

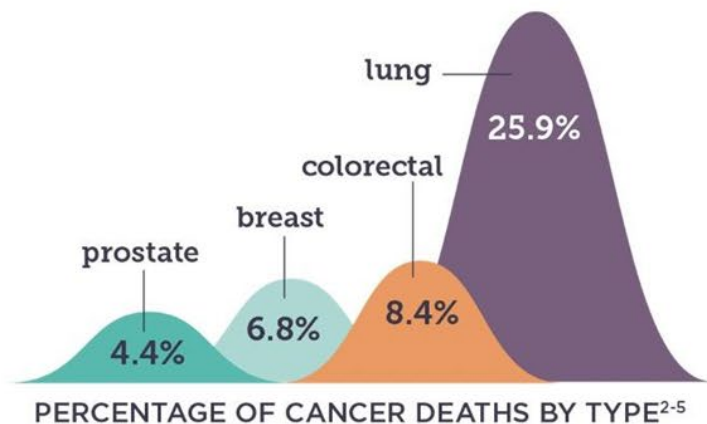
**Think.Screen.Know.**

Raising awareness about lung cancer  
screening



# Lung cancer is the leading cause of cancer death in the United States<sup>1</sup>

Annually, lung cancer is the cause of more cancer deaths than prostate, breast, and colorectal cancers combined<sup>1-5</sup>



There are approximately 9 million current and former smokers at high risk for lung cancer in the United States<sup>6\*</sup>



Patients at high risk include those who meet all of the following criteria<sup>7</sup>:

- Are 55 to 80 years old
- Have a smoking history of  $\geq 30$  pack-years<sup>†</sup>
- Are currently smoking or who have quit within the last 15 years

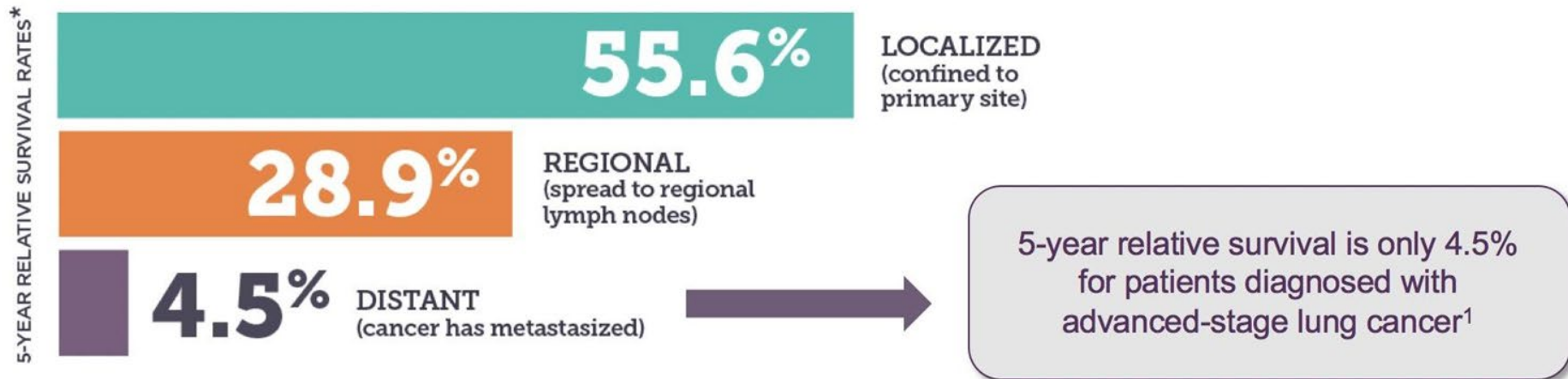
\*According to the United States Preventive Services Task Force criteria.

†Number of cigarette packs smoked per day multiplied by the number of years a person has smoked.

**Think.  
Screen.  
Know.**

# >50% of patients have advanced-stage lung cancer at diagnosis<sup>1</sup>

## 5-year relative survival is substantially higher in earlier stages<sup>1</sup>



\*Data were collected from 2007 to 2013.

Low-dose computed tomography (LDCT) screening can detect lung cancer at earlier stages, when patients have more options.<sup>2-5</sup>

**Think.  
Screen.  
Know.**



# The National Lung Screening Trial (NLST) and benefits of screening

The NLST\* studied the benefits of screening with LDCT in over 53,000 patients at high risk for lung cancer<sup>1</sup>

70%

70% of people found to have cancer in the LDCT arm of the NLST were diagnosed at an early stage<sup>1</sup>

20%  
vs chest  
X-ray

The mortality rate was reduced by 20% with LDCT vs chest X-ray<sup>1</sup>

{  / 320 }

For every 320 people screened in the LDCT arm of the NLST study, **one death was prevented**<sup>1</sup>

**Risks of LDCT screening include exposure to radiation and false-positive results.**<sup>1</sup>

- There was an overall false-positive result rate of 23.3% in the LDCT study arm<sup>1</sup>
- Since the NLST, additional developments have been made in lung cancer screening with LDCT in an effort to reduce the number of false positives<sup>2,3</sup>

\*The NLST was funded by the National Cancer Institute.

**Think.  
Screen.  
Know.**



# Getting the word out with Think.Screen.Know.

## **This campaign was developed to provide the resources you need to educate appropriate patients on lung cancer screening**

- Increases awareness with healthcare providers and patients about the benefits of LDCT screening
- Includes materials for both audiences, with an online hub for convenient downloads

## **Key features of the materials include**

- An off-the-shelf solution with educational information to encourage healthcare providers and patients/potential patients to take action
- Customizable fields to include your logo and/or contact information
  - This will help ensure that you, and not Genentech, are the point of contact
- Ability to download and/or print selected resources to deploy via websites, email, waiting rooms, etc





# Customizing resources to personalize for your health group or practice



Insert your own content here.

Insert your contact information and logo here.



# Implementing Think.Screen.Know.

This campaign is part of the Genentech commitment to lung health—*focusing on what's best for patients.*

Genentech is equipping health systems and advocacy groups with a toolkit to encourage appropriate patients to get screened for lung cancer as part of a regular health check.

We have provided a guide with information on how to use the customizable resources. Additional resources will be added to the website in the future. Visit [www.thinkscreenknow.org](http://www.thinkscreenknow.org).

A special thank you to the advocacy groups that have helped make this campaign possible through their valuable feedback:



These logos belong to their respective organizations. Genentech is not affiliated with these organizations and does not own these logos.

