

Fall 2019

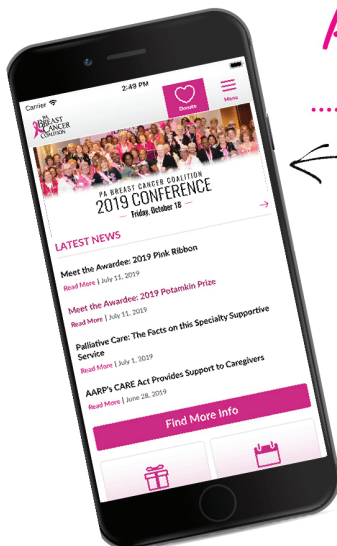
It's All About YOU... Join us at the 2019 PA Breast Cancer Coalition Conference!



Friday **October 18**

Share this one-of-a-kind educational and inspirational experience with more than **1,000** breast cancer survivors, experts, caregivers and advocates at the PA Breast Cancer Coalition Conference **Friday, October 18** at the Hilton Harrisburg! Conference day begins with a Grand Rounds Opening Session featuring 2019 Potamkin Prize Winner **Dr. Gabriel Hortobagyi** (*learn more about his significant work on page 6*), and ends with the always-empowering Survivors' Reception... plus brand new workshop sessions featuring topics chosen by **you**, our Pink Ribbon Awards Luncheon honoring **Robin Shine Maddox** (*on page 3*) and, a little shopping mixed in! We can't wait to see you in Harrisburg next month!

Register at **pbcc.me/conference**



DOWNLOAD OUR ^{free} **MOBILE APP!**

- » Register for Conference
- » Find a 3D mammography center
- » Request a Friends Like Me™ care package *and more!*



\$ **35**

Register NOW at **pbcc.me/conference**
Your \$35 includes entry to all workshop sessions, breakfast, the Pink Ribbon Awards Luncheon and an official PBCC Conference swag bag!

12 *plus*

Learn from the experts in over 12 new **sessions** covering everything from new breast cancer treatments to Pilates and many more! There is truly something for everyone!

Save Women's Lives!

We are **so** close. Right now, **30 Pennsylvania state senators** have co-sponsored legislation that will save women's lives. We need more... and we need **your** help!

Sen. Bob Mensch will soon introduce a bill requiring PA insurers to cover necessary screenings like ultrasound and MRI for women at high risk for breast cancer, including women with dense breasts, at no cost to the woman. The legislation will make early detection possible for women whose breast cancer might otherwise be missed by a mammogram.



Contact your Senator if Listed Below

Call, email or visit your state senator and ask him/her to co-sponsor Sen. Mensch's legislation requiring PA insurers to cover critical ultrasound and MRI screenings for women at high risk for breast cancer, including women with dense breasts, at no cost to the woman. **Lives depend on it.**



Thank your Senator

If your senator is NOT on the list below, he/she has already become a co-sponsor of Sen. Mensch's legislation! Thank him/her for making a commitment to thousands of women in Pennsylvania. Tell your senator his/her efforts will affect thousands of families across the state!



Tell your friends!

Now, tell everyone you know! Share it on social media, tell your girlfriends. Tell your family. Tell your hairdresser. Every one of us can make a difference in the fight against breast cancer. It starts with early detection and this legislation will make that possible for women in PA. They're counting on us.

Not sure who your state senator is? Visit pbcc.me/findmylawmaker

Senators not yet co-sponsors:

Sen. David Argall (R-Berks)
Sen. Ryan Aument (R-Lancaster)
Sen. Patrick Browne (R-Lehigh)
Sen. Michele Brooks (R-Crawford)
Sen. Jake Corman (R-Centre)
Sen. John DiSanto (R-Dauphin)
Sen. Andrew Dinniman (D-Chester)
Sen. John Gordner (R-Columbia)
Sen. Scott Hutchinson (R-Butler)
Sen. Wayne Langerholc (R-Bedford)

Sen. Scott Martin (R-Lancaster)
Sen. Doug Mastriano (R-Adams)
Sen. Joe Pittman (R-Armstrong)
Sen. Mike Regan (R-Cumberland)
Sen. John Sabatina (D-Philadelphia)
Sen. Joseph Scarnati (R-Cameron)
Sen. Patrick Stefano (D-Fayette)
Sen. Kim Ward (R-Westmoreland)
Sen. Anthony Williams (D-Delaware)
Sen. John Yudichak (D-Carbon)

"You are **fine**.
You are **fit**.
You are *fabulous*."

- Robin Shine Maddox
2019 Pink Ribbon Awardee

(l to r) PBCC Pres. Pat Halpin-Murphy shares the stage with Maddox at the 2018 PBCC Conference



Robin Shine Maddox "shines" in every room she enters and in every goal she sets out to crush. Her energy, spirit, courage and heart continue to inspire women everywhere - all while dealing with her own breast cancer diagnosis.

