

**PRESS RELEASE FOR EMEA MEDICAL MEDIA ONLY**  
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## **New pan-European report highlights feeling of isolation among people with metastatic breast cancer and need for healthcare professionals to care for emotional demands of disease**

**Hatfield, UK | 21 November 2018** – A new report, entitled *MBC Radio Silence*, released today highlights that people with metastatic breast cancer (MBC) feel isolated and in need of more support to deal with their diagnosis, and there is a growing need for healthcare professionals (HCPs) to manage both the physical and emotional aspects of this terminal disease.<sup>1</sup>

Initiated and funded by Eisai Europe Ltd., with advice from pan-European and national patient associations, the report highlights data from a new survey, initiated and funded by Eisai, indicating that many people with MBC are holding back in discussing their frustrations and fears with their doctor.<sup>1</sup> A quarter (25%) say that while they research treatment options online they feel afraid to ask questions of their doctors and when asked how they feel about initiating conversations with their doctors regarding survival, 64% feel nervous or very uncomfortable about doing so.<sup>1</sup>

Jean Robinson, MBC patient from the UK commented, “The resources available specifically for the needs of people with advanced disease are scarce. In the UK there is also a lot of pressure on the consultation time with your doctor, who has a lot to convey in a short time, so often it is hard for people to process it all and open-up about their feelings. This can all lead to an acute sense of isolation. Overcoming common misconceptions about MBC and having the right level of information and support could make all the difference to people.”

Similarly, just over half of the surveyed oncologists (52%) feel that their patients are holding back, indicating that conversations may not be completely open. In addition, 41% of HCPs say that their main concerns in consultations, other than availability of treatment options, is that patients seem vulnerable and anxious and they struggle to reassure them, and that they don't have enough time to get to know and understand them.<sup>1</sup>

“The terminal nature of MBC is a difficult subject to broach for any physician” commented Dr Alexia Bertuzzi, Medical Oncologist at Humanitas Research Hospital IRCCS and Head of Adolescents and Young Adults (AYA) with cancer, Milan, Italy. “While we are expert in providing the best treatment, oncologists are also called upon to provide emotional support, yet they rarely have any formal training in this. Palliative and psychological care professionals are often introduced only when the patient is close to the end of their lives and so don't have the opportunity to build the same level of knowledge and understanding of the individual. Consistently providing a multidisciplinary team from the point of diagnosis would provide immeasurable benefit to both the physician and patient.”

Eisai's *MBC Radio Silence* report calls for a greater focus on MBC as a disease that is distinct from early-stage breast cancer in that it can be controlled but cannot currently be cured. It highlights a need for patient access to tailored information specific to MBC and a consistent multidisciplinary care team from the point of diagnosis.

To coincide with the report, a new campaign funded and initiated by Eisai, called **FurtherMore** has been launched with advice from pan-European and national patient associations. **FurtherMore** showcases the

lives of women with advanced breast cancer across the world through real and personal experiences, and celebrates what can be achieved when they get the support they need to live their life to the full. The campaign calls on people with MBC, and their families, to share their own unique and inspiring stories via social media with #FurtherMore and #MBC. The hope is that, through these stories, we will raise awareness of MBC, and empower all people affected by the disease to go further in sharing information with their healthcare professional about how they truly wish to live out the remainder of their lives.

\*\*\*ENDS\*\*\*

## Notes to Editors

### About FurtherMore

The FurtherMore campaign, initiated and funded by Eisai, showcases the lives of women with advanced or metastatic breast cancer across the world through real and personal experiences. Many of these women have found something unexpected from their diagnosis; something universal; a deeper sense of meaning in their lives and their hopes for living as long as possible. FurtherMore explores MBC through these unique and powerful stories, and highlights the importance of what can be achieved when people with MBC get the support they need to live their life to the full.

Find out more about FurtherMore at [www.furthermore.life](http://www.furthermore.life).

### About the report

The report and surveys were funded and initiated by Eisai Europe Ltd. The MBC patients survey was distributed via patient advocacy groups and through *HealthUnlocked* between 12–28 August 2018 and had 171 responses from four European countries (France, Italy, Spain and UK) and Russia. The healthcare professional survey was distributed via *SERMO* between 12–24 August 2018 and had 82 responses from four European countries (France, Italy, Spain and UK).

Eisai Europe Ltd. received advice from the following patient advocates and healthcare professionals to provide insights into the survey findings and agreed a call-to-action to address the unmet patient and physician needs in MBC for inclusion in the *MBC Radio Silence* report:

- Professor John Crown, Consultant Medical Oncologist, St Vincent's University Hospital, Dublin, Ireland
- Dr Alexia Bertuzzi, Consultant Medical Oncologist, Humanitas Research Hospital IRCCS, Milan, Italy.
- Dr Ana Casas, Medical Oncologist, Fundación Actitud frente al Cáncer, Virgen del Rocío Hospital, Seville, Spain
- Elisabetta Veneziani Santonio, Adolescents and Young Adults (AYA) Collaborator, AYA project, Cancer Center Istituto Clinico Humanitas in Milan, Italy
- Jean Robinson, metastatic breast cancer patient
- Andrea Cannon, Breast Care Nurse Consultant, Think Pink Foundation, Australia

The campaign is funded and initiated by Eisai as a service to support people living with metastatic breast cancer.

### About Eisai Co., Ltd.

Eisai Co., Ltd. is a leading global research and development-based pharmaceutical company headquartered in Japan. We define our corporate mission as "giving first thought to patients and their families and to increasing the benefits health care provides," which we call our *human health care (hhc)* philosophy. With over 10,000 employees working across our global network of R&D facilities, manufacturing sites and marketing subsidiaries, we strive to realise our *hhc* philosophy by delivering innovative products in multiple therapeutic areas with high unmet medical needs, including Oncology and Neurology.

For more information about Eisai Co., Ltd., please visit [www.eisai.com](http://www.eisai.com).

## References

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<sup>1</sup> *MBC Radio Silence* report, published November 2018. Available at [http://furthermore.life/assets/pdf/MBC\\_Radio\\_Silence\\_Report.pdf](http://furthermore.life/assets/pdf/MBC_Radio_Silence_Report.pdf). Last accessed November 2018.