



2020

# ANNUAL REPORT



Canadian Breast Cancer Network  
Réseau canadien du cancer du sein

Report developed and designed by Prachi Patel.





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# Supporting Breast Cancer Patients through the **COVID-19 Pandemic**

The global pandemic significantly impacted breast cancer patients, here is how CBCN responded to address the needs of patients through 6 blogs and 19 newsletter editions:

**306  
Views**

Impact of  
COVID-19:  
Delayed  
Surgeries

**1580  
Views**

What  
Oncologists  
Want You to  
Know

**161  
Views**

Handwashing  
and Social  
Distancing

**316  
Views**

Impact of  
COVID-19:  
Immune  
System

**318  
Views**

Safety of  
Continuing  
Cancer  
Treatments During  
COVID -19

**772  
Views**

How Breast  
Cancer  
Prepared Me  
for COVID  
(patient blog)

COVID-19 & Breast Cancer  
Section added to  
[www.CBCN.ca](http://www.CBCN.ca)

# By the NUMBERS



**15,000+** Psychosocial  
Support Handbooks for  
Young Women distributed



**10,000+** mBC  
Books distributed



**4 300+**  
Followers on  
Facebook



**255 000+**  
Website  
visits



**1 100+**  
Followers on  
Twitter



**4 000+** Email subscribers  
who receive bi-weekly  
communications



# FEEDBACK ON

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## CBCN PROGRAMMING

"Succinct presenters touched on different and similar points. It will be wonderful that it will be available to watch and listen to again"

- *Education Session Participant*

"It was a great session. Enjoyed all the speakers. I also like the questions asked, some where ones that I would never have thought to ask"

- *Education Session Participant*

"Fantastic education session. For me the sessions provided new information and confirmed other topics I have been wondering about"

- *Education Session Participant*

"The 3 speakers provided a lot of clear information in a short amount of time. It was very helpful to hear how they summarized and clarified a lot of the information."

- *Education Session Participant*



# Giving Voice to

## **CANADIANS WITH BREAST CANCER**

### *REPRESENTING THE PATIENT PERSPECTIVE*

#### **Lobby Day**

This October, the Canadian Breast Cancer Network (CBCN) held its first virtual lobby day with Members of Parliament to discuss drug access challenges and opportunities in Canada. CBCN met with members of the Standing committees on Health, Status of Women and Industry, Science and Technology from each political party.

In our meetings, CBCN followed up on key outcomes from our metastatic drug access campaign in 2019 and highlighted the need for PMPRB and CADTH drug reforms and Pharmacare plans to address existing gaps in treatment for patients as well as emerging challenges with precision oncology. CBCN will continue engaging Members of Parliament and other decision-makers to promote a patient-centric approach to drug approval and access in Canada.

#### **BEAT-Cancer Coalition**

CBCN helped launch the BEAT-Cancer Coalition (Bringing Equitable Access to advanced molecular Testing for Canadians with Cancer) as a founding and steering committee member. The Coalition aims to educate, shape policy, and improve public access to molecular diagnostic testing for all oncology patients. The BEAT-Cancer Coalition is a multi-stakeholder initiative that brings together patient advocacy organizations, academic institutions and organizations, testing technology companies, and innovative pharmaceutical companies to address critical issues affecting access to molecular diagnostics today.





# Giving Voice to

## CANADIANS WITH BREAST CANCER

### REPRESENTING THE PATIENT PERSPECTIVE



#### CanReValue

CBCN provided critical input from the patient perspective to the CanReValue Collaboration's public consultation to develop a framework for incorporating real-world evidence into drug funding decisions. We highlighted the need for CanReValue to collaborate with other industry and academic institutions that are also implementing real-world evidence initiatives, and for the framework to be used to shape conditional HTA recommendations for new drugs.

### BUILDING THE CAPACITY OF PATIENTS

#### CBCN Advocacy Guides

Another new resource that we developed was CBCN Advocacy Guides, which are short booklets that take a deep dive into a specific topic to provide breast cancer patients with the knowledge and tools to become a part of their breast cancer care team. In our first guide, "Deciding Which Breast Cancer Surgery is Right for You?", we examined the options and standards of care for breast cancer surgery and shared steps patients can take to self-advocate for the option that's best for them.

Our second and third editions of 'CBCN Advocacy Guides' were launched in October. In these, we provided information regarding proposed changes to CADTH's drug reimbursement review processes as well as proposed changes to PMPRB's regulations. These proposed changes raised concerns within the patient community as they can negatively impact breast cancer patients' access to drugs in Canada, therefore, our goal with these two guides was to provide patients information on what these changes are, how such changes can impact them and ways for them to advocate for themselves.





# Providing **INFORMATION** and **EDUCATION**

## *OFFERING EDUCATIONAL OPPORTUNITIES*

### **Canadian Breast Cancer Patient Network**

In order to provide breast cancer patients with a way to connect with each other and to inform CBCN of the needs of the breast cancer community, we created Canadian Breast Cancer Patient Network, a private Facebook patient group.



