OVERVIEW: The dictionary aims to improve communication between HCPs and newly diagnosed patients, and their loved ones. The objective of the dictionary is to explain and provide greater context to the unfamiliar key terms and phrases that are commonly used when talking about ABC/mBC diagnosis, treatments and the experience of living with mBC.

Objectives: Educate people with ABC/mBC and their families on terms and phrases that are commonly used when talking with physicians about metastatic breast cancer. Improve communication between patients and health practitioners

Unmet needs addressed:
- Lack of understanding of common mBC/ABC terms for people newly-diagnosed with ABC/mBC

Key components:
- Downloadable, easy-to-understand, PDF dictionary, available online

Challenges: Selecting and prioritising just 20 terms that align with mBC/ABC patient needs, as there are many terms that mBC/ABC patients must be familiar with

Outcomes: Since the launch of the new content in February 2021, 10,457 unique individuals have accessed the MBC dictionary content

Development: The top 20 search terms on the Breastcancer.org website and their metastatic forums were included in the dictionary

Cost: >€30,000

Timeline: Initiated in April 2020 and approved on the Breastcancer.org website during summer 2021

Targeted to reach: >300 people living with ABC/mBC in the US