

What You May Not Know About Breast Cancer But Should



In clinical trials,

— *Approximately** —

30% of Women

initially diagnosed with earlier stages of breast cancer eventually experienced disease recurrence, which includes metastases.^{1,2}

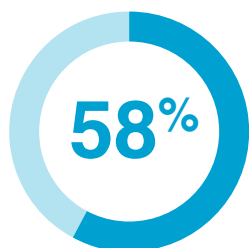
It's estimated that
More Than 150,000
People in the U.S.
— *are living with* —
Metastatic
Breast Cancer³



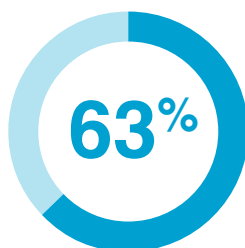
— *Five-year*
Survival Rate —
following a
Metastatic
Breast Cancer
Diagnosis is
27%³

Study Findings**

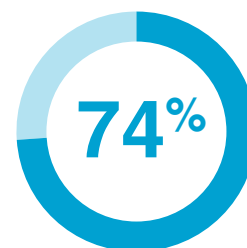
A 2019 SURVEY OF 2,012 U.S. ADULTS FOUND THAT:



REPORT THEY KNOW
little to nothing
— *about* —
METASTATIC
BREAST CANCER⁴



INCORRECTLY BELIEVE
that breast cancer
— *in the* —
ADVANCED STAGES
IS CURABLE IF
DIAGNOSED EARLY⁴



INCORRECTLY BELIEVE
a person's race has
— *little-to-no impact* —
ON THEIR CHANCE
OF SURVIVAL⁴

To learn more about metastatic breast cancer, visit www.StoryHalfTold.com

References

- Colleoni M, Sun Z, Price KN, Karlsson P, Forbes JF, Thürlimann B, et al. Annual hazard rates of recurrence for breast cancer during 24 years of follow-up: results from the International Breast Cancer Study Group Trials I to V. *J Clin Oncol*. 2016;34:927–35.
- Pan H, Gray R, Braybrooke J et al. 20-Year risks of breast-cancer recurrence after stopping endocrine therapy at 5 years. *N Engl J Med*. 2017;377:1836-46.
- American Cancer Society. Survival Rates for Breast Cancer. <https://www.cancer.org/cancer/breast-cancer/understanding-a-breast-cancer-diagnosis/breast-cancer-survival-rates.html>. Accessed September 30, 2020.
- Five-Year Breast Cancer Survey, sponsored by Pfizer Oncology, April 2019. *This risk of recurrence varies based on patient and disease characteristics. There is no way to predict with certainty which patients will have a recurrence or when it will occur, as recurrence is dependent on multiple interrelated factors. **Online survey commissioned by Pfizer and conducted by Kelton Global in April 2019 to assess metastatic breast cancer awareness and knowledge among 2,012 adults (946 men and 1,066 women) aged 18 or older living in the U.S.