

CLARINESS

# Breast cancer in focus:

## The numbers, the impact, the urgency

There's never been a bigger urgency to enroll patients for breast cancer clinical trials



### The uneven outcomes of breast cancer

Clinical trials can fight the disparity of these outcomes, providing everyone, everywhere, with access to treatment.



**40% higher mortality** rate in black women than white women



**47.94% higher mortality** rate for patients in less developed countries



**8.3% of global cases,** yet 12.5% of global deaths, occur in Africa

### Clariness' efforts to connect more patients with breast cancer clinical trials

The stats of our support in the last 3 years at Clariness.

**15+**

breast cancer clinical trials

**40,000**

patients provided trial information

**83.3%**

of active sites supported received referrals from *ClinLife*®

### The gap in breast cancer clinical trial awareness

These stats are built from patient interviews conducted by Clariness this year, they highlight the lack of awareness, but also the potential to reach more patients.

#### Of the patients we interviewed:



**0%**

knew that placebos are rarely used in breast cancer studies



**100%**

were involved in online breast cancer groups



**80%**

were unaware of breast cancer nurses



**40%**

were motivated to participate in a breast cancer study



**80%**

no longer viewed their diagnosis as a death sentence

If you want to learn more about potential breast cancer trial participant's motivations and how to effectively reach them, visit [www.clariness.com/contact](http://www.clariness.com/contact)