

# What You May Not Know

## About Metastatic Breast Cancer But Should

In some instances, breast cancer has already advanced to metastatic at the time of initial diagnosis. This account for:

about **6%** of diagnoses in **U.S. women** & about **9%** of diagnoses in **U.S. men**

but **more commonly**, metastatic breast cancer is an advanced recurrence of early breast cancer for which a patient has already completed treatment.<sup>1</sup>

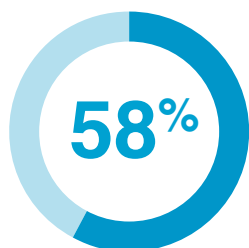
It's estimated that **More Than 150,000** People in the U.S. *are living with* **Metastatic Breast Cancer**<sup>2</sup>



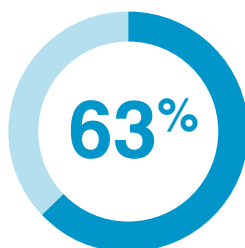
Approximately\* **one-third of women** diagnosed with metastatic breast cancer in the U.S. survive for at least five years after diagnosis.<sup>1</sup>

### Study Findings\*\*

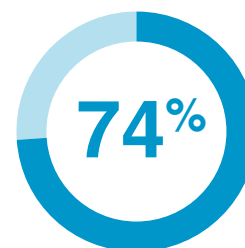
## A 2019 SURVEY OF 2,012 U.S. ADULTS FOUND THAT:



REPORT THEY KNOW *little to nothing* about **METASTATIC BREAST CANCER**<sup>3</sup>



INCORRECTLY BELIEVE *that breast cancer* in the **ADVANCED STAGES IS CURABLE IF DIAGNOSED EARLY**<sup>3</sup>



INCORRECTLY BELIEVE *a person's race has* **little-to-no impact ON THEIR CHANCE OF SURVIVAL**<sup>3</sup>

To learn more about metastatic breast cancer, visit [www.StoryHalfTold.com](http://www.StoryHalfTold.com)

#### References

1. Susan G. Komen. Metastatic Breast Cancer. (Updated June, 2023). <https://www.komen.org/breast-cancer/facts-statistics/what-is-breast-cancer/metastatic-breast-cancer/>. 2. American Cancer Society. Breast Cancer Facts & Figures 2022-2024. <https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/breast-cancer-facts-and-figures/2022-2024-breast-cancer-fact-figures-acf.pdf>. 3. Five-Year Breast Cancer Survey, sponsored by Pfizer Oncology, April 2019.

\*This risk of recurrence varies based on patient and disease characteristics. There is no way to predict with certainty which patients will have a recurrence or when it will occur, as recurrence is dependent on multiple interrelated factors.

\*\*Online survey commissioned by Pfizer and conducted by Kelton Global in April 2019 to assess metastatic breast cancer awareness and knowledge among 2,012 adults (946 men and 1,066 women) aged 18 or older living in the U.S.