

# OUR way F>>RWARD

## NATIONAL SURVEY\* HIGHLIGHTS THE EMOTIONAL AND SUPPORT NEEDS OF THE OVARIAN CANCER COMMUNITY

Approximately 22,000 women in the US will be diagnosed with ovarian cancer annually – many of whom will be diagnosed with advanced disease.<sup>1</sup>

To better understand the unmet education and support needs of the advanced ovarian cancer community, GSK with input from the National Ovarian Cancer Coalition (NOCC) and Ovarian Cancer Research Alliance (OCRA) conducted a national survey of ovarian cancer patients and healthcare professionals.

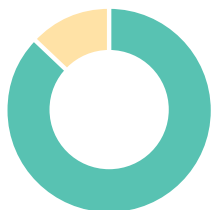
### KEY SURVEY FINDINGS

Regardless of the stage of ovarian cancer, there is uncertainty among patients about what to expect after diagnosis – whether they are initially diagnosed or actively seeking greater resources and connections to lessen the burden of the disease.

#### Overall Impact of the Disease



**53% OF PATIENTS** felt that ovarian cancer has had a **severe or very severe impact on their lives.**



For those women who have experienced recurrence, **almost all (87%)** report the **thought of cancer returning can be overwhelming.**

#### Uncertainty About What to Expect






**49% OF THE PATIENTS** who are in treatment or who have been treated admit that they find **not being sure of the path forward** after diagnosis to be very or extremely challenging.





**34% OF HEALTHCARE PROVIDERS** are unsure if, or do not feel that, they give their ovarian cancer patients **all of the information they need about ovarian cancer.**

#### Patients and Healthcare Providers View Discussions Differently

**91%** of HCPs [   ] **40%** of patients say they discuss expectations for treatment often or at every visit.

**69%** of HCPs [   ] **38%** of patients say they discuss recurrence often or at every visit.

**55%** of HCPs [   ] **29%** of patients say they discuss the emotional challenges of ovarian cancer often or at every visit.

\* The Our Way Forward survey was conducted online in the U.S. by Harris Poll on behalf of GSK between April 2017 and May 2017 among 254 women living with ovarian cancer and 232 physicians who treat ovarian cancer patients.

# IMPROVED DIALOGUE AMONG PATIENTS AND HEALTHCARE PROVIDERS IS IMPORTANT.

## Informational Needs



Patients are craving information from their healthcare providers about expectations, treatment, recurrence and support.



For example,

**61% OF PATIENTS**

said it would be very or extremely helpful to discuss with their healthcare provider how to cope with the unknown.

In response to the survey findings, GSK created *Our Way Forward*, a call-to-action that encourages patients, their loved ones and healthcare providers to rethink how they talk about advanced, ovarian cancer and ways to partner together to navigate the physical and emotional challenges that the disease brings.

As part of *Our Way Forward*, GSK is offering resources directly informed by the survey insights, including a discussion guide available for download that provides suggested questions and topics to improve patient and healthcare provider communications.


For more information about the campaign and survey findings, including important resources to enhance conversations about ovarian cancer, visit the *Our Way Forward* website at [[ourwayforward.com](http://ourwayforward.com)] and via NOCC [[www.ovarian.org](http://www.ovarian.org)] and OCRA [[www.ocrahope.org](http://www.ocrahope.org)].

## The *Our Way Forward* Survey Methodology

The *Our Way Forward* survey was conducted online in the U.S. by Harris Poll on behalf of GSK between April 13 and May 2, 2017, among 254 women 18+ years of age living in the U.S. who have been diagnosed with ovarian cancer. Survey respondents were selected from individuals who had agreed to participate in surveys through the Harris Poll and their partners or were recruited to participate by patient advocacy organizations, NOCC and OCRA. Results are not weighted and are therefore representative of only those surveyed. A parallel survey was conducted between April 17 and May 5, 2017, among 232 physicians who treat ovarian cancer patients in the U.S. consisting of 201 medical oncologists and 31 gynecologic oncologists. Survey respondents were selected from physicians who had agreed to participate in surveys through the Harris Poll and their partners. Weights for gender by years in practice and region were applied to align the data with the population parameters for medical oncologists and gynecologic oncologists, separately. A post weight was then applied to combine the two medical specialty groups in proper proportion for the total.



**254**  
women 18+  
years of age



**232**  
physicians

## REFERENCE

1. A Snapshot of Ovarian Cancer. <https://www.cancer.gov/research/progress/snapshots/ovarian>. Accessed April 30, 2017.



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