



## MEDIA RELEASE

### **#CRACKINGTHECANCERCODE**

*montréal. november 02. 2020.* throughout the month of november, the cancer collaborative in collaboration with the european cancer patients coalition [ECPC] will highlight the growing role that precision medicine plays in oncology through the CRACKING THE CANCER CODE campaign.

the premise of precision oncology is to treat patients based on the molecular characteristics of the tumour and employs the use of diverse strategies in cancer care from the use of targeted therapies to application of comprehensive genomic profiling, such as next generation sequencing [NGS] to guide patient care.

variability and access exists in how molecular testing is being utilized across canada and how this impacts patient care- from screening to diagnosing, prognosis and prevention of cancer in canadians. the goal of this campaign is to raise awareness of the current biomarkers currently approved in canada to empower patients, their families and caregivers to request testing when appropriate and to make testing for alterations standard of care for certain cancers.

the molecular information provided through testing can guide decision making for the best patient care by providing the targeted therapies for effective treatment, reducing toxicities and improving patient outcomes and bettering quality of life for patients.

this is the second year the campaign has had a presence in canada- in 2020, as well as the outreach on biomarkers the cancer collaborative has launched a survey for healthcare professionals to understand the variability in testing across canada.

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about the cancer collaborative [colab]

the cancer collaborative is a not for profit advocacy group with a mission to bridge science, policy and advocacy to proactively identify the challenges and opportunities within oncology, prioritize them and work together to make action oriented changes on how cancer care is delivered in canada. meeting the challenges of today's cancer ecosystem with innovation and collaboration to create meaningful impact for patients and system readiness through multistakeholder engagement.

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