

# More than medicine: The responsibility of industry to patients

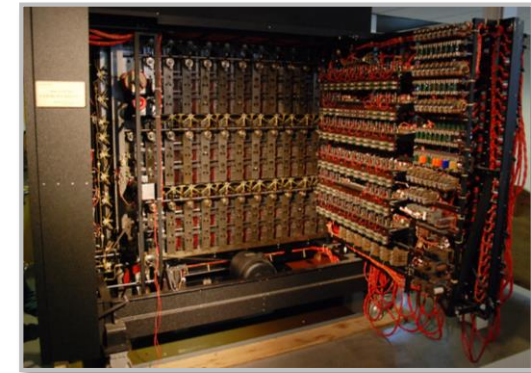
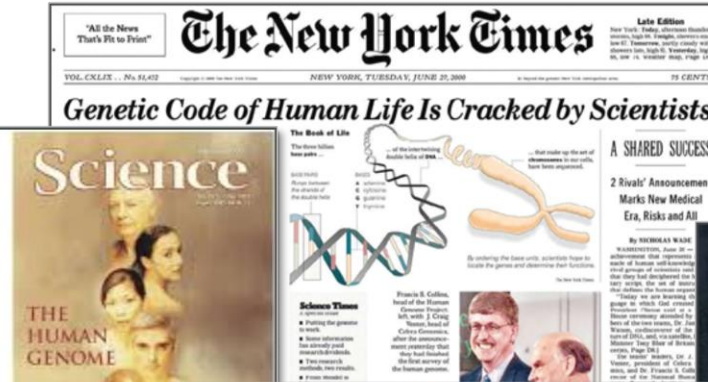
29 January 2020

