



# A lexicon of “cure” for internal alignment and external discussions in oncology



## SUMMARY

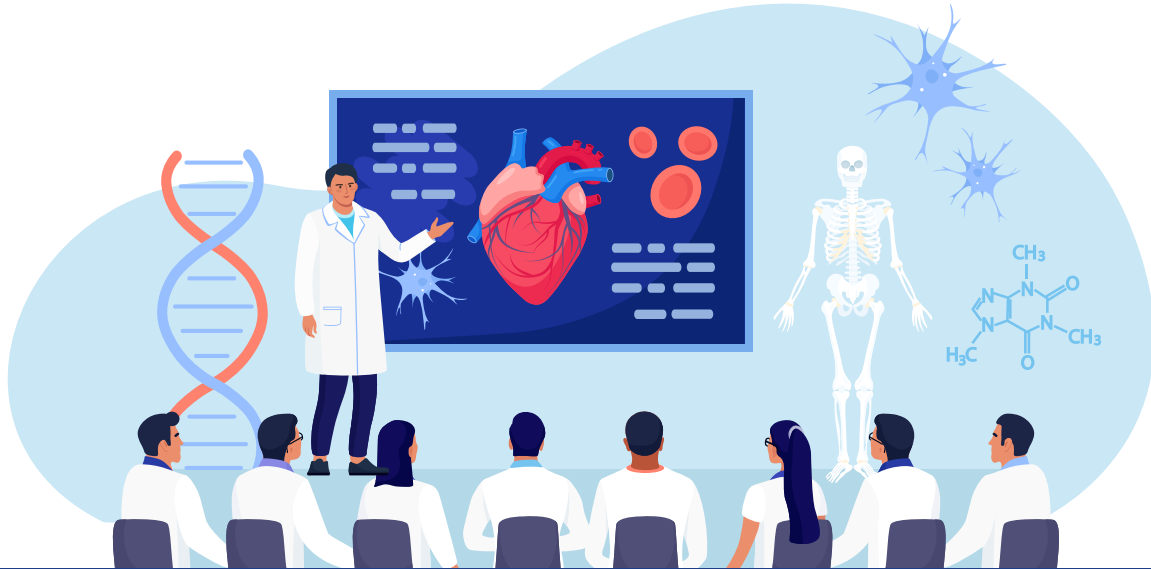
With a strong oncology development pipeline that includes cell and gene therapies, our client needed to understand how to communicate the concept of “cure” internally and externally.



## CLIENT VALUE

An internal resource designed to:

- help understand the conversation about “cure” within and between different stakeholder groups – clinicians, developers, payers, patients, caregivers, etc.
- equip our client’s teams with the context and knowledge to communicate the concept of “cure” across different perspectives.



### Phase 2 findings: Advocacy groups explicitly aim to find a “cure” or highlight progress towards one but do not define what it might mean

By the end of the 20th century, the overall survival (OS) rate of pediatric cancers was 80%. These outcomes were the result of drug discoveries, innovation, and research trials (Q2-1 0)

The mission of the Prostate Cancer Foundation is to find better treatments and a cure for prostate cancer (Q2-13)

A cure is on the horizon given that melanoma treatments have grown exponentially over the last few years (GL-4)

Most advocacy groups state that their mission is to “cure” patients and/or focus on progress made in recent years, thus implying a “cure” is close

The organisation’s ultimate goal is to find a cure (GL-7)

Our mission is to find the first definitive cure for myeloma (GL-11)

The progress made in the cure rate of many types of childhood cancer from 1950 to 1979 (GL-2)