TOP: Treatment Optimization Program in Breast Cancer
Egyptian Women’s Health Initiative

OVERVIEW: In Egypt, HCP and patient understanding of breast cancer is generally low. This initiative aims to improve public and patient understanding of the disease, as well as improving oncologist capabilities, through monthly MDT meetings and a series of online courses, enabling more breast cancer patients to receive appropriate treatment (per ESMO/ASCO guidelines).

Objectives: Improve Egyptian oncologists’ knowledge and capabilities in breast cancer. Enhance breast cancer patients’ knowledge about their disease. Improve diagnosis rate, initiation of treatment and use of proper treatments for people with breast cancer in Egypt (per ESMO/ASCO guidelines)

Unmet needs addressed:
• Lack of breast cancer diagnosis, treatment, and awareness in the public sector
• Low patient understanding/knowledge on breast cancer

Key components:
• Egypt National MDT Global-Interaction Project (MDT in each governmental institution each discusses 10 cases)
• 121 post-graduate online courses for oncologists (including: breast cancer clinical oncology, imaging, surgery, radiotherapy, pathology)
• Public awareness campaign to enhance BC patients’ knowledge (PR, Cancer Center Lighting event & webinars)

Outcomes: No measurable outcomes yet, but HCPs will have a scored assessment at the end of each module

Development: Financial support was provided by Pfizer Egypt; the online courses were developed in collaboration with Northwestern University

Cost: >$30,000

Timeline: The initiative started in mid-September 2021 and is due to complete in Q4 2023

Targeted to reach: >300 (aim to train ~1,500 oncologists and improve treatment for ~3,200 breast cancer patients)

For more information: https://www.presidency.eg/en/