Tell us about learning you had breast cancer.

ROBIN: Around February last year, I went for my annual mammogram. They asked me to come back and, this time, they saw something. I found myself going back three more times and the third time they wanted to do a 3D mammogram. That is where they discovered that there was a lump. It was hidden by dense breast tissue. They asked if I felt anything in self-exam, and I said 'no.' Thank God for the 3D mammogram!

Who supported you on your journey?

ROBIN: The doctor did a biopsy and the following Monday she shared with my mom and me that it was breast cancer. I had a lumpectomy. Then, at first all was fine, but then my oncotype number was very high so the doctors agreed I should do chemotherapy followed by radiation. Throughout the entire process, I had overwhelming support starting with my parents who are elderly, my daughter, ex-husband, church family (my faith community), friends and definitely my


work family. I had a full village and not just in word but also in deed. I really was so blessed and I do consider myself to be fortunate to have that support.

How would your life be different if you didn't have the PA Breast Cancer Coalition?

ROBIN: It would be a lot different! I wouldn't have known that I could sign up for Medicaid. I wouldn't have had the emotional or financial support that helped me through this journey. I'm grateful for the knowledge. It wasn't until I shared with my boss, Sen. Vince Hughes, of my diagnosis, that I came to realize what the PBCC offered to women. That very next day I received a call from Pat Halpin-Murphy and the next thing I knew my chief-of-staff brought me this big box (a Friends Like Me™ care package) and said 'This is for you.' I was so overwhelmed... I just cried. I said 'but they don't know me!' I couldn't believe it.

Thank you PBCC for being the "life preserver" we need to get us to the "shore."

Favorite part of the PBCC Conference?

ROBIN: You know what? I have two favorite parts. My first favorite part of the conference was the Pink Party! That was a blast, it really was! I loved seeing people dressed up, the photo booth, mingling with those in attendance, getting to know, and to witness those who've raised funds and were honored...that was great. Another highlight for me was the Survivors' Reception. I enjoyed it and was honored to share my story as well as to encourage all those in the room. 



Robin with PA Sen. Vince Hughes who first told her about the PA Breast Cancer Coalition's programs and services



1. Jeeps, Jams 4 Jugs - \$1,836



2. Toasting a Cure at the Vineyard - \$26,082



3. Stauffers of Kissel Hill Pink Day - \$9,583



4. Ta-Ta Trot - TBD



5. Scrapple Scramble Pig Tournament - \$1,800



6. New Era Restaurant, Bar & Motel - \$428



COMING TO *your* COMMUNITY

TUESDAY
OCTOBER 1

Pink Fountain

State Capitol East Wing Fountain — Harrisburg

SATURDAY

Oct.
5

Westmoreland Pink Ribbon Walk

Twin Lakes Park — Latrobe

TUESDAY

Oct.
8

67 Women, 67 Counties Facing Breast Cancer In PA Opening Reception

Penn State Schuylkill — Schuylkill Haven

WEDNESDAY

Oct.
16

Pony Up for Pink

PA National Horse Show — Harrisburg

THURSDAY & FRIDAY
OCTOBER 17-18
Hilton Harrisburg

Pink Party and Conference

— Harrisburg



SUNDAY

Oct.
20

Dance for Life

Edgewood Country Club — Pittsburgh

TUESDAY

Oct.
29

Jazzing Up the Capitol

State Capitol Building — Harrisburg

THURSDAY

Oct.
31

Boatload of Bras

Pride of the Susquehanna — Harrisburg

SATURDAY

Nov.
16

Zombie Fun Run

Field of Screams — Mountville

Progress and Future Directions in the Use of Endocrine Therapy for Advanced Breast Cancer

Gabriel N. Hortobagyi, MD, MACP, FASCO

Professor, Department of Breast Medical Oncology, Division of Cancer Medicine
The University of Texas MD Anderson Cancer Center | Past President, ASCO



More than 70 percent of women who receive a diagnosis of breast cancer have hormone receptor-positive disease. The systemic treatment of choice for them is endocrine (hormonal) therapy. Over the past 5 decades, we have learned much about this form of breast cancer, and clinical outcomes for women so diagnosed have improved significantly.

Since the creation of tamoxifen in the early 1960s, a number of important findings have impacted the treatment of Hormone Receptor-positive breast cancer. Understanding the mechanism of action of tamoxifen and its interaction with the estrogen receptor was a turning point in the research on this disease, and several other selective estrogen receptor modulators (SERMs) were subsequently developed, expanding the treatments we have available against both metastatic and primary breast cancer.

