

Press Release

Global Lung Cancer Coalition collaborates with Boehringer Ingelheim to launch new campaign, 'Lung Cancer: We're Listening'

- *Innovative initiative uses image based survey to better understand lung cancer patients' and family members' experiences of the disease*
- *'Lung Cancer: We're Listening' will inform future strategies and services delivered to patients*

XXX, XXDecember, 2013 – The Global Lung Cancer Coalition (GLCC) today announced the launch of a new worldwide campaign, supported by Boehringer Ingelheim, to increase the knowledge and understanding of real-world challenges facing individuals and families battling lung cancer. *'Lung Cancer: We're Listening'* is an innovative visual survey that uses pictures to gather much needed feedback from individuals touched by lung cancer – including patients, carers, family members and friends.

People affected by lung cancer can now visit www.wearelistening.info to complete the short visual survey and help to advance understanding of this disease.

"The GLCC is committed to improving outcomes for all lung cancer patients and putting the disease squarely on the global health agenda. *'Lung Cancer: We're Listening'* fits into these commitments and will help us gather insights and better understand real-life experiences of those directly affected," said Dr Matthew Peters, chair of the Global Lung Cancer Coalition. "This knowledge can be used by the GLCC to effect change and improve patient-centric programmes, services and tools."

'Lung Cancer: We're Listening' – Better Understanding Patients

'Lung Cancer: We're Listening' adopts a pioneering approach to gathering patient feedback by minimizing the text-based feedback format and focusing on presenting the survey visually. A novel online tool, with simple navigation, asks respondents to click on predefined graphics, symbols and elements within a web-based visual world to



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give their feedback on issues that are relevant to them. The visual elements represent challenges and issues of importance in the lives of lung cancer patients and their caregivers and families. The graphics and symbols they select will reveal their most pressing issues and concerns, building a picture of the real challenges faced by the lung cancer patient community.

This innovative approach is designed to 'listen in' on the experiences of lung cancer patients, and bridge the gap between healthcare providers and their patients' situations. Results and insights will be shared with the lung cancer community and those involved in providing patient services. This aims to aid the development of new programmes, services and educational materials ensuring they more effectively meet patients' needs.

"We need to understand how patients feel, in order to better help them," said Prof Klaus Dugi, Corporate Senior Vice President Medicine, Boehringer Ingelheim. "With patients at the centre of our commitment to oncology, together with the GLCC we can use information gathered by '*Lung Cancer: We're Listening*' to inform programmes on a global scale and to develop more effective approaches to support the lung cancer community by improving patients' lives beyond treatment."

Notes to Editors

About Lung Cancer

Lung cancer is the biggest cancer killer in the world with incidence rates higher in men than in women, it accounts for 1.6 million new cancer cases annually. Because of its poor prognosis, 1.38 million deaths each year are attributable to lung cancer. Overall, lung cancer is the cause of 18% of all cancer deaths and approximately 13% of all new cases of cancer are lung cancers.^{1,2}

About the Global Lung Cancer Coalition (GLCC)

Established in 2001, the GLCC comprises 28 non-government patient organisations from Argentina, Australia, Bulgaria, Canada, Denmark, France, Germany, Ireland, Italy, Japan, Netherlands, Norway, Slovenia, Spain, Sweden, Switzerland, UK and US.

The GLCC is committed to improving disease outcomes for all lung cancer patients and aims to address the following issues:

- place lung cancer on the global healthcare agenda
- change public perceptions and lessen the stigma of lung cancer
- empower lung cancer patients to take an active role in their care
- effect change in legislative or regulatory policies to optimise treatment and care

About Boehringer Ingelheim in Oncology

Building on scientific expertise and excellence in the fields of pulmonary and cardiovascular medicine, metabolic disease, neurology, virology and immunology, Boehringer Ingelheim has embarked on a major research programme to develop innovative cancer drugs. Working in close collaboration with the international scientific community and a number of the world's leading cancer centres, Boehringer Ingelheim's commitment to oncology is underpinned by using advances in science to develop a range of targeted therapies for various solid tumours and haematological cancers.

Boehringer Ingelheim

The Boehringer Ingelheim group is one of the world's 20 leading pharmaceutical companies. Headquartered in Ingelheim, Germany, it operates globally with 140 affiliates and more than 46,000 employees. Since it was founded in 1885, the family-owned company has been committed to researching, developing, manufacturing and marketing novel medications of high therapeutic value for human and veterinary medicine.

Social responsibility is a central element of Boehringer Ingelheim's culture. Involvement in social projects, caring for employees and their families, and providing equal opportunities for all employees form the foundation of the global operations. Mutual cooperation and respect, as well as environmental protection and sustainability are intrinsic factors in all of Boehringer Ingelheim's endeavours.

In 2012, Boehringer Ingelheim achieved net sales of about 14.7 billion euro. R&D expenditure in the business area Prescription Medicines corresponds to 22.5% of its net sales.

For more information please visit: www.boehringer-ingelheim.com, www.newshome.com and www.wearelistening.info

References

1. Ferlay J, ShinHR, Bray F, et al. Estimates of worldwide burden of cancer in 2008:GLOBOCAN 2008. *Int J Cancer*. 2010;127:2893-917.
- 2 Cancer Research UK. UK lung cancer incidence.CancerStats – Key Facts 2009. [Online] Available at: <http://info.cancerresearchuk.org/cancerstats/types/lung/incidence/> [Last Accessed December 2013].