

Breast Cancer Treatment: Doctor's Dilemma or Patient's Choice?

Joint meeting organised by Pink Ribbon, The Latte Lounge
and Europa Donna



The Royal Society
6-9 Carlton House Terrace,
London SW1Y 5AG,
United Kingdom.

Wednesday 31st
October 2018.
8.30-18.00, followed
by drinks



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A GROUND-BREAKING women's health conference is being held on Wednesday 31 October 2018, during 'Breast Cancer Awareness Month', to address three key areas where women are often denied the information they need to make a shared decision with their doctors regarding their own health needs.

This conference is being planned and organised by Pink Ribbon and The Latte Lounge (an online support forum for women over 40), together with a group of eminent breast cancer specialists. It also has the support of Europa Donna and the European Breast Cancer Coalition. It is a follow on from day one of the 5th annual breast cancer forum, held last month at the Royal Society of Medicine.

The aim will be to help women already diagnosed, or at risk of developing breast cancer, to take a more active role in this partnership. We hope that women will gain a better understanding of the cancer treatments available to them.

Topics to be discussed include:

- Finding the balance between the benefits and harms around mammographic screening
- Pros and Cons of hormone replacement therapy (HRT)
- Intra-operative radiotherapy after breast conserving surgery/lumpectomy.

Women aged 40-65 are a key demographic subgroup in modern society. They are often the ones bringing up our children and worrying about their ageing parents, sometimes regarded as "the filling between two slices of bread"

Women in this age group are also often entering their peri-menopausal years and going on to suffer the consequences of the menopause. As well as the climacteric syndrome, these women often have to cope with feelings of low self-esteem and depression. Because of the heavy burden they carry, they often put their own health needs to the bottom of the priority scale.

Breast cancer is also an important threat to this age group - both physical and psychological. These days it is considered essential for doctors to involve their patients in the decision-making process, but in truth, far too many doctors merely pay lip-service to this ideal. We sympathise with both sides of this dialogue because the subject is so complex

and so difficult to understand. Even experts themselves share many differences of opinion. What's more, there is now an ethical and legal obligation to *share these uncertainties with our patients* when we are looking for informed consent before invasive diagnostic or therapeutic procedures. The patient must gently be made aware of the delicate trade-offs between improving length of life at the expense of quality of life (QOL) and patient reported outcomes (PROMS).

Our obsessive focus on the threat of breast cancer means that few in the lay public know the good news - that breast cancer has slipped out of the top seven causes of death for women. Yet certain treatments for breast cancer might even *increase* the risk of treatment-induced mortality, particularly from cardio-vascular (heart and circulation) disorders and other cancers.

For this reason, limitation of the lengthy traditional postoperative radiotherapy is emerging as a valuable means of reducing toxicity without compromising radiotherapy's undoubted clinical effectiveness. A single treatment with targeted intraoperative radiotherapy, under the same anaesthetic as the definitive cancer operation, has many benefits. This treatment, called TARGIT IORT, pioneered in UCL, has already been adopted in over 350 centres in 35 countries and over 20,000 women have been treated successfully.

Quite apart from this, many women in this age group are denied the undoubted benefits of HRT - the unjustified fear of breast cancer impairing both its cognitive and bone-strengthening benefits. In short, the totality of women's overall health and quality of life must always come first.

Women must not be passive in their search for good health! Surely our patients should educate themselves more fully in order to properly participate as equal partners in the doctor-patient relationship.

This event, timed to fall within 'Breast Cancer Awareness Month', hopes and intends to start the ball rolling.

www.pinkribbon.co
www.lattelounge.co
www.europadonna.org
www.targit.org.uk

Programme

08.30–09.00	Registrations, tea, coffee
09.00–09.15	– Introductions and Welcome
	<ul style="list-style-type: none"> • Gerard Dugdill, Publishing Director, Pink Ribbon, • Dr Margaret Spittle OBE., Clinical Oncologist and Chairman, Europa Donna, UK Forum • Katie Taylor, CEO of The Latte Lounge
09.15–11.00	– To screen or not to screen, that is the question! • Chair: Kirsty Lang
09.15–09.45	<p>"Screening for breast cancer does more good than harm"</p> <ul style="list-style-type: none"> • Professor Anthony Howell, Professor of Medical Oncology, Research Director, Prevent Breast Cancer, Nightingale Breast Screening Centre, Manchester University NHS Foundation Trust.
09.45–10.15	<p>"Screening for breast cancer does more harm than good"</p> <ul style="list-style-type: none"> • Professor Michael Baum, Prof. Emeritus of Surgery and visiting Professor of Medical Humanities, University College London
10.15–10.30	<p>"Giving women a choice - Stories from general practice."</p> <ul style="list-style-type: none"> • Dr. Renee Hoenderkamp (GP specialist in women's health)
10.30–11.00	Panel discussion with speakers and questions from the floor
11.00–11.30	– Coffee Break
11.30–13.00	– The benefits and harms of Hormone Replacement therapy
11.30–12.20	<p>"Estrogen Matters!"</p> <p>Taking hormones in Menopause can improve Women's Well-Being and lengthen their lives</p> <ul style="list-style-type: none"> • Dr. Avrum Bluming, Clinical Professor of Medicine, University of Southern California, LA, USA
12.20–12.30	<p>"Giving women a choice – stories from general practice"</p> <ul style="list-style-type: none"> • Dr. Louise Newson, GP and Menopause specialist, founder of www.menopausedoctor.co.uk and NewsonHealth
12.30–12.40	<p>"The role of the menopause counsellor"</p> <ul style="list-style-type: none"> • Diane Danzebrink, Menopause Counsellor, Founder of The Menopause Support Network
12.40–13.00	Panel discussion with speakers followed by questions from the floor
13.00–14.00	– Lunch
14.00–16.00	– Intra-operative radiotherapy (IORT) and the TARGIT Trial • Chair: Dr Margaret Spittle OBE
14.00–14.25	<p>The rationale and results of the TARGIT-A trial of TARGIT IORT:</p> <ul style="list-style-type: none"> • Professor Jayant S Vaidya, Professor of Surgery and Oncology, University College London
14.25–14.50	<p>The adoption and outcomes of TARGIT IORT in Germany</p> <ul style="list-style-type: none"> • Professor Frederik Wenz, Chairman, Department of Radiation Oncology, University Medical Center Mannheim, University of Heidelberg
14.50–15.15	The Patient's experience. Ms Marcelle Bernstein
15.15–16.00	<p>Panel discussion with speakers, Professor Jeff. Tobias, Professor Michael Douek followed by questions from the floor</p>
16.00–16.15	– Tea Break
16.15–17.00	– What is the law? Chairman Professor M. Baum
16.15–16.35	<p>The ethical and legal responsibility of doctors in the new era of shared decision making.</p> <ul style="list-style-type: none"> • Suzanne White, Partner, Head of Clinical Negligence, Leigh Day
16.35–17.00	General discussion with questions from the floor
17.00	A vote of thanks and an invitation for drinks reception - Gerard Dugdill
17.05–18.00	– Book signing and drinks reception