# We are in a global cancer epidemic

## Cancer worldwide burden (2018 ► 2030)

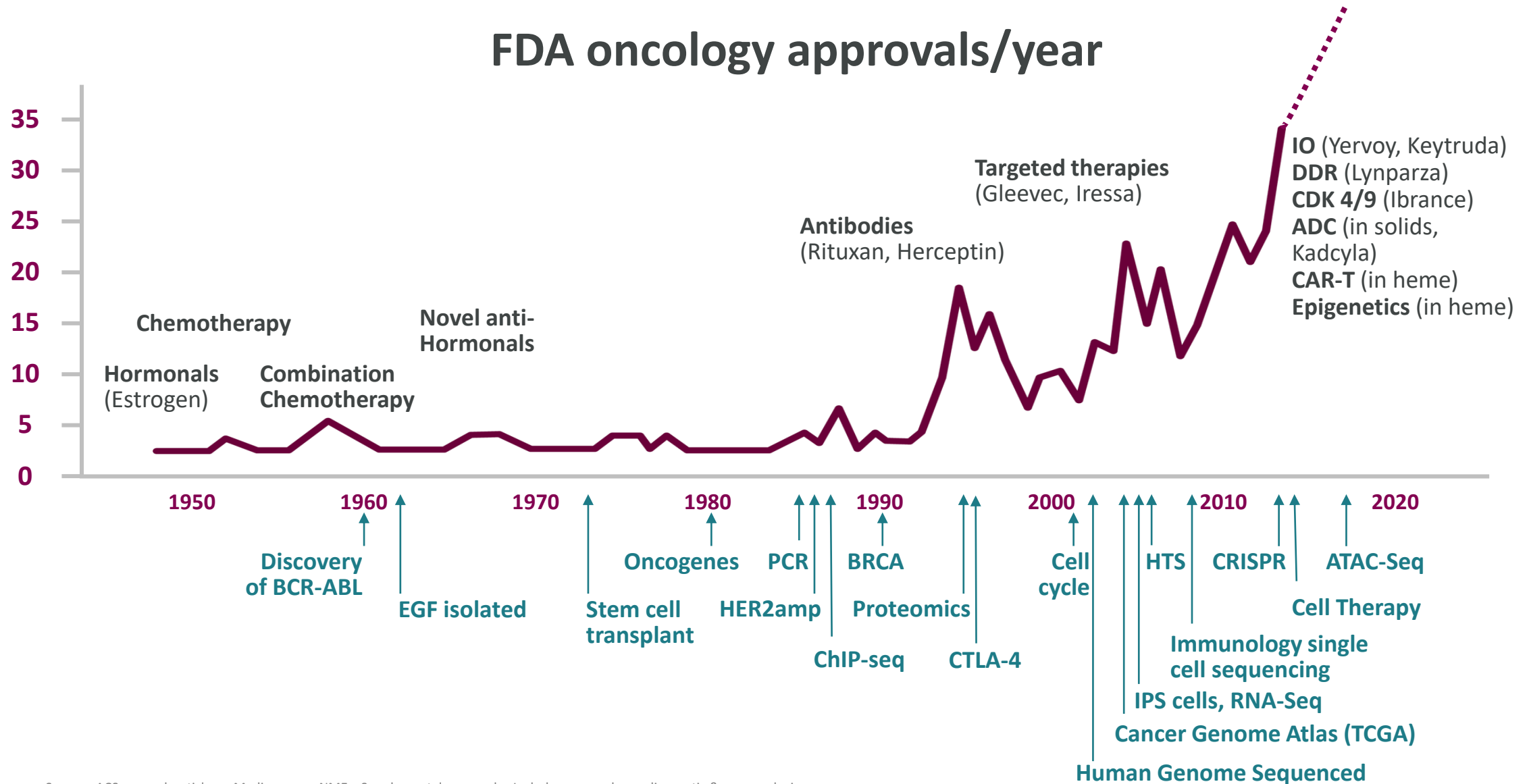


...and yet, we are close to breaking the code



# An era of exponential increase in oncology innovation

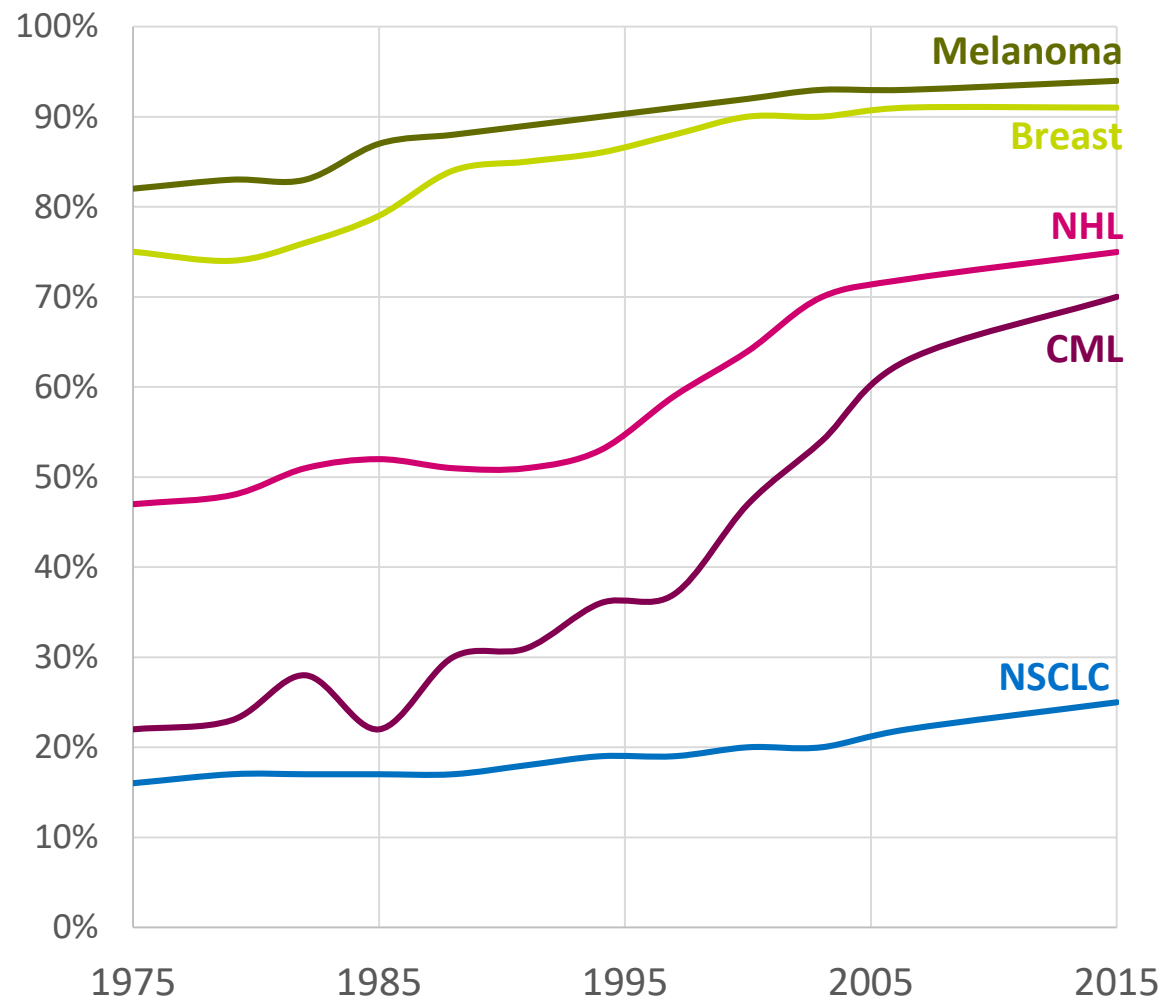
## FDA oncology approvals/year



# Significant advances have achieved near cure in some tumours...

## 5-Y relative survival rates (US)

Source: SEER Cancer Statistics Review 1975-2016



