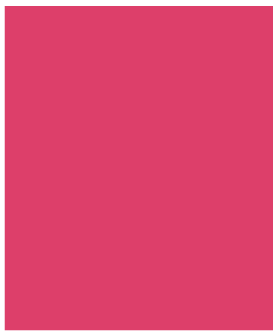




Canadian Breast Cancer Network
Réseau canadien du cancer du sein

ANNUAL REPORT



2023


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ABOUT CBCN



The Canadian Breast Cancer Network (CBCN) exists to ensure the best quality of life for all Canadians diagnosed with breast cancer. CBCN is Canada's leading patient-directed breast cancer health charity that voices the views and concerns of breast cancer patients through the promotion of information sharing, education, and advocacy activities.



Our **National Network** connects patients, caregivers, health care professionals, researchers, public health agencies and industry stakeholders to improve knowledge translation and promote optimal health outcomes for Canadians with breast cancer.

Our **Patient Education** provides current, credible, and accessible breast cancer resources that are delivered through digital platforms, navigation tools, print materials, and patient-centered events.

Our **Advocacy** ensures that the patient experience, values, and perspectives inform policy and guide research.





BY THE NUMBERS

Website Users

249K+

444K+

Website
Pageviews

Blog Visits

259K+

Navigational Tool
Visits

Educational
Resources Accessed
Online & Distributed

5.9K+

New Email
Subscribers

Social Media
Followers

8.1K+



MEDSEARCH: IMPROVING DRUG ACCESS

2.1K+ Visits to MedSearch

The purpose of MedSearch is to help patients and caregivers easily find information about what breast cancer drugs are publicly funded in each province and territory across Canada, including their status within the drug approval process. CBCN is committed towards ensuring increased patient engagement in decision-making around drug coverage, as well as fair and equitable access to essential treatments. The following were some updates made to MedSearch in 2023:

- **Ogivri**, a trastuzumab biosimilar for late-stage HER2+ breast cancer is now funded in Quebec.
- **pembrolizumab** (Keytruda) for late-stage TNBC is PCPA approved and now funded in Quebec.
- **sacituzumab govitecan** (Trodelvy) for late-stage TNBC is funded in British Columbia.
- **sacituzumab govitecan** (Trodelvy) for late-stage HR+, HER2- breast cancer is under review by CADTH.
- **abemaciclib** (Verzenio) for HR+, HER2- breast cancer is now funded in Ontario and Quebec.
- **trastuzumab deruxtecan** (Enhertu) for late-stage HER2+ breast cancer is now funded in Quebec and British Columbia.

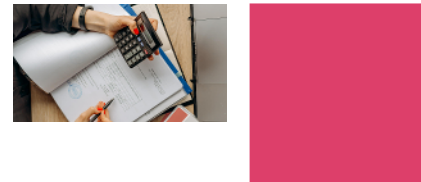
FINANCIAL NAVIGATOR: ADDRESSING FINANCIAL EQUITY

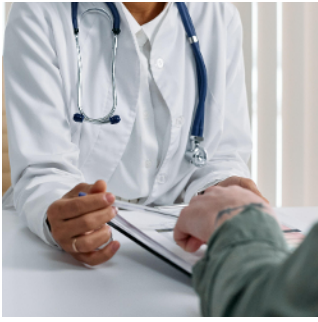


3.1K+ Visits to
FinancialNavigator

FinancialNavigator can help patients find sources of financial assistance to offset the financial burden of a cancer diagnosis. The database contains information on programs at the national and provincial level that either provide income support or in-kind services to help ease the impact this disease can have on a patient's everyday life.

In 2023, we added the [Haven Patient Support Program](#) to our FinancialNavigator database. Haven offers certain patient support such as insurance reimbursement assistance and pharmacy services.





SURGERYGUIDE: NAVIGATING YOUR OPTIONS



1.4K+ Visits to SurgeryGuide



This decision aid is meant to navigate patients through the various surgery and post-surgery options and provide them with the information they need to make a decision with their doctor.

From how to make decisions, to different surgeries, reconstruction options, and more, SurgeryGuide allows patients to browse all the information and options at their own pace post-diagnosis.

PATIENTPATH: TAILORING INFORMATION

1K+ Visits to PatientPath

PatientPath uses information from patients to create a unique, tailored guide specific to them. The guide includes resources, information, next steps, checklists, and more based on answers provided by the patient to a questionnaire. PatientPath can remove the guesswork and uncertainty of how to proceed after a breast cancer diagnosis.

ENGAGING THE PATIENT VOICE



Through CBCN's advocacy program, we connect with decision makers, industry stakeholders, and the public to help raise awareness around the needs of those affected by breast cancer and to inform policies that will improve the quality of life for patients and survivors.



HEALTH POLICY AND ADVOCACY

CBCN regularly submits input to the Canadian Agency for Drugs and Technologies in Health (CADTH) and L'Institut national d'excellence en santé et services sociaux (INESSS) for breast cancer therapies under reimbursement review. In 2023, we submitted input on:

- [trastuzumab deruxtecan \(Enhertu\)](#) for metastatic HER2-low breast cancer
- [sacituzumab govitecan \(Trodelyv\)](#) for metastatic HR+, HER2- breast cancer

We also regularly submit feedback on various health policies and recommendations that may impact patients, highlighting the need of equity and drug access. Some highlights of feedback to CADTH include a [TNBC provisional funding algorithm](#), a HER2-low provisional funding algorithm, and a [provisional funding algorithm for HR+, HER2-, HER2-low, and TNBC, including HR-, HER2- and HER2-low](#). Submissions that we put together include input on Ontario's cancer plan through our membership in CanCertainty, and input to Health Canada on time-limited reimbursement regulations.

