



## Background

- Breast cancer in men is rare but the mortality rates surpass those of women.
- Lack of gender appropriate research, information, clinical care, and clinical trials.
- Need for a comprehensive program that incorporates clinical care, education, research , and philanthropy.

## Objectives

Development of a strategic plan for the Male Breast Cancer Program:

- Build a research program- data registry, blood/tissue collection, clinical trials.
- Develop a multidisciplinary clinic: medical, surgical, and radiation oncology.
- Provide gender appropriate customized educational materials.

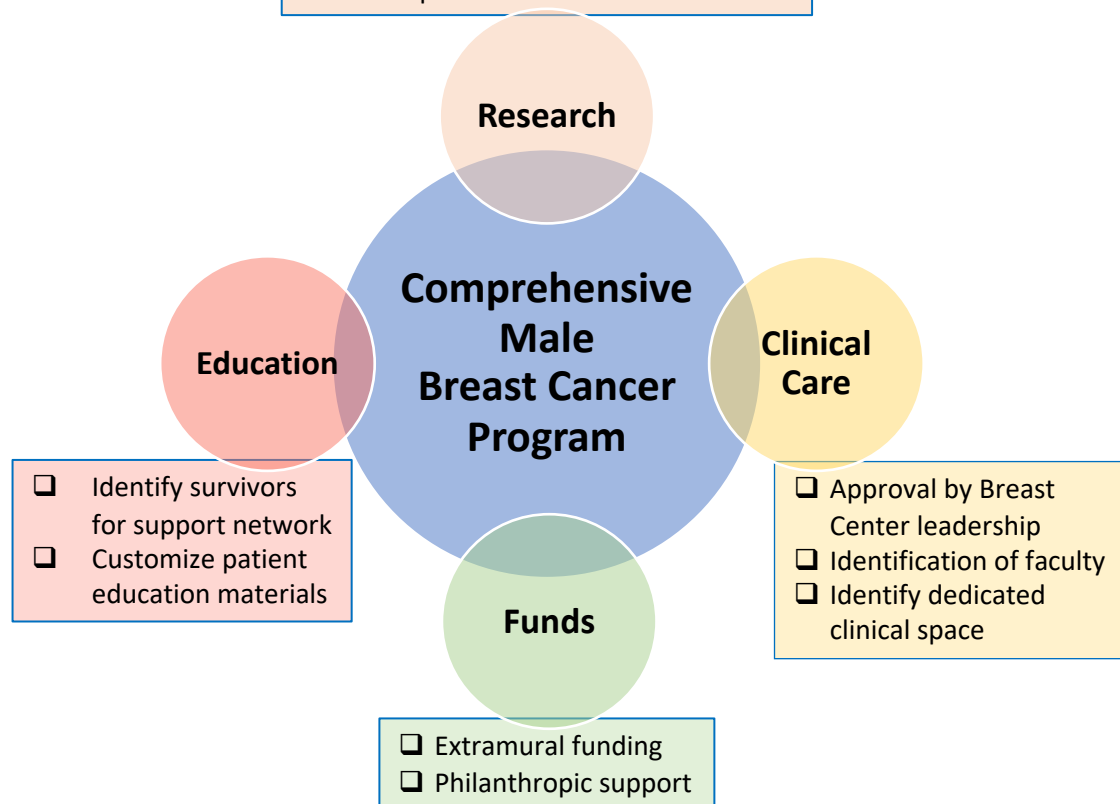
## Methods

- Gain support from institutional leadership
- Create a data registry protocol with blood and tissue collection
- Recruit multidisciplinary clinical colleagues
- Develop clinical trials focusing on MBC
- Create customized patient education material
- Establish education community outreach

## Outcome and Evaluation Strategy

- Feasibility assessment
- Institutional leadership commitment
- Business plan development
- Success based upon ongoing multidisciplinary clinic with coordinated research program sustained through philanthropic efforts

- Approval of protocol for data registry
- Blood and tissue sample collection
- Development of Clinical Trials



## Discussion / Conclusions

- The successful establishment of the Comprehensive Male Breast Cancer Program will raise the profile of MD Anderson for the treatment and research on this rare tumor.
- The Program can be a marketing tool for the Breast Center and lead to greater referrals and/or enhanced reputation.
- The ultimate goal is to have a highly specialized multidisciplinary clinic with coordinated research effort with at least 2 new patient visits each month.
- Having such a clinical program along with a research effort will allow further research studies focused on male breast cancer.

## Next Steps

- Full proposal undergoing final revision with goal to launch program in 2022
- Track progress with process outcome

## Collaborators

Institutional and Breast Center Leaders

- Wendy Woodward, MD, PhD
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Faculty

- Kevin Nead, MD, MS
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