**Near Cure:**

>90% survival

**Significant  
Advances:**

Increased survival  
rates

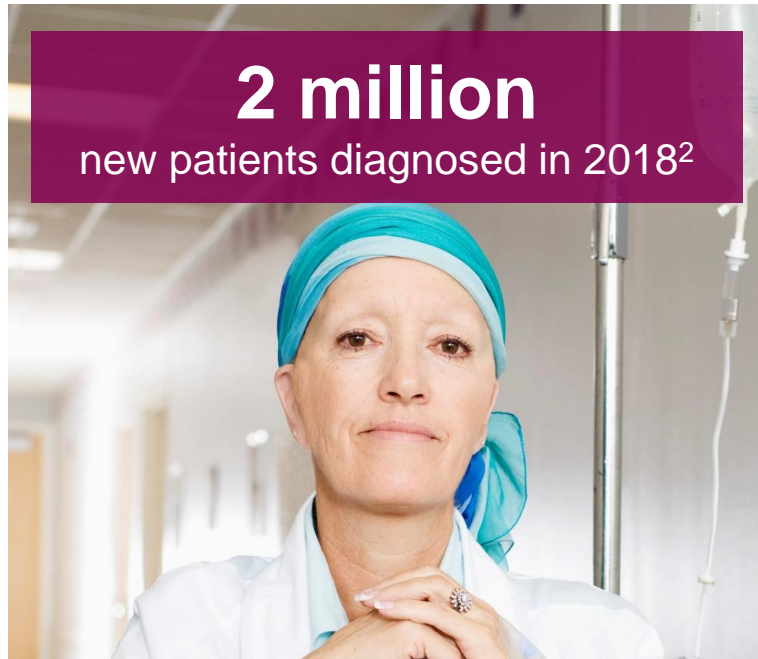
**New Long Term  
Responses:**

Begin to bend  
survival curves

5 ...progress has been made in others though not yet converted to cure



# Lung cancer: The leading cause of cancer-related death<sup>1</sup>



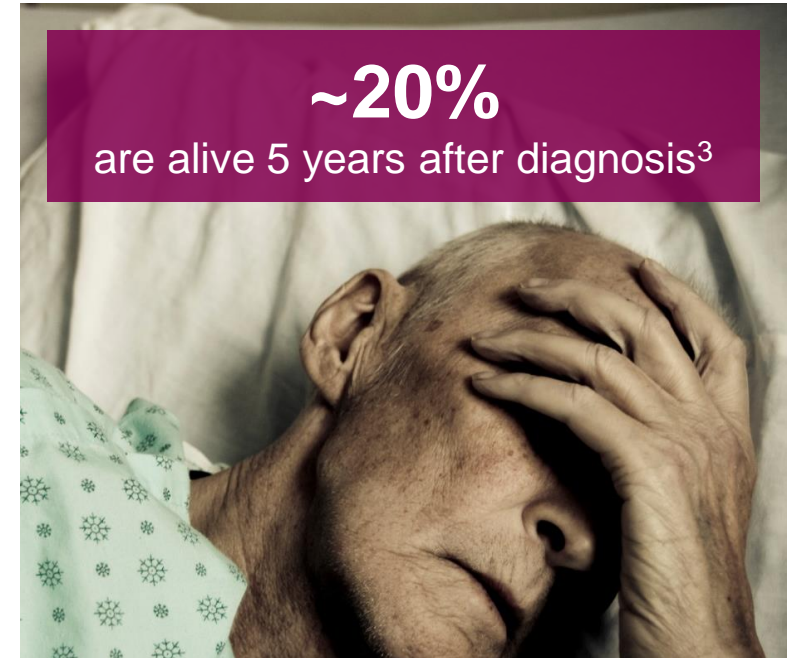
