

# INNOVATION IS PERSONAL

Due to advances in cancer detection, diagnosis, and treatment, **death rates are decreasing** and the **number of survivors is rapidly increasing**.



The cancer death rate decreased 20% from its peak in 1991 to 2010



Two out of three Americans live at least 5 years after a diagnosis



There are over 14.5 million cancer survivors alive in the U.S.



New therapies are associated with 50 million life years saved over the last 15 years

## INNOVATION IS CHANGING CANCER CARE



Tests now match patients to therapies that target their specific tumor



New immunotherapy drugs harness the immune system, to fight cancer



Researchers are finding new uses for previously approved cancer drugs



Cancer prevention vaccines are now possible

While we've made great strides against cancer, we still have a ways to go. Many cancers – and the people affected by them – are still waiting to see this progress.

## THE PERSONAL SIDE OF INNOVATION

### STEPHANIE H.



**Diagnosis:** Lung cancer  
**Innovation:** Genetic testing

“Knowing that [researchers] will continue to improve upon what they do know as well as come up with new markers and new things that hit targets for people and make survivability much more of an option... Lung cancer is never going to be behind me, but I'm grateful that I can live with it.”

### BRENDA H.



**Diagnosis:** Breast cancer  
**Innovation:** Genetic testing

"The BRCA mutation test changed my course of therapy... Now I have a daughter that has tested positive for this mutation. She is facing extremely difficult decisions on what to do and when. However, knowing that she has options and has the power to make choices is a tremendous benefit. Without having the information about BRCA Genetics we would not know her elevated risk and would not be in a place to drive the decisions."

### BOB T.



**Diagnosis:** Multiple myeloma  
**Innovation:** Stem cell transplant & pill-based regimen

“I have gone from being deemed a high-risk patient in 2009 to one where the myeloma cannot be detected... And it's not just about extending life. I've survived and thrived. I've been able to work and teach... and see my daughter graduate from college, and be there for life cycle events that bring meaning to life in the first place.”