

## PRESS RELEASE

### **“Breast Cancer HK Online” Asia’s First Breast Cancer Online Database Enhancing Accessibility to and Sharing of Local Breast Cancer Data**

**(HONG KONG – 22 May 2014)** The Hong Kong Breast Cancer Foundation (HKBCF) today launched Asia’s first online local breast cancer database platform “Breast Cancer HK Online” (BRCA Online, <http://brcaonline.hkbcf.org/>). This brand new service enables medical professionals’ access to information on local breast cancer cases - anytime, anywhere.

The launch of BRCA Online represents an important milestone in the development of the HKBCF’s Breast Cancer Registry (BCR), which was first established in 2007 to fill an information gap on local breast cancer facts, figures and analysis. BRCA Online will facilitate better treatment and care of breast cancer patients in Hong Kong by enabling medical professionals to reference the most comprehensive and representative local breast cancer database, the BCR.

The BRCA Online platform contains data of over 300 items on each of the 12,000-plus local breast cancer cases registered with the BCR. These data include demographics, risk exposures, breast cancer characteristics, treatment options and survival rates. Medical professionals registered for the platform can input and select specific data parameters most appropriate to their case circumstances to reference relevant information from the database with regards treatment options and solutions.

“Unfortunately, the threat of breast cancer prevails,” warned Mrs. Eliza Fok, Chairman of the Hong Kong Breast Cancer Foundation.

“The World Health Organization projects that newly diagnosed cancer cases will reach 24 million a year by 2035. For most countries, breast cancer is the most common cancer in women. Here in Hong Kong, diagnosed breast cancer cases have almost tripled over the past 20 years, jumping from 1,152 cases in 1993 to 3,419 cases in 2011. Breast cancer is the No.1 cancer threat to Hong Kong women with 1 in every 17 developing the disease in her lifetime. On average, 9 women are diagnosed with breast cancer each day, one of whom will die. The figures are worrying,” she added.

Dr. Polly Cheung, Founder of Hong Kong Breast Cancer Foundation remarked, “BRCA Online is an enriched platform developed to enhance access to BCR’s data and analyses. With the database updated continuously, BRCA Online assists medical professionals to make informed treatment decisions and prognosis assessments hence ensure the best medical care for patients.”

“Since the set up of the BCR as the first-of-its-kind breast cancer specific registry in Hong Kong, continuous efforts have been made to further enhance its data collection and analysis and their use. This has led to the development of BRCA Online, also a first-of-its-kind endeavour not only in Hong Kong but in Asia as well,” said Dr. Peter Choi, Chairman of the Breast Cancer HK Online Committee.

BRCA Online is designed to be an integral clinical decision support tool assisting doctors and other healthcare providers in the management of breast cancer. It is also an important platform providing current information and data on the breast cancer landscape in Hong Kong, keeping medical professionals and breast cancer patients updated on local breast cancer facts.

Wong’s Kong King International (Holdings) Ltd.(WKK) is a committed supporter of the HKBCF. Since 2010 WKK has made annual donations to support HKBCF’s research and advocacy efforts, including the BCR and the latest BRCA Online, helping to further strengthen HKBCF’s commitment to fight against breast cancer in Hong Kong.

The launch of BRCA Online has been made possible also with a generous donation from Goldman Sachs Gives in support of the platform’s development as well as operation costs for the first year. Goldman Sachs Gives is a donor-advised fund through which Goldman Sachs and its current and retired senior employees can recommend grants to qualifying nonprofit organizations globally.

At the launch of BRCA Online, Professor Eng-kiong Yeoh, Director of the Hong Kong Jockey Club School of Public Health and Primary Care (SPHPC), the Faculty of Medicine of the Chinese University of Hong Kong (CUHK) and Mrs Eliza Fok, Chairman of the HKBCF, witnessed by Dr. Polly Cheung, Founder of the HKBCF and Professor Emily Chan, Director of the Centre for Global Health, SPHPC, CUHK, today signed an Agreement of Understanding to promote collaborations in the areas of knowledge exchange, education and academic research between the two institutions. This commitment to collaborate will drive the capacity and scope of breast cancer research in Hong Kong, ultimately benefiting the local community and all stakeholders.

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### **About Hong Kong Breast Cancer Registry (BCR)**

The BCR was established in 2007 by the Hong Kong Breast Cancer Foundation and is now the most comprehensive and representative registry on breast cancer in Hong Kong. The registry collects over 300 data items from each local breast cancer case, including demographics, risk exposures, clinical examination, treatments, clinical outcomes and survival rates. The research and analyses of the data allows patients, medical professionals and public health policy makers to gauge local breast cancer facts, leading to improved prevention, detection, treatment and care of those suffering from the disease.

To date, there are more than 12,000 breast cancer patients and survivors (aged 18-101) registered with the BCR with more than 1,000 new registrations each year (equaling one-third of all newly diagnosed cases in Hong Kong). A total of 44 public and private hospitals and clinics are participants in the BCR, facilitating data collection.

The Hong Kong Breast Cancer Registry has published five annual reports presenting local breast cancer data and analyses. Highlights of each report:

Report No. 1 (2009): Revealed the common risk factors for breast cancer in Hong Kong.

Report No. 2 (2010): Public hospitals found higher ratio of advanced stage breast cancer.

Report No.3 (2011): Lower income districts recorded higher rate of advanced stage breast cancer and lower breast cancer screening rate.

Report No.4 (2012): Unhealthy lifestyle prevails in young breast cancer patients.

Report No.5 (2013): Regular mammogram screening reduces the need for total mastectomy and chemotherapy.

### **About HKBCF**

The HKBCF, founded on 8 March 2005, is the first non-profit charitable organization dedicated to eliminating the threat of breast cancer to the local community through education, support, reach and advocacy. The missions of HKBCF are: to promote public awareness of breast cancer and the importance of breast health; to support breast cancer patients on their road to recovery; and to advocate better breast cancer care in Hong Kong.

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