**2 million**

new patients diagnosed in 2018<sup>2</sup>



**1.8 million**

deaths in 2018 alone<sup>2</sup>



**~20%**

are alive 5 years after diagnosis<sup>3</sup>



**Stigma and delayed onset of symptoms hinder diagnosis and treatment:** only 15% are diagnosed in early stages<sup>4,5</sup>



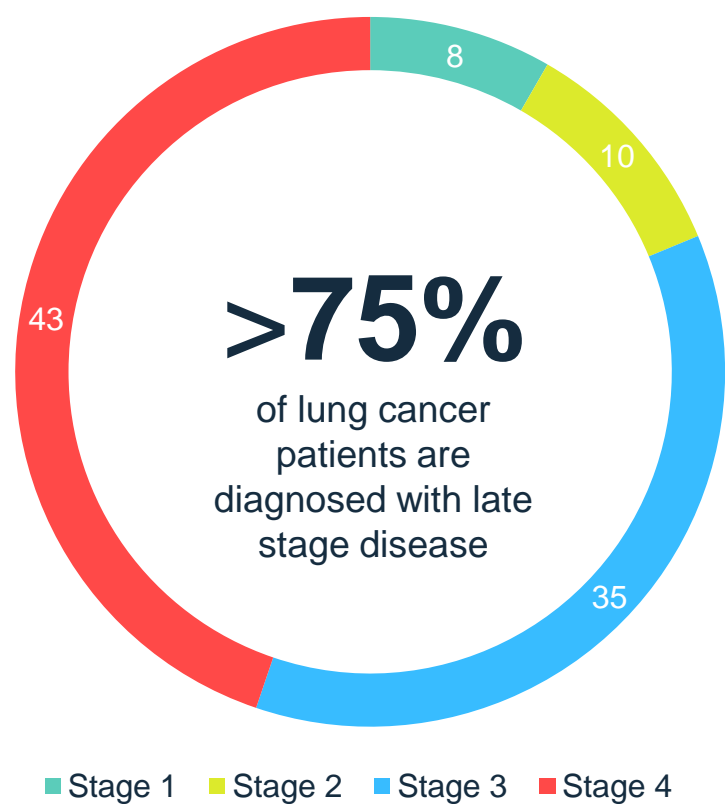
**5-year survival is lagging** behind advances for several other common cancers<sup>6</sup>



