

# WELCOME

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**MBCA Semiannual Member Meeting at ASCO**  
**Chicago Marriott Downtown Magnificent Mile**  
**MAY 31, 2025**

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## PLANNING COMMITTEE

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[Janice Cowden](#)



[Sheila Pettiford](#)



[Stephanie Walker](#)



[Lynda Weatherby](#)

# Forward Together: The Next Chapter for MBCA

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# Program Agenda

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**7:30 PM: Forward Together: The Next Chapter for MBCA**

*Margaret Flowers* | Chair, MBCA

**7:50 PM: Panel Overview & Introductions**

*Medha Deoras-Sutliff* | Executive Director, MBCA

**8:00 PM: On the Brink: Mobilizing to Save MBC Research and Care**

**Moderator:**

*Janice Cowden*, Individual Patient Advocate Member, MBCA

**Panelists:**

- *Amy Beumer, PhD* | Individual Patient Advocate Member, MBCA
- *Dorraya El-Ashry, PhD* | Chief Scientific Officer, Breast Cancer Research Foundation
- *Molly Guthrie* | Vice President, Policy & Advocacy, Susan G. Komen
- *Kristen Olson, JD* | Senior Director, Oncology Policy & Public Affairs, Pfizer

**9:00 PM – Closing Remarks**

*Margaret Flowers* | Chair, MBCA

## In Memoriam

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### Julia Levine

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**Lobular Breast Cancer Alliance:** Co-founder;  
Lead Research Advocate and Publications/Clinical  
Trials Curator

**MBCA:** Research Task Force, Advocacy Slide  
Deck Working Group member



# Welcome New Individual Members

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Amy Russell-Parliman



Maren Coffman



Natalie Hyman

# Welcome New Organization & Industry Members

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**FOR THE BREAST OF US**  
ALL MELANIN. ALL MOXIE. ALL TOGETHER

*Making the Rest of their life,  
the Best of their Life.*



**TerSera**<sup>®</sup>  
therapeutics

*A biopharmaceutical company  
as unique as the patients we  
support.*



## Growth & Capacity

### > 22% Membership Growth Since 2020!

Current membership stats:

- 40 Individual Patient Advocates
- 41 Nonprofit Members
- 11 Industry Members

22%

### > The Challenge in Staffing

- In 2024: 5 FT to 2 FT + 1 PT

50%

# Current Alliance-Led Working Groups

Changing the Landscape for People Living with Metastatic Breast Cancer

M<sub>3</sub> B<sub>3</sub> C<sub>2</sub>  
R<sub>1</sub> E<sub>1</sub> S<sub>1</sub> E<sub>1</sub> A<sub>1</sub> R<sub>1</sub> C<sub>2</sub> H<sub>2</sub>  
F<sub>3</sub> U<sub>1</sub> N<sub>1</sub> D<sub>1</sub> I<sub>1</sub> N<sub>1</sub> G<sub>2</sub>  
U<sub>1</sub> P<sub>2</sub> D<sub>1</sub> A<sub>1</sub> T<sub>2</sub> E<sub>1</sub>

## LANDSCAPE ANALYSIS UPDATE II

As in the original analysis, the Research Grant Analysis in 2021 and subsequent years will help to identify gaps in research and opportunities for future Alliance resource allocation and provide insight into new drug targets or potential targets poised for development and clinical translation that may further inform Alliance priorities or activities.

[learn more](#)

## BREAST CANCER BRAIN METASTASIS INITIATIVE

BCBM Initiative: The Marina Kaplan Project is a patient-led initiative that aims to accelerate urgently-needed research on breast cancer brain metastasis through increased funding and influencing key stakeholders.

[learn more](#)

### 2024-2025 Policy Steering Committee

- Barbara Bigelow, Independent Patient Advocate
- Joanna Doran, CEO, Triago Cancer
- Molly Guthrie, VP, Policy & Advocacy, Susan G. Komen
- Abigail Johnston, Independent Patient Advocate
- Kristin Olsen, Senior Director, Advocacy & Professional Relations, Pfizer Oncology
- Jason Sterne, Director, Policy Advocacy & Alliances, Gilead

Facilitator: Vicki Kennedy, LCSW, Culler Communications

### POLICY AWARENESS ALIGNS WITH OUR MISSION

The mission of the Metastatic Breast Cancer Alliance is to **amplify and unite the efforts** of patient advocates, nonprofits, and industry leaders with collaboration and innovation to transform the lives of people living with metastatic breast cancer.

