

# Colorectal Cancer Alliance: Changing the Course of Precision Colorectal Cancer Medicine



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Colorectal Cancer Alliance  
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## About the Colorectal Cancer Alliance

We are the Colorectal Cancer Alliance, formerly the Colon Cancer Alliance. We believe colorectal cancer is a senseless killer that must be stopped. Founded in 1999 by a group of 41 survivors, caregivers, and friends, we are today the nation's leading nonprofit dedicated to colorectal cancer. We empower a nation of allies who work with us to provide genuine support for patients and families, caregivers, and survivors; to raise awareness of preventive measures; and inspire efforts to fund critical research. United in our fierce determination to dramatically impact the way society sees this devastating disease, we exist to end colorectal cancer in our lifetime.

### Our Mission

We empower a nation of allies who work with us to provide support for patients and families, caregivers, and survivors; raise awareness of preventive measures; and inspire efforts to fund critical research.

**Our vision is a world free of colorectal cancer.**

### Our Pillars

#### Screen

**March forth to save 100,000 lives through awareness and prevention by 2029.**

**In response to the drastic decline in colorectal cancer screenings since COVID-19, the Alliance is following a two-pronged approach to reverse the pandemic's effects.**

**Return screening rates to pre-pandemic levels and beyond.** The Alliance has implemented a national public awareness campaign that guides people to our screening funnel.

**Increase screening completions by test.** With centralized patient navigation, we can help more people complete the screening they need.

#### Care

**Increase the number of patients and families served to 750,000 annually by 2024**

**Our certified navigator team provides information, support, and hope to patients and caregivers throughout their journey.**

##### Psychosocial support

- Free Helpline, texting, online chats

##### Medical advocacy

- Ongoing navigation, trial & treatment support
- Patient & Family Journey

##### Peer and community support

- Buddy program
- AllyCon national conference
- Blue Hope Nation Facebook group
- Ally2Ally online community

##### Financial navigation

- Blue Hope Financial Assistance
- Insurance case management

#### Cure

**Commit \$30 million to innovative and life-saving research by**

##### 2024 Chris4Life Research Program

- Funding to support innovative treatment, prevention, and survivorship research studies (focus on young onset & disparities)

##### Young-Onset Research

- Survey series of young-onset colorectal cancer patients, survivors, and caregivers illuminates the self-reported medical, psychosocial, and quality of life experiences of these often-overlooked groups.

##### Biomarker and Clinical Trial Think Tanks

- Bringing together a multidisciplinary collaboration to accelerate personalized treatment & conducting market research to understand gaps and solutions.

## Biomarker Think Tank Initiative

- In 2019, the Alliance conducted an online survey to assess knowledge and understanding of biomarker testing among patients, survivors, and caregivers.
- In 2021, the Alliance recruited a diverse set of patients and caregivers for a focus group to explore understanding around biomarkers, biomarker testing, treatment pathways, and gaps in knowledge.
- The Alliance, along with a multidisciplinary expert Advisory Committee, utilized findings from the survey and focus group to plan a 2021 Summit focused on identifying solutions for known barriers.
- We convened a group of expert multidisciplinary clinicians; patient, survivor, and caregiver advocates; and industry professionals to collaborate.

The Alliance worked with its Biomarker Think Tank Advisory Committee to plan a Summit agenda and participant plan that would catalyze identification of actionable and impactful solutions to address known barriers. While the original goal was to discuss how to increase access and use of biomarker testing in care, the discovery process highlighted additional goals around increased and clear communications around testing and subsequent treatment decision-making for quality and effective cancer care.

