

METASTATIC BREAST CANCER PATIENT COMMUNITY



Breast cancer is the leading cause of cancer death among women worldwide. Metastatic breast cancer—or stage IV breast cancer—is the most advanced stage of the disease. Although metastatic breast cancer spreads beyond the breast to nearby lymph nodes and to other organs in the body it is still treated as breast cancer.

Our Unique Metastatic Breast Cancer Community

It's understandable that this therapy area is one of focus for many of our clients. That's why M3 Global Research offers a targeted metastatic breast cancer patient community, specifically focused on HR+, HER2-, available for your upcoming research projects to help patient outcomes.

Our patient-focused team has worked tirelessly over the past two years custom recruiting and engaging this community entirely through a variety of resources including:

- Breast cancer walks
- Conferences

- Referral campaigns
- Support and advocacy groups
- HCPs
- Patient survivors
- Friends and family members of survivors and of those that have passed on

How the M3 Global Research Community is Different

This unique community is intended to meet your market research needs from pre- and post-product launch. By using our pre-identified criteria for HR+, HER2- metastatic breast cancer patients, we can achieve *100 or more completes quantitatively using the pre-identified criteria, sample size, and actively engaged patients, which are significantly higher and better targeted than what other companies can offer.

Criteria we have targeted with this community:

- Year of diagnosis
- What medications the patients have taken in the past
- What medication patients are currently taking

M3 Global Research has not only the community, but also the knowledge and the experience to handle your next metastatic breast cancer project. In 2018 alone, M3 conducted 79 studies focused on breast cancer.

As with all M3 Global Research patient communities, our relationship with these patients is paramount especially giving them a voice to share their journey; which is why we go through all appropriate steps to ensure data protection and compliance are adhered to with our metastatic breast cancer community.

**Note: Additional screening criteria will likely impact the overall number of completes.*

Using our Metastatic Breast Cancer Community

Our unique community can be leveraged to gather pre- and post-drug launch data. It can be used to learn what drugs the community members have heard of specifically for HR+, HER2-; how long they've been taking their medication; when they last

saw their oncologist; how many different treatments or lines of therapy they have taken; whether or not they are researching new therapy options; and more.