- 👍 MBCA will **serve as a conduit** for its members to share information and calls to action about policy issues with the greater MBC community.
- 👍 MBCA is steadfast that improving the lives of people living with metastatic breast cancer is at the center of all we do.
- 👎 MBCA will **NOT Be directing or engaging** in its own policy activities.
- 👎 MBCA will **NOT be taking any action** related to policy on behalf of, or for, its members.

MBCBrainMets.org

LEARN ENGAGE EXPLORE TRIALS

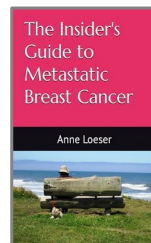
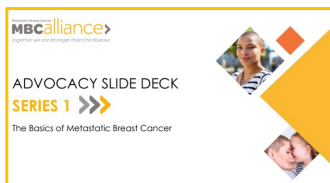
## KNOWLEDGE. HOPE. COMMUNITY.

Are you living with brain or leptomeningeal metastasis from breast cancer? You are not alone.

[LEARN MORE](#)

## Key Partnerships & Projects Updates | June!

- Refreshed [Advocacy Slide Decks](#)
- Newly revised [Insider's Guide to MBC](#)
- Triage Cancer 4-part webinar series: Friday June 27th, 2025: **Choosing & Using Health Insurance**
- Online launch of the [Dandelion Toolkit](#)
- Partner organization of the ABTA's [Metastatic Brain Tumor Collaborative](#) & the Advanced Breast Cancer Global Alliance



## Looking Ahead: Getting Involved

- Proposed Priority Actions for 2025 - 2027
  - 2026 All-Member Retreat
  - Expanded Social Media Campaigns
    - MBC Awareness
    - MBCA Member Spotlight
  - MBCA @ SABCS 2025 – call for volunteers! Members living with MBC for the planning committee



## Get Involved! Your Feedback & Next Steps

- > Please watch for a follow-up email immediately following tonight's program:
  - Meeting Feedback & Volunteer Opportunities
  - Specific actions you can take to ensure MBC research and care is not negatively impacted
- > Questions?
  - Contact Genna Haddad, Member Engagement Manager at [genna@mbcalliance.org](mailto:genna@mbcalliance.org)



# Panel Overview & Introductions

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# ON THE BRINK

Mobilizing to Save MBC Research and Care

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## MODERATOR



**Janice Cowden**

Individual Patient  
Advocate Member  
MBCA



**Amy Beumer, PhD**

Individual Patient  
Advocate Member  
MBCA



**Dorraya El-Ashry, PhD**

Chief Scientific  
Officer, Breast Cancer  
Research Foundation



**Molly Guthrie**

Vice President,  
Policy & Advocacy,  
Susan G. Komen



**Kristin Holman  
Olson, JD**

Senior Director,  
Oncology Policy &  
Public Affairs



# ON THE BRINK

Mobilizing to Save MBC Research and Care

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# Closing Remarks

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FOUNDING MEMBER | PREMIERE PLUS



FOUNDING MEMBER | PREMIERE



PREMIERE



PREMIERE



FOUNDING MEMBER | PREMIERE



FOUNDING MEMBER | PREMIERE



FOUNDING MEMBER | SUSTAINING



SUSTAINING



SUSTAINING



SUPPORTER



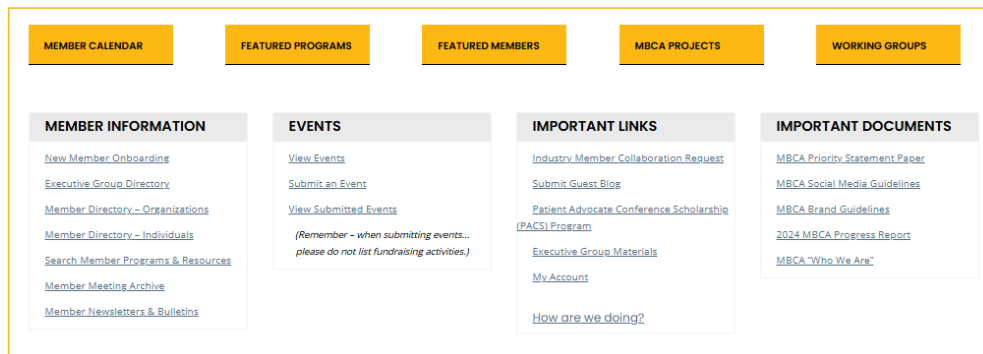
SUPPORTER



Thank You!



**FOLLOW  
ENGAGE  
& SHARE!**



**ACCESS RESOURCES ON  
THE MEMBER HUB**

[mbcalliance.org/members-dashboard/](https://mbcalliance.org/members-dashboard/)