The development of aromatase inhibitors (AIs), agents slightly more effective than tamoxifen in the treatment of breast cancer, was an important next step. These agents were also applied to the multidisciplinary treatment of primary breast cancer, increasing the cure rate for this subset of patients. The observation that tamoxifen and AIs were significantly effective in reducing the risk of breast cancer became a cornerstone of cancer prevention strategy. In appropriate settings, these

drugs reduce the risk of developing breast cancer by 40 to 80 percent.

In recent years, gene expression profiling, a modern molecular technique, has led to the identification of subtypes of breast cancer with distinct characteristics and clinical implications. Subtypes offer additional information that allows us to better predict likely outcome, benefit from, and resistance to currently available targeted therapies and represent the initial step in the personalized medicine of breast cancer.

“The median survival of patients with metastatic hormone receptor-positive breast cancer has been extended from about 18 months in the 1970s to more than 5 years now...”

In the year 2000, the completion of the Human Genome Project identified the most common molecular abnormalities in breast cancer and started to define molecular targets of therapy. Among these, the PI3 kinase, AKT/mTOR signaling pathway was found to be the most frequently altered pathway in breast cancer, especially in hormone receptor-positive breast cancer. The development and clinical evaluation of mTOR-inhibitors led to research that showed that everolimus, an immunosuppressant used to prevent the rejection of organ transplants, combined with endocrine therapy doubled the time of disease control. That work resulted in FDA approval of everolimus for metastatic breast cancer initiated

clinical evaluation of this combination in patients with hormone receptor-positive primary breast cancer. A national multicenter, randomized clinical trial being conducted by the NCI's Southwest Oncology Group testing everolimus completed recruitment of the required number of patients in May 2019; we await with great interest the maturation of this potentially practice-changing trial.

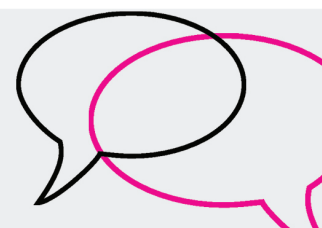
While additional targets (eg, alpelisib, a PI3K-alpha inhibitor) in the AKT/mTOR pathway are being explored, the introduction of cdk4/6-inhibitors was a game changer: in combination with an AI or the agent fulvestrant, these drugs (palbociclib, ribociclib, and abemaciclib) extended the duration of disease control by almost 100% and led to significant prolongation of survival. As a result of this finding, all three cdk4/6-inhibitors are now under evaluation in the adjuvant setting.

Additional directions in research in the treatment of advanced breast cancer include a focus on src-inhibitors and histone deacetylase-inhibitors along with the continued exploration of the mechanisms of resistance to currently used treatments. The median survival of patients with metastatic hormone receptor-positive breast cancer has been extended from about 18 months in the 1970s to more than 5 years now, and the contribution of these discoveries to the cure rate of primary breast cancer has been substantial.



Have a *question* for Dr. Hortobagyi?

Send them to Info@PABreastCancer.org
and we'll ask him during Conference Opening Session!





Caregiver Coffee Break

The program is reserved for those who are caring for someone with breast cancer. The program is offered in partnership with Hospice of Central PA and the PA Breast Cancer Coalition and made possible by Aetna Better Health.

This group offers:

Networking and support from other caregivers

Opportunities to learn about area resources

A break from your daily caregiving role

Access to HCP nurses and social workers to answer your questions

Complimentary food and refreshments!

2019 LOCATIONS & TIMES

Locations alternate monthly between the East and West Shore.

4th Thursday | 1:00–2:00pm

January, March, May, July, and September

The Cracked Pot Coffee Shop

130 Gettysburg Pike, Mechanicsburg, PA

4th Thursday | 2:00–3:00pm

February, April, June, August, and October

Café Fresco

3352 Paxton Street, Harrisburg, PA

For more information, contact HCP Community Educator, Jeanne McClintick, LPN, CHPLN at jmcc Clintick@hospiceofcentralpa.org or 717-732-1000.

Be a **driving force** in the fight against breast cancer.



Looking to buy a car? September and October is a great time to purchase in Central PA! Visit **pbcc.me/DriveOut** for a list of dealerships participating in the PBCC Grassroots Partner's **Drive Out Breast Cancer** campaign. Together we can make a difference!



2397 Quentin Road, Suite B
Lebanon, PA 17042
800-377-8828
PABreastCancer.org

THURSDAY, OCTOBER 17
6pm • HILTON HARRISBURG
Celebrating Survivors & Grassroots Partners

 **PINK** *Party*
PA Breast Cancer Coalition

PA BREAST CANCER COALITION CONFERENCE

— **Friday, October 18** —
HILTON HARRISBURG

REGISTER NOW *for* **\$35!**

www.PABreastCancer.org
800-377-8828