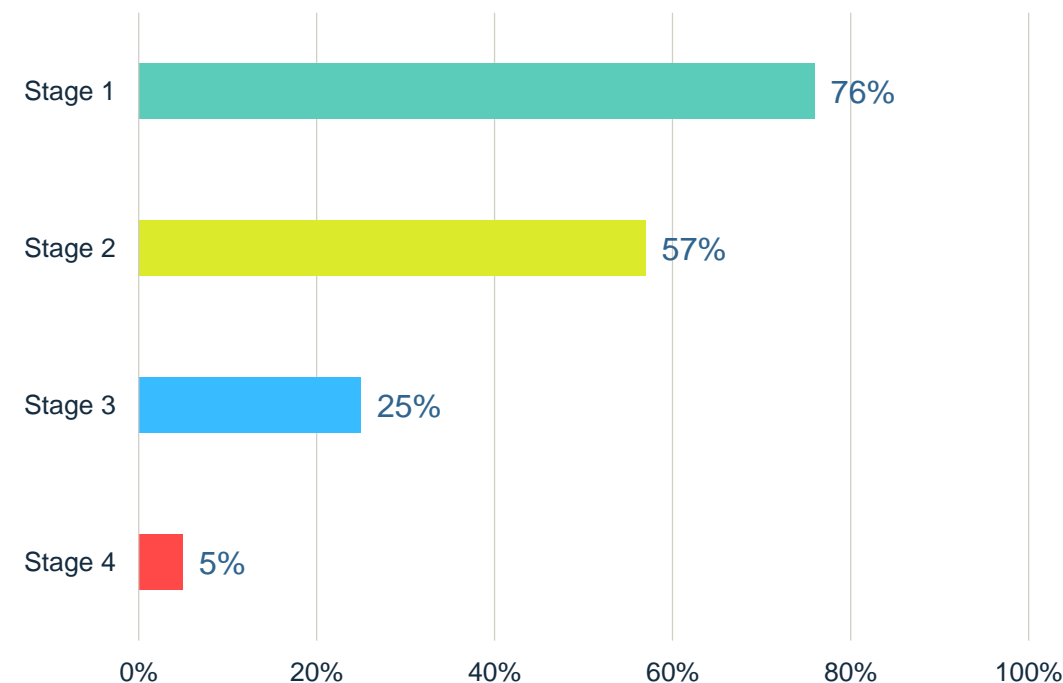
# LC is typically diagnosed in late stages where prognosis is much worse

Only 1 in 5 people will be alive 5 years after a lung cancer diagnosis

Percentage of patients at diagnosis<sup>1</sup>



NSCLC 5-year Survival<sup>2</sup>

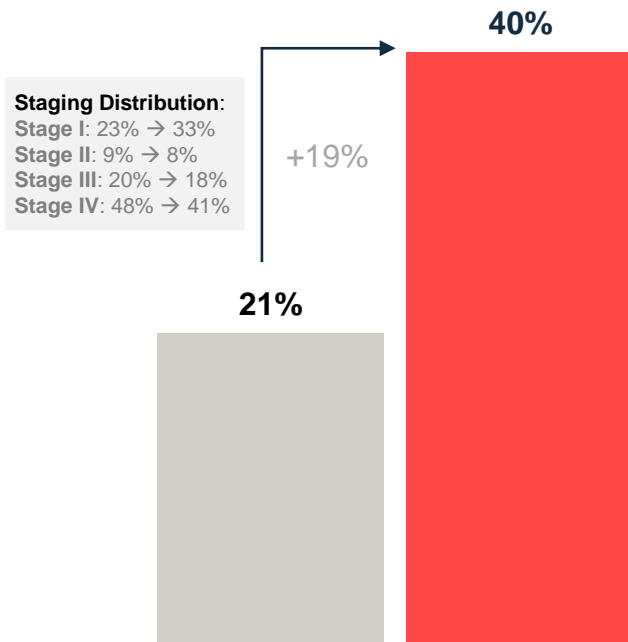


Sources: 1. CancerMPact US v1.4, Western Europe v1.3, and Japan v1.3; 2. The IASLC Lung Cancer Staging Project, J Thorac Oncol. 2016 Jan;11(1):39-51; 3. Distribution by stage if screened is averaged from NELSON and NLST; 4. NCI National Cancer Trends Report

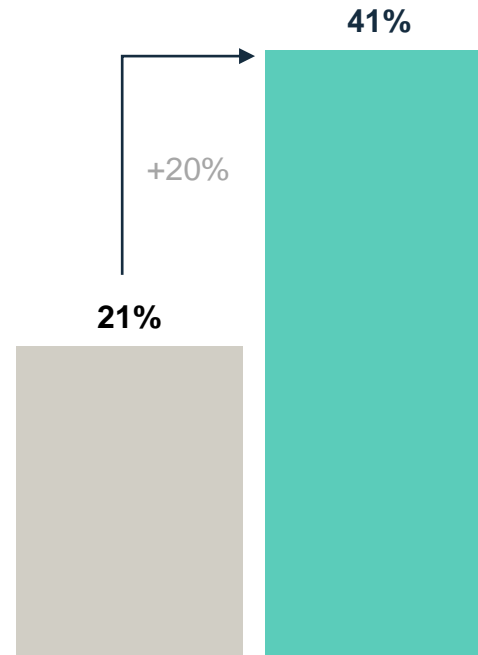
# Today, 1.8M people die from lung cancer every year

We have an opportunity to make significant improvements in outcomes across the patient journey...