### **Virtual Patient Education Session**

On November 18th, CBCN hosted "Virtual Patient Education Session for People Diagnosed With Early Stage Breast Cancer". We discussed steps that patients can take to reduce their risk of recurrence with Dr. Roochi Arora, integrative medicine with Dr. Dugald Seely and transforming emotional energy into happiness and health with Dr. Rob Rutledge. Jenn Gordon also introduced digital resources that can be used by patients to support decision making and advocacy.



# Providing **INFORMATION** and **EDUCATION**

## *OFFERING EDUCATIONAL OPPORTUNITIES*



### **Metastatic Breast Cancer Handbook**

We developed a fully updated and rewritten English version of our handbook for metastatic breast cancer patients. The updated handbook, *Metastatic Breast Cancer Handbook: A Guide for Individuals Living with Stage IV Breast Cancer*, offers a deeper look at how metastatic breast cancer affects your daily life and ways to help manage the changes that it brings.

In addition to updating an existing resource, we also published a new resource, *Complementary Therapies Magazine*. In this latest digital magazine, we explored mind-body practices, guided meditation, physical therapy, occupational therapy, Tai Chi, Qigong, art and music therapy and many more practices that support the overall health and well-being of breast cancer patients.



### **Virtual Patient Education Session**

On October 29th, CBCN hosted "Virtual Patient Education Session for People Living With Metastatic Breast Cancer". In this session, we discussed the next options for metastatic breast cancer patients when their treatment stops working with Dr. Karen Gelmon, pain management in relation to palliative care with Dr. James Downar, and digital resources to support decision making and advocacy with CBCN's Director of Operations, Jenn Gordon.



# Providing **INFORMATION** and **EDUCATION**

## *PROVIDING PATIENT NAVIGATION*



### **SurgeryGuide**

At CBCN, we recognize the importance of providing patients with all options that are available to them. This is why we added a Living Flat section to SurgeryGuide. This digital navigational tool was produced to help patient navigate through the various surgery and post-surgery options.

### **Individual Patient Navigation**

We expanded our digital drug navigation tool, MedSearch, to also include treatments for early-stage breast cancer. This digital database also continues to be updated with all metastatic breast cancer drugs. Patients and caregivers can use this tool to find breast cancer therapies that are Health Canada approved, learn which drugs are publicly funded and learn how to access those that are not.



# Strengthening **PARTNERSHIPS**

## **Black Lives Matter**

Like so many in our network, CBCN closely followed the Black Lives Matter protests and the growing movement it inspired, on the grounds and online, in Canada and globally. In response to the Black Lives Matter movement, we released a statement on our commitment to address the racial and ethnic disparities that exist in healthcare and breast cancer as best as we can.

## **Quality End of Life Care Coalition**

CBCN participated in the Quality End of Life Care Coalition of Canada, working with other member organizations and stakeholders to ensure that Canadians have access to quality end-of-life care. The annual meeting allowed members to understand the progress made on the Blueprint for Action and provided the opportunity to discuss how end-of-life care can continue to be prioritized across Canada, including continuing to promote the Advanced Care Planning initiative.



## **2020 American Society of Clinical Oncology**

CBCN had the pleasure of attending the 2020 American Society of Clinical Oncology (ASCO) Virtual Conference. The virtual conference gave researchers a chance to discuss and present many of the new and interesting research being done in the field of oncology. We shared some highlights in our ASCO blog post.

## Applied Research in Cancer Control

On August 5th, CBCN, presented a webinar at the Canadian Centre for Applied Research in Cancer Control (ARCC) as part of their virtual conference. We shared how patient identified priorities can help inform knowledge translation tools and resources. We also highlighted our three digital patient navigation tools (SurgeryGuide, FinancialNavigator and MedSearch) at this session.

## Integration of Biosimilars in Provincial Programs

CBCN had the chance to participate in the Teva Sponsored Symposium Panel "2020 Vision: Integration of Biosimilars in Provincial Programs" on June 14th where we shared the patient perspective on the use of biosimilars in oncology. For National Cancer Wellness Awareness Day, which was on June 26th, CBCN was featured in an article by NATIONAL. And on June 23rd and 29th, Innovative Medicines Canada (IMC) hosted two sessions on the industry perspective and response to the PMPRB (Patented Medicine Prices Review Board) reforms that CBCN participated in earlier in the month.

## Virtual San Antonio Breast Cancer Symposium

CBCN participated in the Virtual San Antonio Breast Cancer Symposium to connect with researchers, physicians and advocates from around the world to learn about the latest advancements in the treatment of breast cancer.



# The **TEAM**

## ***BOARD OF DIRECTORS***

- **Cathy Ammendolea**, Board Chair: Québec
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- **Rebecca Armstrong**, Coordinator of Programs & Digital Media
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- **Jenn Gordon**, Director of Operations
- **Wendy Hall**, Publications & Office Coordinator

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- **Dr. David Cescon**, MD PhD FRCPC, Medical Oncology
- **Dr. Karen Gelmon**, MD FRCPC, Medical Oncology
- **Dr. Sandeep Sehdev**, MD FRCPC, Medical Oncology,



# Our SUPPORTERS



Ontario  
Trillium Foundation



Fondation Trillium  
de l'Ontario

An agency of the Government of Ontario  
Un organisme du gouvernement de l'Ontario





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