN WITH MBC CONTINUE TO LIVE LONGER, IMPROVEMENTS ARE ESSENTIAL TO MEETING THEIR NEEDS

A global panel of experts recommends improvements such as:

- increasing quality and quantity of MBC-related activities
- making information on MBC relevant, up-to-date, and easily accessible
- translating a wide range of medical and nonmedical information into different languages
- increasing more comprehensive interaction with doctors and nurses
- having more MBC-focused community initiatives

Pfizer Oncology is committed to raising awareness of the needs of women living with MBC

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sticker for website callout

Do you want to become part of the movement in MBC?
Do you want to learn more about the BRIDGE Survey?
If so, please visit <http://www.bridgembc.com>.



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