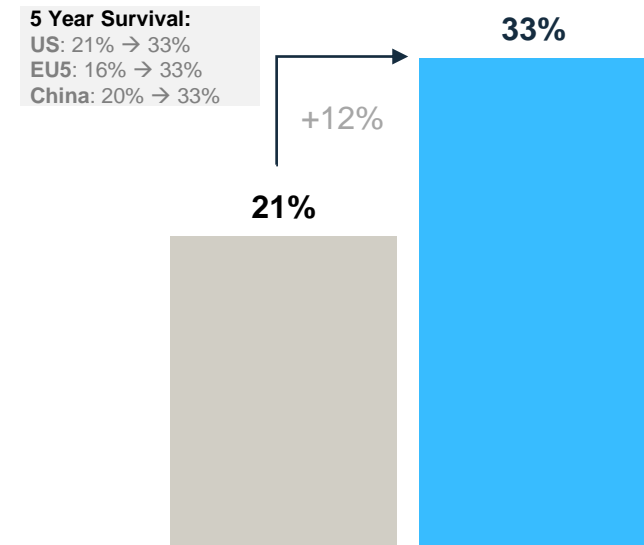
Screen 70% of high-risk population in the US



Expand penetration of best novel therapies to 75%



Improve SOC in all geographies to match JAPAN



Today, **1 in 5 People** will be alive 5 years after a lung cancer diagnosis

# Accelerating advances for people with lung cancer

Goal: Enhance the ecosystem across the the patient experience

## The undiagnosed

### Screen & diagnose early

- 1. Screening Access & Policy**
  - LAA Global Scientific Steering Committee
  - LAA Policy and implementation playbook
- 2. Screening Rates**
  - Local programs (e.g. China, France & Sweden)
- 3. New Technology**
  - Early Lung Imaging Confederation (ELIC)
  - Screening AI (Google)
  - ctDNA (Guardant & others)

## The diagnosed

### Deliver innovative medicine

- 1. Early Stage Disease**
- 2. Resistance Mechanisms**
- 3. New Clinical Endpoints**
  - Major Pathologic Response Project

## The treated

### Enhance the quality of care

- 1. Local Advocacy & Action**
  - ILC<sup>2</sup> (Initiatives in Lung Cancer Care)
- 2. Community**
  - LVNG with Lung Cancer
- 3. Education**

“If you want to go fast, go alone... If you want to go far, go together...”

— *African proverb*

# Bold ambition: Eliminate lung cancer as a cause of death

Together with peers and partners we will double 5-year survival by 2025

## The LungAmbition Alliance



### **The International Association for the Study of Lung Cancer (IASLC):**

The only global organization dedicated to the study of lung cancer, with a global network of more than 6,500 specialists across all disciplines in over 100 countries

### **The Global Lung Cancer Coalition:**

The international voice of lung cancer patients and committed to patient advocacy

### **Guardant Health:**

An innovative diagnostics company with a vision to enable earlier detection through access to molecular information in the blood

### **AstraZeneca:**

A global, science-led biopharmaceutical company that focuses on the discovery, development and commercialization of prescription medicines

# AZ: Working to Advance Lung Cancer Screening Technology

If we can detect LC before it is clinically evident, can we prevent the cancer progressing?

## 1. DETECT

Can a blood test detect lung cancer?



## 2. VALIDATE

Can a blood test detect lung cancer before a CT scan?