- **We convened a group of expert multidisciplinary clinicians; patient, survivor, and caregiver advocates; and industry professionals to collaborate.**

### The three primary project components are:

- Focus group to determine educational gaps related to biomarker testing across a diverse set of patients, caregiver, and survivors
- One-day Think Tank Summit where multidisciplinary stakeholders will come together to determine key barriers and identify solutions
- Educational marketing plan to disseminate effective key messages aimed at increasing testing behavior

### Recommendations

**Three audience domains of recommendations were identified to advance biomarker testing awareness and behavior.**

1. Patient solutions focused on developing standard resources that explain biomarker testing and results and updating telehealth infrastructure to allow for clear, transparent notes, patient engagement, and shared decision making.
2. Caregiver solutions focused on clearly defining the role of the caregiver and updating telehealth infrastructure to allow for caregiver support in the journey.
3. Cancer care team solutions focused on creating standard health literacy standards, becoming better advocates for biomarker testing, and creating multidisciplinary discussion opportunities between health professionals.



2021 Biomarkers Think Tank Report

## Alliance's Personalized Treatment Program

The Alliance and Perthera have partnered to provide personalized treatment options to patients with colorectal cancer. The Personalized Treatment Program (PTP) gives stage III and IV patients access to personalized treatment found at top cancer centers, no matter where they live. Using the power of artificial intelligence and data analysis, the program can improve treatment and save lives.

### How Does It Work?

- The Alliance's Personalized Treatment Program provides no-cost\* testing and analysis of your specific cancer and past medical history. The results provide you and your care team with personalized treatment recommendations.
- You will receive a report that suggests treatment options matched to you, your molecular profile, treatment history, and have been shown to improve patient outcomes.
  - If you recently had molecular/biomarker testing, your results will be analyzed with no additional testing required.
  - If you have not had testing in the last two years, Perthera will help you get tested and create a personalized report at no cost to you.
  - Perthera will follow-up with you to see how the suggestions improved your treatment. This information will be used for research to advance cancer care.

**Call the Alliance's Helpline at (877) 422-2030 to enroll**

## Clinical Trial Finder

In October 2019, the Alliance launched its web-based **Clinical Trial Finder**, powered by Trialjectory's AI-based advanced treatment matching solution. Since then, more than 550 colorectal cancer patients have discovered **clinical trials** that fit their individual situations. The Trial Finder has also been successful in increasing the accessibility of trials for patient populations who usually are not presented with these treatment options:

- 70 percent of these patients are treated in community cancer centers where less than 10 percent typically offer clinical trials as an option to patients.
- 35 percent of those who used the Trial Finder are under 50, giving access to advanced treatment and better care to this specific population.

## Providing Leadership in CRC Research

### Bringing the Patient Experience to Experts

As a patient-focused organization, the Alliance offers opportunities to connect researchers from across the scientific community with real-time patient insights. We believe in ensuring research studies, clinical trial approaches, and program development all center on the needs of the patient and their family.

### Focusing the Conversation

As the largest and most impactful colorectal cancer advocacy community, a core activity of the Alliance's research efforts center around convening all of the stakeholders who advance science, knowledge, and solutions, as well as those who are influencing community practices, guidance, and policy that improves the research environment. Convening ensures that we all operate collaboratively, enhance efficiency and minimize waste — ultimately getting us to a cure faster

### Our Five-Year Plan

The Alliance engaged in an intensive analysis and collaborative State of the Science Summit in 2021 to understand the current landscape of colorectal cancer innovation and opportunity.



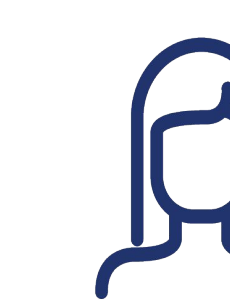
A comprehensive white paper, "The State of the Science in Colorectal Cancer," details the outcomes of the analysis and summit, along with our five-year scientific strategy.

## Patient & Family Support Navigator Program

Our certified navigator team provides information, support, and hope to patients and caregivers throughout their journey.



Getting screened for colorectal cancer or being newly diagnosed can be overwhelming. Our navigators will help you make sense of your options and follow-up with you about next steps. Overall, a navigator helps patients manage their care.



Patient navigation is shown to improve outcomes and help ensure the best quality of life for those affected by colorectal cancer.

### In 2021, we helped thousands of allies:

- **11,355** personalized screening recommendations
- **11,143** connected with our Helpline
- **1,812** received support in online chats
- **580** were matched with a Buddy for peer-to-peer advice and support

