

Breast Cancer Canada

Precision Oncology in Breast Cancer

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CEO



Breast Cancer in Canada & Globally



In **WOMEN**, breast cancer is the **#1 CANCER**

It is the **2nd MOST COMMON** cancer in Canada

29,000 women
diagnosed in 2023
& 290 men

1 in 8 Canadian women
will be diagnosed with breast cancer.



The **#1 Diagnosed Cancer in the World**

What the stats don't describe...

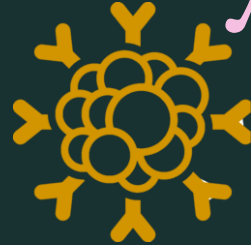
> 50 Types of Breast Cancer



GENETICS is what you started with
(Birth)



GENOMICS is what you end up with
(DNA Changed)



Both hereditary and tumor genes can be
companion diagnostics for breast cancer
treatment decisions



Need Action for Equitable Tumor Genomic Testing

“**Seeing**” if cancer is there using molecular detection



Coming Soon

Blood Test
Screening:

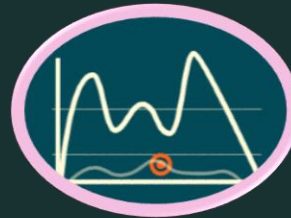
Do I have
cancer?



Public Funded

What's my risk
of cancer
returning?

I do / don't need
chemo?



Coming Soon

Is my cancer
completely gone
with treatment?

Has my cancer
come back?



Coming Soon

Replace
CT/MRI:

How
effective is
my treatment
in real time?

Companion Diagnostic:
Finding a Tumor Gene
Mutation



Genomic
Companion
Diagnostic Testing

Identifies Select
Patients for
Targeted Therapy

Early-Stage Breast Cancer: Companion Diagnostic Testing for Hormone



Companion Diagnostics in Early-Stage Breast Cancer:
Hormone influence of estrogen / progesterone on cancer

ER / PR
70-75%
Of
BC patients



**Hormone / Endocrine
Therapy
CDK4/6 inhibitor Targeted
Therapy**

Early-Stage Breast Cancer: Companion Diagnostic Testing for Protein



Companion Diagnostics in Early-Stage Breast Cancer:

Over abundance of protein expression influence on cancer growth

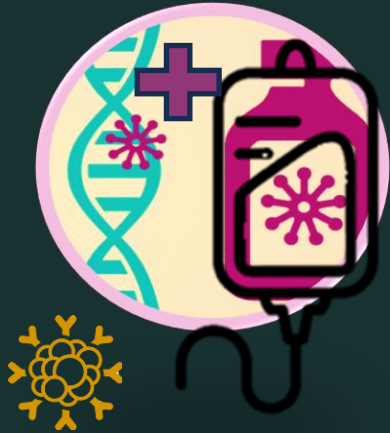
HER-2
15%
Of
BC patients



**HER2 inhibitor Targeted
Therapy**

Early-Stage Breast Cancer: Kim's HER-2 Story

HER-2



HER2 inhibitor
Therapy



Diagnosed Age 43;
news anchor; 2 daughters



10cm tumor



8 chemo treatments



Surgery



Companion diagnostics
determine cancer type:

ER/PR –

HER-2 +



1-yr IV HER-2i targeted
treatment

No oral hormone treatment



7-year thriver!

@theweathernetwork

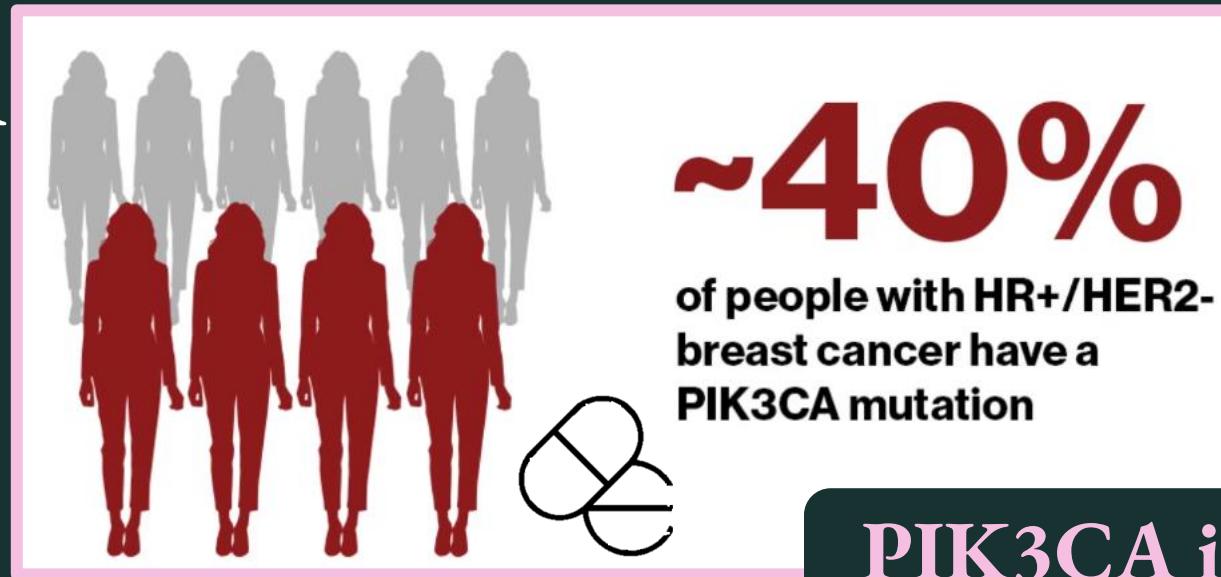
Stage 4 Breast Cancer (MBC): Companion Diagnostic Testing for Tumor Genes