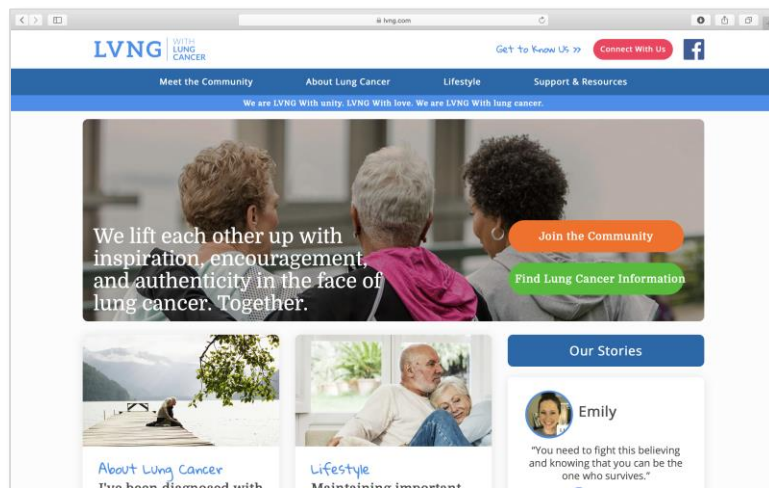
## 3. INTERCEPT

Can we treat lung cancer before it is clinically detectable?



# LVNG With Lung Cancer program

Education, engagement, empowerment for those impacted by lung cancer



## Web Resource: [www.lvng.com](http://www.lvng.com)

- Global initiative implemented in all major countries
- Newly designed and refreshed website (November)
- Provides comprehensive information on diagnosis, biomarker testing etc.
- Information on how to manage and thrive while living with lung cancer



## Social media community: Facebook

- World's largest online lung cancer community
- Facebook community of over 200,000
- Average weekly reach of 2M

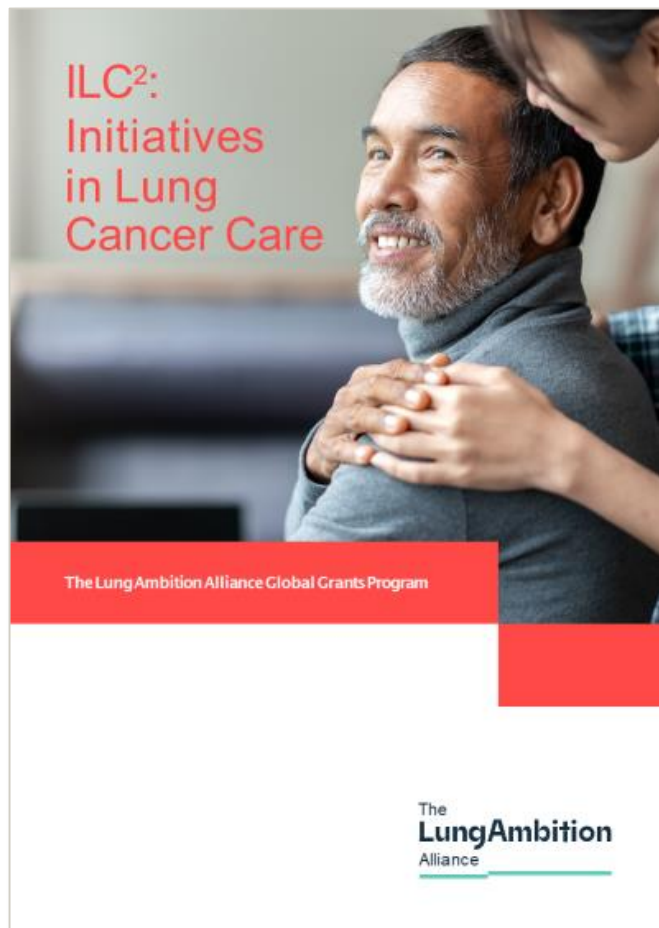
I know I'm far from winning, but with YOU ALL, I CAN and will beat it.  
Thank you for the love and support from the living with lung cancer family.

- Rick, LVNG With Community Member

# Now live: Initiatives in Lung Cancer Care (ILC<sup>2</sup>)

Enabling local organizations to improve patient care

ACT LOCALLY



A grants program to support local non-profit organizations in delivering initiatives that will improve the quality of care for patients with with lung cancer

The program will:

- Provide financial support
- Provide non-financial support (peer-to-peer learning, mentoring, networking and educational events, etc.)
- Applications submitted online [www.lungambitionalliance.com](http://www.lungambitionalliance.com)
- Administered by Charities Aid Foundation