



MEDIA RELEASE

TREATING THE PATIENT NOT THE CANCER

montréal. november 8. 2019– before personalized medicine [PM], cancer patients with a specific type and stage of cancer all received the same treatment. some patients would respond and others would not. with the introduction of personalized medicine, patients can be treated based on their unique molecular and genetic profile, guiding the treatment pathway and ensuring more successful outcomes. this approach allows clinicians to go beyond the one size fits all model of prescribing, to make effective clinical decisions for each patient.

personalized medicine has the potential to tailor therapy with the best response and highest safety margin to ensure better patient care. it has the potential to improve the ability of physicians to diagnose and treat disease, and offers the potential to detect disease at an earlier stage, when it is easier to treat effectively. this is because PM treats people with cancer based on 'who' they are, not just 'where' their cancer is located, it holds promise for improving health care while also lowering costs.

this november, the cancer collaborative in collaboration with the european cancer patients coalition is launching personalized medicine awareness month in canada, to raise awareness of, and increase access to, personalized medicine and molecular testing in cancer care.

according to the canadian cancer society an estimated 220.400 new cases of cancer will be diagnosed in 2019, an average of 604 canadians diagnosed with cancer every day. and more and more canadians are living with cancer.

the hope of precision medicine is that treatments will one day be tailored to the genetic changes in each person's cancer, therefore the cancer collaborative is calling for greater access to molecular testing to help patients get the right treatment for them, today.

- increased access and decreased waiting times for high quality molecular testing across canada;
- information to educate and empower patients and caregivers around the potential and availability of molecular testing;
- a harmonised and more efficient pathway across canada to implement and realize the promise and potential of personalized medicine

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