Companion Diagnostics in Advance Stage 4 Breast Cancer:

Genes in tumors that influence on cancer growth

PIK3CA
Gene



**PIK3CA inhibitor
Targeted Therapy**

Rationale for Insurance Coverage at NOC: New Drug + Companion Diagnostic = Accurate Access Reasonable & Necessary

1

Companion Diagnostic Testing: Once and done
Not a long-term continuous insurance cost



Genomic tumour mutation companion diagnostic testing meets Insurance requirements for coverage:



Canadian and international
guideline recommends =
Drug + Companion Diagnostic



Drug NOC
requiring
companion
diagnostic should
have NO delays for
testing



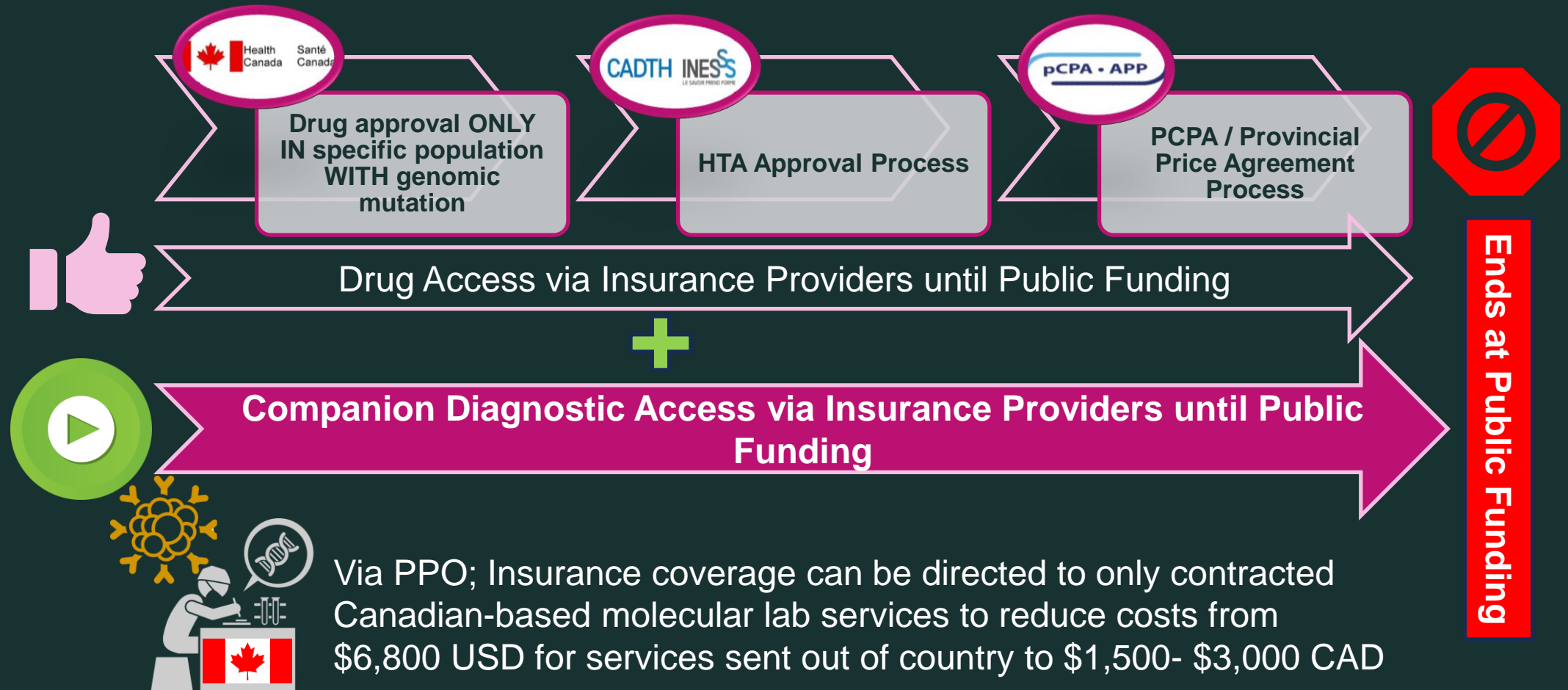
Genomic tumor
companion diagnostic
testing to ID the right
patient: net health
outcomes & benefit



Meaningful for
Patient:
Targeted Drug
better outcomes
then chemo

Evolving Insurance Coverage for Companion Diagnostics with Approved Targeted Agent

