



ANNUAL REPORT 2022



**CBCN
RCCS**

Canadian Breast Cancer Network
Réseau canadien du cancer du sein

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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

302K+
Website users

7.4K+
Educational resources
distributed and
accessed online

536K+
Website
pageviews

1.2K+
New email
subscribers

7.7K+
Social media
followers

6.6K+
Navigational tool
visits

343K+
Blog visits

MEDSEARCH: IMPROVING DRUG ACCESS

CBCN is dedicated to ensuring that Canadians affected by breast cancer have fair and equitable access to essential treatments, focusing our advocacy efforts on access and coverage. **MedSearch**, our navigation tool that provides general information about the various treatments for breast cancer, was created so that patients can track breast cancer drugs available in Canada and funded in their province or territory.



1.7K+

Visits to MedSearch

MedSearch was updated with the following information this year:

- **Kanjinti**, a biosimilar for trastuzumab, was added to MedSearch
- **Tucatinib** (Tukysa) is now pCODR approved
- **Tucatinib** (Tukysa) is now funded in Alberta, Quebec, and British Columbia
- **Pembrolizumab** (Keytruda) was added to MedSearch for early stage TNBC.
- **Pembrolizumab** (Keytruda) was added to MedSearch for Stage IV TNBC
- **Sacituzumab govitecan** (Trodelvy) was added to MedSearch
- **Tucatinib** (Tukysa) is now pCPA approved
- **Entrectinib** (Rozlytrek) was added to MedSearch
- **Abemeciclib** (Verzenio) for early-stage breast cancer was added to MedSearch

FINANCIAL NAVIGATOR: ADDRESSING FINANCIAL EQUITY

CBCN acknowledges that those affected by breast cancer come from diverse cultural, linguistic, social, economic, geographic, and family backgrounds. One of the ways that we address financial diversity, the economic disparities across Canada, and the financial burden that comes with a breast cancer diagnosis is through **FinancialNavigator**.

FinancialNavigator is our navigation tool that can help patients and their families find sources of financial assistance to offset the financial burden of a cancer diagnosis.

3.3K+

*Visits to
FinancialNavigator*

Our Financial Navigator database tool was updated with the following programs to help breast cancer patients and their families ease the burden of costs associated with a breast cancer diagnosis:

- **Pink Pearl Scholarship Program** – Pink Pearl Canada.
- **Air Daffodil** – Canadian Cancer Society
- **Extended Stay** – Eastern Health
- **Medical Transportation Assistance Program (MTAP)** – Government of NL; Department of Health and Community Services Kingston

ENGAGING THE PATIENT VOICE

The voice and perspective of breast cancer patients are central to the work that CBCN does. We do this by empowering patients to find their voice and by creating resources that are informed by the patient voice.

RESEARCH

Supporting those living with Triple Negative Breast Cancer

CBCN participated in the creation of focus groups dedicated to identifying the needs of those diagnosed with Triple Negative Breast Cancer (TNBC), which affects 10-20% of the breast cancer population. This focus group assessment will lead to the creation of materials, resources, and supports for people with needs specific to TNBC.

CBCN also created a survey to reach a wider audience of TNBC patients. With this input, actionable items and steps can be created from the study findings in order to inform and target the specific needs of TNBC patients and their families, healthcare teams, and caregivers, while also raising awareness of TNBC in the public consciousness.

HEALTH TECHNOLOGY ASSESSMENTS

CBCN connected with breast cancer patients to provide their lived experience for our patient submissions to the Canadian Agency for Drugs and Technologies in Health (CADTH) for the following drugs:

- Pembrolizumab (Keytruda) early stage
- Entrectinib (Rozlytrek)
- Trastuzumab emtansine (Kadcyla) metastatic stage
- Trastuzumab deruxtecan (Enhertu)
- Abemaciclib (Verzenio)
- Olaparib (Lynparza)
- Trastuzumab emtansine (Kadcyla) early stage
- Pembrolizumab (Keytruda) metastatic stage



PATIENT ENGAGEMENT AND ADVOCACY

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. This year, we continued our efforts to connect patients with drug manufacturers to inform health outcomes and care, communicated with MPs, participated in a virtual lobby day for drug access and much more.

Connected patients with stakeholders to promote mBC Time, a metastatic breast cancer awareness campaign

Connected patients with key stakeholders to inform pharmacy on the safety and effectiveness of certain breast cancer drugs

Connected patients with industry partners for a triple negative breast cancer patient panel

Connected patients with industry partners to raise awareness of HER2-positive breast cancer

Connected patients with industry partners to raise awareness of cancer care access for individuals with aggressive forms of breast cancer

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.

