

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

Produced by: MediaSource www.mediasourcetv.com	To download broadcast-quality video and other multimedia elements: http://bit.ly/2K14CEz
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	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.
(PACKAGE START) -----	
CG: Courtesy: UCLA Health :00 - :03 Shots of Bernadette talking to husband and daughter	(Nats - Sound) :02
CG: Bernadette Martinho-Brewer Breast cancer trial participant	AS A HEALTHY FORTY-FIVE-YEAR-OLD, LEARNING SHE HAD STAGE FOUR BREAST CANCER WAS THE LAST THING BERNADETTE MARTINHO-BREWER (mar-TEEN-oh BREW-er) EXPECTED TO HEAR. :07
Shot of Bernadette with family	<i>"Hearing those words changes your world."</i> :02
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."</i> :10

Producers and Reporters: To download scripts, video and photos go to:

<http://www.multimedia-newsroom.com>

<p>Shots of Dr. Hurvitz in exam with patient</p>	<p>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</p>
<p>Dr. Hurvitz (CG'd earlier)</p>	<p><i>“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</i></p>
<p>Graphic: Survival rates after 42 months -Patients who received only hormone therapy: 46% -Patients who received hormone therapy and cancer-inhibiting drug: 70%</p>	<p>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</p>
<p>Dr. Hurvitz (CG'd earlier)</p>	<p><i>“The important findings that we’re now showing is that women are living longer. Period. Their overall survival is better.” :08</i></p>
<p>Shots of Bernadette taking pill</p>	<p>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</p>
<p>Dr. Hurvitz (CG'd earlier)</p>	<p><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.” :10</i></p>
<p>Bernadette Martinho-Brewer (CG'd earlier)</p>	<p><i>“Yes, I have metastatic breast cancer. Yes, I have to live with it. But people live with diabetes; people live with a lot of things. I just do what I need to do. I keep living.” :11</i></p>
<p>Shots of Bernadette with family</p>	<p>AT UCLA JONSSON COMPREHENSIVE CANCER CENTER, THIS IS BARB CONSIGLIO REPORTING. :03</p>
<p>(PACKAGE END) ----- ANCHOR TAG</p>	<p>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.</p>

SOCIAL MEDIA

<p> Share it! Suggested tweet:</p>	<p>A new study by @UCLAJCCC finds adding a medication to hormone therapy can help women continue</p>
--	--

'Overall 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

For viewer information on this story, contact:

UCLA Health

Produced by:

MEDIA  SOURCE

1800 West 5th Ave.

Columbus, Ohio 43212

Phone: (614) 932-9950 Fax: (614) 932-9920

www.mediasourcetv.com

Video content provided by: UCLA Health

Media Relations:

Denise Heady, UCLA Jonsson Comprehensive Cancer Center

dheady@mednet.ucla.edu / (310) 405-4703

Producers and Reporters: To download scripts, video and photos go to:

<http://www.multimedia-newsroom.com>