

# #KNOW VEMBER

## Cancer Advocates Unite to Accelerate Precision Medicine in Canada

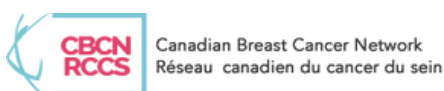
MONTREAL, QC November 1, 2024 - in an effort to highlight the transformative potential of precision medicine, [the cancer collaborative](#) in partnership with the [Canadian Breast Cancer Network](#), [Colorectal Cancer Canada](#), [Lung Cancer Canada](#), [Genome Canada](#) and Dr Shaqil Kassam are coming together this #KNOWvember to highlight Precision Medicine and its growing impact in cancer care. Precision Medicine Awareness Month (PMAM) focuses on raising awareness, fostering collaboration, and addressing barriers to ensure that precision medicine can benefit every Canadian with cancer who needs it, and every clinician who needs access to it.

The #PMAM initiative focuses on critical issues including equitable access for all Canadians, data sharing, AI integration, and cross sector collaboration. By engaging people living with cancer, healthcare professionals, policy makers, decision makers, and the pharmaceutical and diagnostics industry, PMAM aims to raise awareness and foster collaboration to ensure precision medicine is an integral and accessible pillar of cancer care in Canada.

**Join the Movement Today.** Know your genome! Stay informed, share your story, and be part of the push for equitable, precision cancer care. Visit [knowyourgenome.co](https://www.knowyourgenome.co) to learn more, get involved, and help us shape the dialogue on precision medicine in Canada.

**Why Precision Medicine is a Game Changer for Patients.** Precision medicine is more than just a new approach—it's changing lives. For [Yuan Lew](#), who received a diagnosis of Stage IVB EGFR+ lung cancer 'Precision Medicine has changed my cancer prognosis from devastating to one of hope'. By using genomic insights to match patients with treatments that are most likely to work for their specific type of cancer, precision medicine offers a tailored path. Cutting through trial and error and reducing unnecessary side effects. For patients, this can mean more effective care that aligns closely with their needs, offering hope in place of uncertainty.

**KNOWvember: A Month to Engage, Learn, and Transform !** This KNOWvember, PMAM will provide a wealth of content aimed at exploring the opportunities and challenges within the precision medicine landscape. Thought leaders, patients, and industry experts will share their insights to spark meaningful conversations and inspire collective action. From the latest breakthroughs in genomics to stories from patients whose lives have been transformed, this is your chance to get involved and make a difference.



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