

FOR IMMEDIATE RELEASE

December 6, 2021; 8:00 a.m. ET

CONTACT:

Corianne Schrim, 717-461-6988
cschrim@uniteforher.org

New Study Highlights Need for Integrative Care for Breast Cancer Patients

Organizations like Unite for HER provide treatments associated with better quality of life and patient outcomes

PHILADELPHIA (December 6, 2021) – Global clinical research services company IQVIA published results of a recent study indicating a growing need for integrative oncology care for breast cancer patients.

The study surveyed U.S. breast cancer patients and oncologists on the impact and accessibility of complementary therapies as a part of a holistic care approach, including exercise counseling, nutrition counseling, patient support groups, psycho-oncology support, spiritual services, and meditation and mindfulness.

In the study, the researchers found that two-thirds of oncologists (66%) and patients (65%) believe using complementary and lifestyle therapies, in addition to conventional medical treatments, improve patients' quality of life. Many patients (60%) also believe these treatments lead to better health outcomes, but a full 66% are unsure if their treating institutions offer any financial support for these modalities

"Cancer impacts the whole person," said Terri Crudup, Senior Principal at IQVIA and lead study author. "While the oncology community relies on conventional medicine as the backbone of therapy, our data indicates that many patients want a holistic treatment approach, but barriers like cost and education prevent them from accessing integrative care."

To view the newly published study, please download the white paper:

www.uniteforher.org/iqvia

"As a two-time cancer survivor, I was fortunate to learn about Unite for HER" says Crudup. "They both educated me and provided direct funding for my complementary therapies – and were a big part of my inspiration for this study."

Unite for HER seeks to bridge the current gap in patient care, providing breast and ovarian cancer patients with education and access to complementary therapies at no personal cost. Unite for HER was awarded the "Catalyst for Care Award" in October 2021 by AstraZeneca and Scientific American for their work to improve the cancer patient experience at the national Cancer Community Awards.

"When I was diagnosed with breast cancer, I discovered a gap between the medical and wellness communities as I searched for therapies to help me through my medical treatments," said Sue Weldon, Founder and CEO of Unite for HER nonprofit organization. "I created the Unite for HER Wellness Program so that anyone affected by breast or ovarian cancer could also learn about integrative therapies and then incorporate them into their treatment immediately."

"So many patients tell us that the wellness program is the missing piece they have been searching for through their medical treatment," said Weldon. "We know the power of integrative

therapies and were fortunate to be able to expand our services from the Philadelphia region to the entire nation through the pandemic. If you are affected by breast or ovarian cancer, we are here for you.”

###

About Unite for HER

Unite for HER provides integrative therapies and resources to breast and ovarian cancers through the Unite for HER Wellness Program. Since founding in 2009, the organization has supported more than 10,000 breast and ovarian cancer patients. To learn more, visit www.uniteforher.org.

About IQVIA

IQVIA (NYSE:IQV) is a leading global provider of advanced analytics, technology solutions, and clinical research services to the life sciences industry. IQVIA creates intelligent connections across all aspects of healthcare through its analytics, transformative technology, big data resources and extensive domain expertise. IQVIA Connected Intelligence™ delivers powerful insights with speed and agility — enabling customers to accelerate the clinical development and commercialization of innovative medical treatments that improve healthcare outcomes for patients. With approximately 72,000 employees, IQVIA conducts operations in more than 100 countries.

IQVIA is a global leader in protecting individual patient privacy. The company uses a wide variety of privacy-enhancing technologies and safeguards to protect individual privacy while generating and analyzing information on a scale that helps healthcare stakeholders identify disease patterns and correlate with the precise treatment path and therapy needed for better outcomes. IQVIA’s insights and execution capabilities help biotech, medical device and pharmaceutical companies, medical researchers, government agencies, payers and other healthcare stakeholders tap into a deeper understanding of diseases, human behaviors and scientific advances, in an effort to advance their path toward cures. To learn more, visit www.iqvia.com.