EUROPEAN EXPERTS REVEAL NEW SURVEY DATA THAT DEMONSTRATES A NEED FOR INCREASED FOCUS ON ‘THE MAN BEHIND THE PROSTATE CANCER’

Expert panel launch new initiative, Every Moment Matters, calling for individualised care for men living with advanced prostate cancer

- Every Moment Matters Steering Committee presents unique evidence that highlights ‘What Matters Most’ to men living with prostate cancer
- Results show nearly 1 in 2 (47%, n=314) men say maintaining a good quality of life matters most to them, compared with nearly 1 in 5 (19%, n=127) who state ‘being cured’ matters most
- Nearly half (46%, n=307) of all survey respondents want to continue working as much as possible

Madrid, Spain – 22nd March 2015 – Astellas Pharma Europe Ltd., in partnership with the Every Moment Matters Steering Committee, today announce results from a new survey of men living with prostate cancer across Europe. The Every Voice Matters survey, which is the first and largest of its kind, provides an in-depth analysis and personal insight into the lives of 668 men living with the condition. The results coincide with the 30th European Association of Urology (EAU) 2015 congress in Madrid.

Of the men surveyed, 75% (n=501) had localised prostate cancer at diagnosis, 17% (n=114) had locally advanced disease and 6% (n=40) had metastatic prostate cancer.

‘What Matters Most’? Day-to-day living

When asked what matters most since being diagnosed with prostate cancer, nearly 1 in 2 (47%, n=314) men highlight the importance of maintaining a good quality of life, living life to the full and being able to spend quality time with family and friends. These are more important than ‘being cured’ (19%, n=127).

40% (n=27/67) of men with advanced prostate cancer agreed that their quality of life had improved with treatment. However, of those men with advanced prostate cancer who had also experienced bone pain, nearly 2 in 5 (38%, n=16/43) are no longer able to complete day-to-day activities such as shopping and walking due to their pain, and nearly a quarter (24%, n=10/43) live with pain that they feel is not manageable.

The Every Moment Matters programme is supported and funded by Astellas Pharma Europe Ltd.
Contributing to society
Beyond family, feeling well enough to be able to contribute to society is important for men with advanced prostate cancer. Amongst men aged between 35-54 years old who are currently taking medication, one third (33%, n=14/43) say they sometimes feel too unwell to go to work. However, nearly half (46%, n=307) of all survey respondents want to continue working as much as possible.¹

“For the thousands of men each year who are diagnosed with advanced prostate cancer, keeping well throughout treatment, both physically and physiologically, is an important factor in treatment success,” commented Dr Heather Payne, Consultant in Clinical Oncology at University College Hospital, London, UK. “Improvements in medicines and the advent of newer hormonal therapies mean patients can not only live longer with prostate cancer, but also maintain their quality of life, enabling them to enjoy time with their family and friends. The Every Moment Matters Steering Committee is calling for patients to have the confidence to discuss all aspects of disease impact with their doctors, including quality of life, to encourage more informed treatment discussions.”

Not the end of intimacy
Whilst over half (58%, n=387) of men feel they have lost some of their masculinity, over two thirds (67%, n=448) feel closer to their partner since their diagnosis.¹

"This study shows that men with prostate cancer value being able to live life to the full, and this means being able to continue to work, continuing with hobbies or spending time with loved ones. It is critical that healthcare professionals treat every patient as an individual and take the time to discuss the different treatment options available to agree the best possible treatment plan. By involving patients in treatment decisions and understanding what matters most to them, we can work together to improve quality of life for them and their families," commented Ken Mastris, Chairman and Board Member of Europa Uomo.

The role of healthcare professionals
Overall, men with prostate cancer feel that communication with their doctor is strong, with 81% (n=541) receiving information about the stage of their disease and treatment options from their doctors and over three quarters (77%, n=514) agreeing they felt well-informed about the disease. However, there is still a reliance on doctors making treatment choices across Europe, with over a quarter (28%, n=187) of men feeling unable to influence their treatment choice with their doctor.¹

Introducing the Every Moment Matters programme
The Every Voice Matters survey forms part of the Every Moment Matters programme, which is launched today by expert clinicians and patient group representatives at the EAU 2015 congress in Madrid. The programme aims to raise the profile of advanced prostate cancer across Europe, with a focus on a patient’s holistic well-being during therapeutic decision-making to optimise patient outcomes. The Every Moment Matters Steering Committee will work collaboratively to encourage greater priority given to the disease.

