



## MEDIA RELEASE

### **PRECISION MEDICINE AWARENESS MONTH RETURNS IN 2021**

**Montréal, October 29, 2021** – The promise of precision oncology has yet to benefit all cancer patients. Disparities in genomic testing, inability to access genomic tests and targeted therapies, and delays in testing create an inconsistent landscape across the country. Precision Medicine Awareness Month is meant to raise awareness about precision medicine, specifically precision oncology and to educate patients with the knowledge to confidently ask for genomic testing when appropriate to ensure more consistency and access to genomic testing.

This year Colorectal Cancer Canada and Lymphoma Canada are joining the cancer collaborative to help spread the message on the importance of precision medicine and its impact for cancer patients in Canada, but also the impact it can have on healthcare systems if implemented consistently across the country.

Precision medicine is rapidly developing and becoming an important component of clinical practice for cancer care, improving survival and quality of life for people living with cancer, but also reducing unnecessary treatment, and decreasing the burden of cancer on healthcare systems. Precision medicine utilizes molecular profiling to identify actionable alterations, allowing clinicians to prescribe targeted therapies.

Precision Medicine Awareness Month provides an opportunity to raise awareness on the importance of genomic testing and its role in precision medicine. The goals of Precision Medicine Awareness Month are

- Increased access and decreased waiting times for genomic testing across Canada
- Information to educate and empower patients and caregivers around the potential and availability of genomic testing
- Harmonized and efficient pathways across Canada to implement and realize the promise and potential of precision medicine

**PRECISION MEDICINE AWARENESS MONTH** runs through the month of November on social media.

Follow @cancercolab @coloncanada and @lymphomacanada for more information or visit [cancercolab.ca](http://cancercolab.ca)