

# Prioritising patients over profits

## Launch of Australia's first 'for-benefit' pharmaceutical company set to channel 100 per cent of profits into patient support & medical research

Tomorrow's (Wednesday, November 25) launch of Australia's first 'for-benefit' pharmaceutical company will see 100 per cent of profits injected into patient support and medical research organisations catering to our nation's third most commonly diagnosed cancer.<sup>1</sup>

The innovative social enterprise will distribute **ALL profits** from the sale of its two, common breast cancer medications to **Breast Cancer Network Australia (BCNA)** and **Breast Cancer Institute of Australia (BCIA)**.

"An estimated 15,600 women will be diagnosed with breast cancer in Australia this year,<sup>1</sup> while the projected number of deaths from the disease will exceed 3,000,"<sup>1</sup> said Ms Christine Nolan, CEO, BCNA.

"While fundraising constitutes the mainstay of our revenue, having an initiative that provides a constant, daily stream of financial support, is both remarkable and warmly embraced."

To learn more about this philanthropic initiative that prioritises patients over profits, tee up an interview with an expert and/or breast cancer survivor this Wednesday, November 25.



### AVAILABLE FOR INTERVIEW

#### EXPERTS

- Prof Bruce Mann** Specialist Breast Surgeon, Royal Melbourne & Women's Hospital, **MELBOURNE**  
**Christine Nolan** CEO, Breast Cancer Network Australia (BCNA), **MELBOURNE**  
**Prof John Boyages** Professor of Breast Oncology, Macquarie University, **SYDNEY**  
**Dr Belinda Kiely** Medical Oncologist, Macarthur Cancer Therapy Centre, Campbelltown, **SYDNEY**  
**Dr Soozy Smith** CEO, Australia & New Zealand Breast Cancer Trials Group (ANZBCTG) & Breast Cancer Institute of Australia (BCIA), **NEWCASTLE**  
**Prof Stephen Ackland** Chair, ANZBCTG & BCIA, **NEWCASTLE**  
**Dr Deb Furniss** Radiation Oncologist, GenesisCare, **BRISBANE**  
**Ms Marg O'Donnell AO** Chair, Breast Cancer Network Australia (BCNA), **BRISBANE**  
**Dr David Boadle** Medical Oncologist, Royal Hobart Hospital, **HOBART**  
**Dr Rod Pearce AM** Country & city GP & Medical Officer of Health, Eastern Health Authority, **ADELAIDE**  
**Prof Arlene Chan** Medical Oncologist, Mount Hospital Centre & Vice Chair, Breast Cancer Research Centre WA, **PERTH**  
**Prof Joanna Dewar** Medical Oncologist, Sir Charles Gairdner Hospital & member, ANZBCTG Scientific Advisory Committee, **PERTH**

#### FOR BENEFIT MEDICINES DIRECTORS

- Dr Barry Frost** Director, For Benefit Medicines (FBM), **SYDNEY**  
**John Hurley** Director, For Benefits Medicines (FBM), **SYDNEY**

#### BREAST CANCER SURVIVORS

- Kate** Mother & breast cancer survivor approaching retirement, **MELBOURNE**  
**Leslie, 51** Mum, breast cancer survivor & clinical trials advocate, **MELBOURNE**  
**Andrea, 51** Mother-to-one & breast cancer survivor, **MELBOURNE**  
**Marlene, 72** Retired mother, grandmother, cricket tragic & breast cancer survivor, **MELBOURNE**  
**Elizabeth, 32** Mother, TV staffer & healthy lifestyle advocate, **SYDNEY**  
**Domini, 63** Author, journalist, public speaker & breast cancer survivor, **SYDNEY**  
**Susanne, 63** Mother, children's author, hotelier & triple breast cancer survivor, **SYDNEY**  
**Melanie, 40** Loving wife, mother-to-one & breast cancer survivor, **WOLLONGONG**  
**Vicki, 57** Mother, winery manager, golf enthusiast & breast cancer survivor, **MUDGEE**  
**Trish, 59** Public speaking coach, mentor & author living with breast cancer, **BRISBANE**  
**Patsy, 52** Mother, retired school teacher, dragon boater & breast cancer survivor, **CANBERRA**  
**Gillian, 68** Mother, international dragon boat racer & breast cancer survivor, **CANBERRA**  
**Chris, 56** Mother, school business manager & breast cancer survivor, **ADELAIDE**  
**Vicki, 58** Mother, breast cancer survivor & patient group facilitator, **PERTH**  
**Dot, 77** Active mother, grandmother & breast cancer survivor, **DARWIN**

**MEDIA CONTACTS:** **Kirsten Bruce, 0401 717 566; Ruby Archis, 0413 834 906; Mark Henderson, 0431 465 004**

**MEDIA KIT:** Available for download tomorrow (WED, NOV 25, 2015) from [www.forbenefitmedicines.org](http://www.forbenefitmedicines.org)

**BROADCAST VISION:** Available via satellite feed @ 9:15am Australian DST on WED, NOV 25, 2015 from 7 Network (SYD) – please record & ask Ch 7 in your capital city to on-pass, if an affiliate

1. Cancer Australia. Breast Cancer Statistics. Available at: <http://canceraustralia.gov.au/affected-cancer/cancer-types/breast-cancer/breast-cancer-statistics> [Last accessed July 2015]. To join the conversation: Like us on Facebook: @For Benefit Medicines Follow us on Twitter: @FBMAustralia