

(Theme: New Discoveries for Better Diagnosis and Treatments for Breast Cancer and to bring Awareness)

Summary

Breast cancer is the second biggest cause of death from cancer in women. There are an estimated 570,000 people living in the UK today who have been diagnosed with breast cancer. Over 50,000 women and around 350 men are diagnosed with breast cancer each year. One woman in eight will be diagnosed with breast cancer in her lifetime. Around 12,000 women and 80 men will die from breast cancer each year. More people are surviving breast cancer than ever before in UK. Over 80% of women with breast cancer are still alive five years after diagnosis. 40 years ago, the five year survival rate for breast cancer was around 50 per cent. People are surviving longer thanks to advances in research, new treatments, earlier diagnosis, breast screening and breast cancer awareness. The percentage funding on breast cancer research was increased from 2010 to 2014 when compared to other types of cancers in UK.

For more details please visit- <http://breastcancer.omicsgroup.com/>

Importance & Scope

Breast cancer is the most common cause of death in women. Research on breast cancer is rapidly progressing, yet the systematic application of current knowledge to improve patient care remains a formidable challenge. **Breast Cancer** is the premier event that brings together a unique and International mix of experts, Surgical and radiation oncologists, health care professionals, scientific researchers and decision makers both from academia and industry across the globe to exchange their knowledge, experience and research innovations in the diagnosis and treatment for breast cancer.

Breast Cancer is designed to offer comprehensive range of sessions that includes; breaking systems in the diagnosis of breast cancer are Mammograms, breast cancer screenings and genomic tests; novel discoveries in breast treatments and latest developments in patient care. The main objective of Breast cancer is to more targeted therapy for the treatment of advanced breast cancer and also will most likely to reduce the use of chemotherapy treatment, special drugs will continue to developed that attack special targeted breast cancer cells. The scientific sessions of the Breast Cancer housing all the current research in breast cancer research.

Why Birmingham?

Birmingham is a city and metropolitan borough in the West Midlands of England, United Kingdom. Birmingham City Council is the largest local authority in Europewith 120 councilors representing 40 wards. The city lies within the West Midlands Built-up Area, the third most populous built-up area in the United Kingdom and its metropolitan area is the United Kingdom's second most populous. A medium-sized market town during the medieval period, Birmingham grew to international prominence in the 18th century at the heart of the Midlands Enlightenment and subsequent Industrial Revolution, which saw the town at the forefront of worldwide advances in science, technology and economic development, producing a series of innovations that laid many of the foundations of modern industrial society. Birmingham's explosive industrial expansion started earlier than that of the textile-manufacturing towns of the North of England.

In the UK, breast cancer is the second most common cause of death from cancer in women after lung cancer. The lifetime risk of being diagnosed with breast cancer is 1 in 8 for women in the UK. In the UK in 2011 around 49,900 women were diagnosed with breast cancer, that's more than 130 women every day. Around 350 men in the UK were diagnosed with breast cancer in 2011. Female breast cancer incidence rates in Great Britain have increased by 72% since the

mid-1970s. In the last ten years, female breast cancer incidence rates in the UK have increased by 7%. Three-quarters of breast cancer deaths in the UK are in women aged 60 and over. In 2011 in the UK around 11,700 women died from breast cancer, that's around 32 every day. Around 80 men died from breast cancer in the UK in 2011. In 2011 in the UK around 1,200 deaths from breast cancer occurred in women aged under 50. Since peaking in the mid-1980s, female breast cancer death rates have fallen by 40% in the UK. In the last ten years female death rates for breast cancer in the UK have fallen by a fifth.