OUR VOICES BLOG

Our Voices is our online blog that provides patients with a platform to share their experiences in their own words and to inspire others who may have gone through or may be going through something similar. CBCN also contributed posts on knowledge and research-based topics such as mastectomy tattoos, genetic testing, clinical trials, nipple reconstruction, and more.

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Stories shared from patients about various parts of their breast cancer experience

Our most read English blogpost was a knowledge article written by CBCN staff:

3D Nipple and Areola Tattoos 101: All the Basics You Need to Know

2.5K+ Views

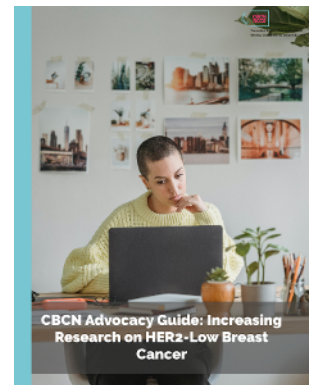
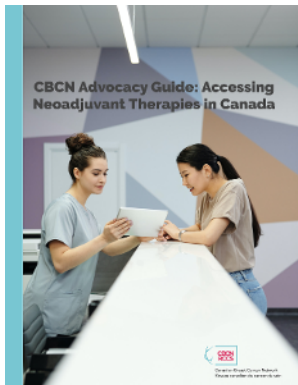


EDUCATING PATIENTS

CBCN'S ADVOCACY GUIDES

In 2023, CBCN published three advocacy guides.

Accessing Neoadjuvant Therapies in Canada explains neoadjuvant and adjuvant therapy, how they compare, and how to access treatment. **Palliative Care in Canada** de-mystifies palliative care, examines the inequities and stigma surrounding it, and how to advocate for access and quality of care. **Increasing Research on HER2-low Breast Cancer** explains the different types of HER2 breast cancers, how to determine your HER2 status, and the importance of participating in clinical trials.



DIGITAL PATIENT MAGAZINES

CBCN's patient magazines incorporate the patient and physician perspective on specific topics of interest for the breast cancer community. In 2023, we published two new patient magazines. **Not Just a Patient, Also a Parent** focuses on experiences of motherhood and raising a family while also undergoing a breast cancer journey.





In the Minority: Young Women & Breast Cancer looks at the experiences of women who were diagnosed with breast cancer under the age of 50.

NEWLY DIAGNOSED GUIDES

French versions of our two most popular newly diagnosed guides were published last year; the 7th edition of **Breast Cancer and You**, and the **Metastatic Breast Cancer Handbook**.



PODCASTS AND VIDEOS

1.9K+ Podcast streams

Breast Cancer Connection is an informative, conversation-based podcast for patients and caregivers alike, created and hosted by CBCN. We added three more episodes in 2023:

- Where to Start? Navigating a Metastatic Breast Cancer Diagnosis
- Getting the Most Out of Your Oncology Appointments: Tips From a Medical Oncologist
- Metastatic Breast Cancer Terminology: Understanding the Basics to Help Make Decisions

1.3K+ Video streams

In 2023, CBCN hosted two **patient education webinars**: Advancements in Care for Early-Stage Breast Cancer, and Advancements in Care for Metastatic Breast Cancer.

Dr. Sandeep Sedhev talks about Advancements in Care for Early-Stage Breast Cancer



PATIENT
EDUCATION
WEBINAR

Dr. Karen Gelmon talks about Advancements in Care for Metastatic Breast Cancer



PATIENT
EDUCATION
WEBINAR

We also hosted three **Questions & Experts sessions**:

- Care and Considerations for Older Patients
- Breast Cancer Clinical Trials
- Post-Treatment and Survivorship Care

These join others in the series, which include sessions on topics such as genetic testing, screening after breast cancer, and the mental health impacts of a diagnosis.

A Surgical Oncologist Answers Your Questions About Breast Cancer Clinical Trials



Q & E

QUESTIONS AND EXPERTS

A Medical Oncologist Answers Your Questions about Care and Considerations for Older Patients



Q & E

QUESTIONS AND EXPERTS

A General Practitioner in Oncology Answers Your Questions About Post-Treatment and Survivorship Care



Q & E

QUESTIONS AND EXPERTS

INFORMING OUR WORK

In order to continue providing the most current information and resources available to the breast cancer community, it is important that we stay on top of the latest news, advancements, and research in oncology.



10+ Conferences attended



This year, CBCN attended or presented, either virtually or in-person, at a variety of conferences, including:

- The International Consensus Conference for Advanced Breast Cancer (ABC7)
- CADTH Symposium
- Canadian Breast Cancer Symposium
- Canadian Centre for Applied Research in Cancer Control (ARCC) conference
- Canadian Cancer Research Alliance Conference
- American Society of Clinical Oncology (ASCO) symposium
- Clinical Trials Ontario
- European Society for Medical Oncology (ESMO)
- San Antonio Breast Cancer Symposium (SABCS)
- Summit for Cancer Immunotherapy



OUR TEAM

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