The Every Moment Matters website, www.everymomentmatters.eu launches today and hosts information on advanced prostate cancer, further results from the Every Voice Matters pan-European survey and four short films of men living with advanced prostate cancer around Europe discussing ‘What Matters Most’ to them.

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Astellas is committed to enhancing the lives of those impacted by cancer across Europe through targeted treatments and support solutions. Through programmes such as Every Moment Matters, Astellas aims to fulfil the company’s promise to change tomorrow for patients suffering with conditions such as prostate cancer.

- Ends –

Notes to Editors

About Every Moment Matters
Initiated and funded by Astellas, the Every Moment Matters programme explores the needs and attitudes of men living with advanced prostate cancer in order to help healthcare professionals and policy makers improve the quality of care and the information available for patients and the people who look after them.

As part of the initiative, an international panel of leading experts have been convened to form the Every Moment Matters Steering Committee. Members include:

- Dr Heather Payne - Consultant in Clinical Oncology at University College Hospital, London, UK
- Mr Ken Mastris - Chairman and Board Member of Europa Uomo, Trustee and Vice Chairman of the Prostate Cancer Support Federation: Tackle Prostate Cancer
- Professor Mike Kirby - Visiting Professor to the Faculty of Health & Human Sciences, University of Hertfordshire and the Prostate Centre
- Dr Ian Banks - President of the European Men’s Health Forum (EMHF)
- Professor Sophie Fossa - Chair of the National Resource Centre for Long-term studies after Cancer at The Norwegian Radium Hospital in Oslo, Norway
- Professor Louis Denis - Director of the Oncology Centre Antwerp, Belgium. Former Europa Uomo secretary
- Professor Ellis McCaughan - Professor of Cancer Care, Institute of Nursing and Health Research University of Ulster, Ireland, UK

About Every Voice Matters
Every Voice Matters is a pan-European patient survey of men with advanced prostate cancer. The survey was designed by the Every Moment Matters Steering Committee, in partnership with Astellas, to determine unmet needs in the current care and management of patients across Europe living with prostate cancer, from the patients’ perspective.

The survey comprised of an online questionnaire and was completed by 668 men with a median age of 65-74 diagnosed with prostate cancer at varying stages. The survey included closed questions and Likert rating scales to determine respondents’ level of agreement/disagreement to a number of predetermined statements. The closed questions were supplemented by a selection of open-ended questions to gain further insight around attitudes and experience of the men surveyed. The survey ran through September and December 2014 and included patients from the UK, the Republic of Ireland, France, Italy and the Netherlands. Of the men surveyed, 75% (n=501) had localised prostate cancer at diagnosis, 17% (n=114) had locally advanced disease and 6% (n=40) had metastatic prostate cancer. At the time of the survey completion, 2% had metastatic castration-resistant prostate cancer (mCRPC), 8% had advanced/metastatic prostate cancer, 8% had locally advanced prostate cancer, 25% had localised prostate cancer, and 54% were in remission.1

About prostate cancer
Prostate cancer occurs when abnormal cells, supported by male hormones such as testosterone, begin to grow uncontrollably to form tumours. Prostate cancer has emerged as the most common non-skin cancer

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in men in Europe, accounting for over 20% of diagnoses in men. Prostate cancer is the 3rd most common cause of death in Europe, with a mortality rate of at least one man every six minutes, resulting in more than 90,000 deaths every year.

About Astellas Pharma Europe Ltd.
Astellas Pharma Europe Ltd. operates in 40 countries across Europe, the Middle East and Africa, and is the EMEA regional business of Tokyo-based Astellas Pharma Inc. Astellas is a pharmaceutical company dedicated to improving the health of people around the world through the provision of innovative and reliable pharmaceuticals. The organisation’s focus is to deliver outstanding R&D and marketing to continue growing in the world pharmaceutical market. Astellas’ presence in Europe also includes an R&D site and three manufacturing plants. The company employs over 4,500 people across the EMEA region. In 2013 Astellas was awarded SCRIP Pharmaceutical Company of the Year in recognition of its commercial success and pipeline development.

1 Astellas Every Voice Matters Data on File