Study: Adding Targeted Therapy to Standard Treatment Helps Women Live Longer with Breast Cancer

Survival rates improved significantly among younger women with advanced disease

UCLA Health		
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Package Length: 1:50	Content provided by: UCLA Health	

NEWS PACKAGE

SUGGESTED TEASE	ADVANCED-STAGE BREAST CANCER IS OFTEN INCURABLE, BUT THAT DOESN'T MEAN HOPE IS LOST. COMING UP, DETAILS ON A TREATMENT THAT'S HELPING WOMEN LIVE THEIR LIVES WITH CANCER.
ANCHOR LEAD (PACKAGE START) CG: Courtesy: UCLA Health :00 - :03 Shots of Bernadette talking to	NO ONE IS EVER TRULY PREPARED TO HEAR THEY HAVE BREAST CANCER, BUT FOR WOMEN DIAGNOSED AT A YOUNG AGE, IT CAN BE A BLOW THAT SEEMS TO COME OUT OF NOWHERE. BECAUSE YOUNGER WOMEN ARE SCREENED LESS OFTEN AND TUMORS ARE MORE DIFFICULT TO IDENTIFY, THEY ARE MORE LIKELY TO BE DIAGNOSED AT A LATER STAGE. ¹ NOW, A NEW STUDY ² IS GIVING WOMEN WITH THE MOST COMMON TYPE OF BREAST CANCER HOPE FOR LIVING LIFE WITH THEIR DISEASE. BARB CONSIGLIO HAS THE DETAILS. (Nats - Sound) :02 AS A HEALTHY FORTY-FIVE-YEAR-OLD, LEARNING SHE HAD STAGE FOUR BREAST CANCER WAS THE
husband and daughter	LAST THING BERNADETTE MARTINHO-BREWER (mar-TEEN-oh BREW-er) EXPECTED TO HEAR. :07
CG: Bernadette Martinho-Brewer Breast cancer trial participant	<i>"Hearing those words changes your world."</i> :02
Shot of Bernadette with family Shots of medication	WHEN THE DISEASE SPREAD TO HER LIVER, BERNADETTE'S PROGNOSIS WAS BLEAK. UNTIL SHE LEARNED ABOUT A CLINICAL TRIAL FOR A MEDICATION TO STOP THE GROWTH OF CANCER CELLS. :08
CG: Sara Hurvitz, MD UCLA Jonsson Comprehensive Cancer Center	<i>"This type of drug, when added to anti-estrogen therapy, substantially improves outcomes for women who are diagnosed with metastatic breast cancer." :10</i>

Shots of Dr. Hurvitz in exam with patient	THE DRUG COMBINATION HAS SHOWN TO DELAY DISEASE PROGRESSION, BUT A NEW STUDY FROM U-C-L-A JONSSON COMPREHENSIVE CANCER CENTER IS THE FIRST TO SHOW THAT IT ALSO IMPROVES OVERALL SURVIVAL, WHICH IS PARTICULARLY IMPACTFUL FOR YOUNGER PATIENTS. :12
Dr. Hurvitz (CG'd earlier)	"About 20 percent of breast cancers are diagnosed in women under the age of 50, and when women are diagnosed with breast cancer when they're younger, often it's more advanced." :11
Graphic: Survival rates after 42 months -Patients who received only hormone therapy: 46% -Patients who received hormone therapy and cancer-inhibiting drug: 70%	THE STUDY ENROLLED ONLY PREMENOPAUSAL WOMEN UNDER THE AGE OF FIFTY-NINE. AFTER FORTY-TWO MONTHS, THE SURVIVAL RATE AMONG WOMEN WHO RECEIVED HORMONE THERAPY ALONE WAS FORTY-SIX PERCENT, COMPARED TO SEVENTY PERCENT AMONG WOMEN WHO WERE ALSO GIVEN THE CANCER-INHIBITING DRUG. :15
Dr. Hurvitz (CG'd earlier)	<i>"The important findings that we're now showing is that women are living longer. Period. Their overall survival is better."</i> :08
Shots of Bernadette taking pill	THE TREATMENT IS NOW ALLOWING WOMEN WITH ADVANCED, INCURABLE FORMS OF HORMONE RECEPTOR-POSITIVE BREAST CANCER TO LIVE WITH THE DISEASE MUCH LONGER AND WITHOUT HARSH SIDE EFFECTS. :09
Dr. Hurvitz (CG'd earlier)	<i>"I am able to honestly give them hope because of these therapies that we have now. We can see women live many, many years."</i> :10
Bernadette Martinho-Brewer (CG'd earlier)	"Yes, I have metastatic breast cancer. Yes, I have to live with it. But people live with diabetes; people live with a
Shots of Bernadette with family	lot of things. I just do what I need to do. I keep living." :11 AT UCLA JONSSON COMPREHENSIVE CANCER
(PACKAGE END)	CENTER, THIS IS BARB CONSIGLIO REPORTING. :03
ANCHOR TAG	THESE CANCER-INHIBITING DRUGS ARE NOW BEING TESTED IN PATIENTS DIAGNOSED IN EARLIER STAGES IN HOPES IT CAN PREVENT THEIR CANCER FROM COMING BACK AFTER THEY'RE IN REMISSION.

SOCIAL MEDIA

	to live their lives with advanced-stage breast cancer. http://bit.ly/2K14CEz
Suggested post:	Young women with breast cancer are more likely to be diagnosed in advanced stages. Now, a new study by <u>UCLA Health</u> shows adding a medication to their treatment may help them live their lives with the most common form of the disease, even if it can't be cured. <u>http://bit.ly/2K14CEz</u>

EXTRA BITES

	Hurvitz states the results of the study: "When we looked 42 months out, in the women who received anti-estrogen therapy alone, about 46 percent of them were still alive. When you compare that to the women who received ribociclib, it was about 70 percent."
CG: Sara Hurvitz, MD UCLA Health	Hurvitz says this is the first study to show overall survival: "Three of these drugs have been shown to improve the length of disease control, but this is the first one to show that we are actually improving overall survival."
	Hurvitz says women can live their lives on the therapy: "Women are now able to live with this disease. The important feature of this therapy is patients feel well on it. They're not losing their hair. They're not sick at home or in bed or in the hospital. They're taking these pills and going about their life, achieving the goals that they wanted to achieve."
	Bernadette says she is able to keep living her life: "You keep living; you keep doing the best you can. You enjoy all those special times with the people you love because life is way too short and way too precious not to."
CG: Bernadette Martinho-Brewer Breast cancer trial participant	Berndette says her cancer metastasized a year after she went into remission: "About a year after he told me I was in remission, he saw that my blood levels changed, and so I had to do a EKG, and then that's when they found out that it metastasized to my liver."
	Bernadette says breast cancer was not on her mind at age 45: "45's young, and you're just going and not thinking about that kind of stuff that happens to other people."

References

'Komen Perpsectives - Breast Cancer in Women Younger than 40. Susan G. Komen, April 2014. Online:

https://ww5.komen.org/KomenPerspectives/Komen-Perspectives---Breast-Cancer-in-Women-You nger-than-40-(April-2014).html

Producers and Reporters: To download scripts, video and photos go to: http://www.multimedia-newsroom.com ²Overall Survival with Ribociclib and Endocrine Therapy in Breast Cancer, **New England Journal of Medicine.** Online:

https://www.nejm.org/doi/full/10.1056/NEJMoa1903765?query=featured_home

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