Approval for targeted treatment relies on a 2-part commitment



Under Review:
Consider Lived-Experience, Decision-Grade data for
Targeted drug + Companion diagnostic coverage

Breast
Cancer
Canada

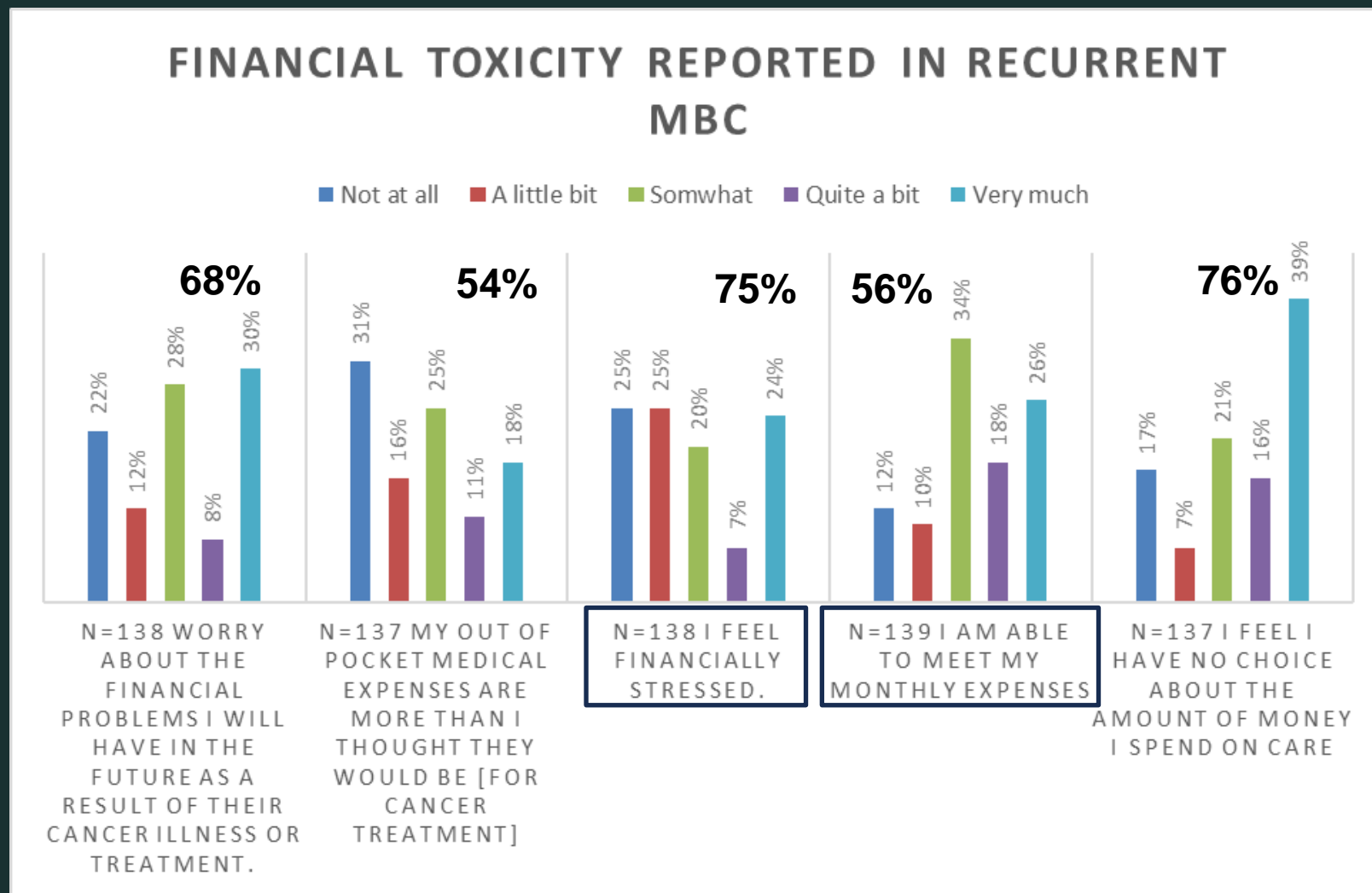


PROGRESS
TRACKER

Patient Powered Research

Patient Reported Outcomes (PROs) for HTA AND Insurance Submissions

Patient Lived Experience: Financial Toxicity



Most Critical Rationale for Insurance Coverage:

Financially vulnerable population!

Both patient and surviving caregiver rely on the 3rd party coverage they have invested.

Precision Oncology: Partners in Best Patient Outcomes

Clinical Definition:

Right Patient



Right Drug



Right Timing



Right Dose



Precision Oncology



Precision Insurance:

- + Right Diagnostics for Patient
- + Right Targeted Drug for Patient
- + Right Drug Route for Patient
- + Right Financial Support for Patient

PROGRESS REPORT

✓

Annual report includes:

Public Funding timelines
and delays and
inequities of treatment
access

Does not include:

Insurance details as presented
today



Breast Cancer Canada

Thank you

Precision Oncology
in Breast Cancer

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CEO