26

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



Our most read English blog post was an article written by Adriana Ermtner who submits monthly articles:

The Tamoxifen Ten. How to Combat the Ten Years' Worth of Wrinkles and Dry Skin Breast Cancer and Tamoxifen Add to Your Face



8.6K+
Views

EDUCATING PATIENTS

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



CBCN's ADVOCACY GUIDES

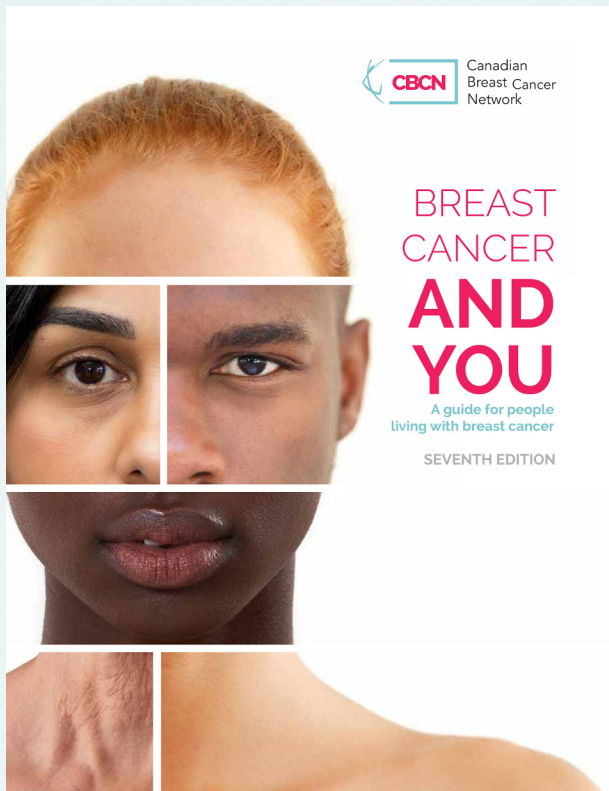
CBCN's Advocacy Guides are short booklets that take a deep dive into a specific topic as a means to provide patients with the knowledge and tools to become part of their breast cancer care team. In 2022, we published **Screening AFTER Breast Cancer** where we looked at follow-up screening for individuals who have already been diagnosed with breast cancer.

DIGITAL PATIENT MAGAZINES

Our patient magazines are themed digital magazines that focus on topics of interest to breast cancer patients. In 2022, we published **Tips, Advice, and Guidance for the Newly and Recently Diagnosed** which offers insight by those with the lived breast cancer experience. We also put together **Living in the Now, Looking to the Future: mBC & Clinical Trials** which highlights patient stories on living with metastatic breast cancer as well as information about clinical trials.



NEWLY DIAGNOSED GUIDES



The updated seventh edition of **Breast Cancer and You: A guide for people living with breast cancer** is aimed to work as a handbook that can be used by patients and their healthcare team as a personal resource. It includes useful information on breast cancer staging, diagnostic tests, recommended treatments for each cancer stage, possible side effects of treatment and their management, breast

PODCASTS AND VIDEOS

Breast Cancer Connection is CBCN's podcast for patients and caregivers where we host experts who break down complex topics with meaningful discussions in easy-to-understand terms. This year, we added five more episodes:

- *Clinical Trials 101: What They Are, and What to Consider*
- *Having a Say: How to Navigate Challenges & Barriers in Breast Cancer Care*
- *Understanding Testing in Breast Cancer: Genetic, Genomic, & Biomarkers Explained*
- *Where to Start? Navigating a Metastatic Breast Cancer Diagnosis*
- *Getting the Most Out of Your Oncology Appointments: Tips from a Medical Oncologist*

1.3K+

Podcast streams

In 2022, we hosted two Questions & Experts sessions. These videos join others in the series, which cover topics such as complementary therapies, accessing breast cancer drugs, and breast surgery. Our two newest sessions were:

A Radiologist Answers Your Questions about Breast Imaging After Breast Cancer with Jean Seely

A Genetic Counsellor Answers Your Questions About Genetic Testing with Rachel Mador-House



3.4K+
Video Streams

CBCN also hosted several focused patient-education webinars with experts to help address the questions and concerns that breast cancer patients may have regarding certain treatment options, testing, and advancements in oncological care and research. In 2022, we hosted the following webinars:

- Advancements in Care for Early Breast Cancer
- Understanding the Role of Genetic Testing
- Advancements in Care for Metastatic Breast Cancer
- Immunotherapy for Breast Cancer
- How Precision Oncology Can Help People with Breast Cancer
- Screening After Breast Cancer

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.

11+

Conferences attended

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

- *The Canadian Association of Medical Oncologists (CAMO) Annual Meeting*
- *Breast Cancer education webinar with Sunnybrook Hospital*
- *Canadian Centre for Applied Research in Cancer Control (ARCC) conference*
- *American Society of Clinical Oncology (ASCO) symposium*
- *Clinical Trials Ontario*
- *Clinical Trials Conference*
- *Newfoundland Breast Cancer Retreat*
- *The Union for International Cancer Control (UICC)*
- *The International Experience Exchange with Patient Organisations (IEEPO)*
- *Nova Scotia Breast Cancer Retreat*
- *San Antonio Breast Cancer Symposium (SABCS)*

OUR TEAM

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