Conference Highlights

- Breast Cancer: New Horizons & Current Controversies
- Breast Cancer Tests: Screening, Diagnosis and Monitoring
- Breast Cancer Immunotherapy Breast Cancer Tests: Screening, Diagnosis and Monitoring
- Breast Cancer Immunotherapy
- Novel Insights in ER+ Breast Cancer
- Updates on Chemotherapy and Other Novel Agents
- Adjuvant and Neoadjuvant Therapy of Breast Cancer
- Management of Metastatic Breast Cancer
- Latest advances in the Management of Breast Cancer
- Treating HER2- Breast Cancer with Targeted Therapies
- Emerging Therapies for HER2+ Breast Cancer
- Innovative Therapeutic Approaches in Breast Cancer Treatment
- Newest clinical trials and their potential impact on New Treatments

Why to Attend?

Meet Your Target Market With members from around the world focused on learning about latest innovations in screening and treatments for breast cancer; this is your single best opportunity to reach the largest assemblage of participants from the Universities, Cancer research centers and hospitals. Conduct demonstrations of new screening instruments, distribute information about novel agents and strategies, meet with highly affiliated speakers, showing of clinical trials as well as advancements in breast cancer therapy, Current methods and controversies in breast cancer therapy and receive name recognition at this 3-day event. World-renowned speakers, the most recent techniques for screening as well as for treatment, and the newest updates in Breast Cancer fields are hallmarks of this conference.

A Unique Opportunity for Advertisers and Sponsors at this International event:

<http://breastcancer.omicsgroup.com/Sponsorship.pdf>

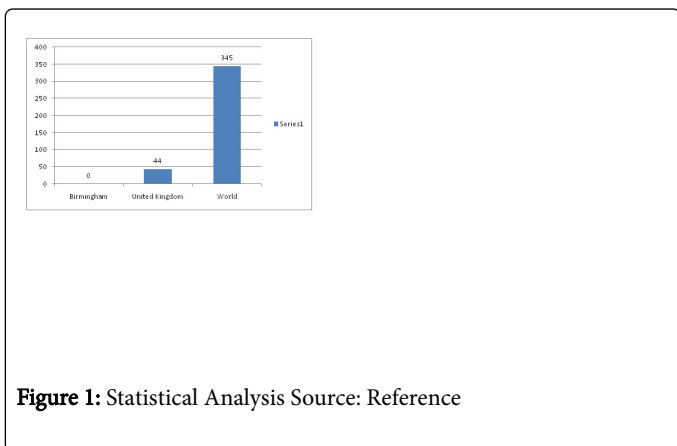
Major Breast Cancer Associations around the Globe

- American Cancer Society (ACS)
- European Association for Cancer Research (EACR)
- German Cancer Society (GCS)
- Spanish Association for Cancer Research (CMA)
- Avon Breast Cancer Crusade
- New Zealand Breast Cancer Foundation (NZBCF)
- Canadian Breast Cancer Research Alliance (CBCRA)
- Breast Cancer Organization
- Scientific Association of Swiss Radiation Oncology
- Danish Cancer Society

Major Breast Cancer Associations in UK

- Breast Cancer Association Consortium (BCAC)
- Breast Cancer Campaign
- British Association of Surgical Oncology (BASO)
- UK Oncology Nursing Society (UKONS)
- British Gynaecological Cancer Society (BGCS)
- Cancer Research UK
- British Oncology Pharmacy Association
- UK Cancer Cytogenetics Group
- British Oncology Data Managers Association (BODMA)

Statistical Analysis of Associations

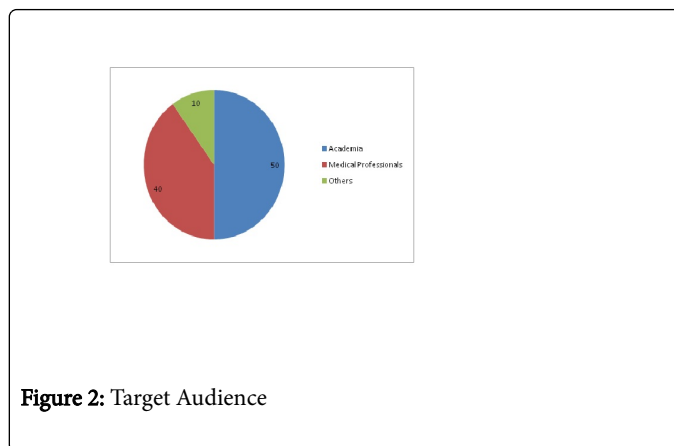


Target Audience:

Directors/Co-directors&Medical Oncologists, Surgical Oncologists, Radiation Oncologists, Surgeons, Gynecologists, Pathologists, epidemiologists, Breast cancer Nurses, Medical staff & Medical Journalists,Cancer center Managers, Vice Presidents/ Directors & Brand Manufacturers/ Marketers of screening instrumental Products. Professors, researchers and Students from Academia in the study of Breast Cancer filed.

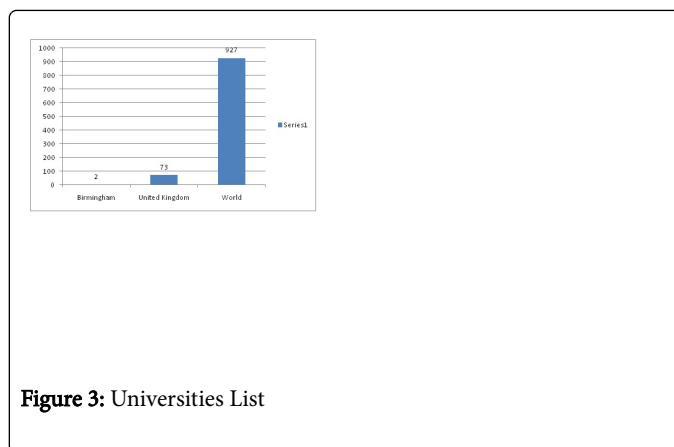
Target Audience:

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|-----------------------|-----|
| Academia | 50% |
| Medical Professionals | 30% |
| Others | 10% |



Top Universities in United Kingdom

- Cambridge University
- University of Birmingham
- Imperial College of London
- Oxford University
- University of Westminster
- Glasgow university
- King's College of London
- University of Plymouth
- University of Leeds
- Cardiff University
- Sheffield University



Leading Hospitals for Breast Cancer in UK

- Royal Marsden Hospital
- New cross Hospital
- Macclesfield Hospital
- Monklands
- NORFOLK and NORWICH University Hospital
- Brighton Hospital
- Aintree Hospital
- Royal Free Hospital
- Queen Elizabeth Hospital Birmingham
- Western general

Cancer Hospitals List in UK and World

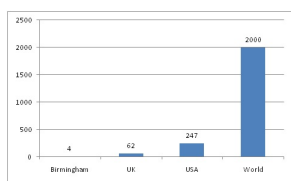


Figure 4: Cancer Universities list in UK and World. Reference

% of Research Funding on Different types of Cancer in UK

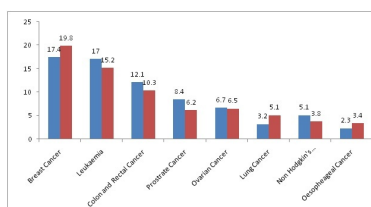


Figure 5: % of Research Funding in UK. Reference

The research funding on Breast Cancer from 2010 to 2013 was raised to 19.8% from 17.4% and it was high when compared to other types of cancers research funding. 85 % adult female breast cancer patients survived in last five years.

Top 10 Breast Cancer Drugs Sales in 2013

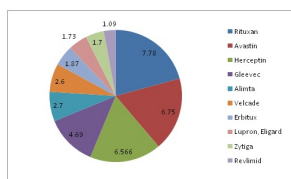


Figure 6: The Top 10 Best Breast Cancer Drugs Sales in 2013. Source: Reference

Sales of breast cancer treatments are set to increase by an average of 5.8% a year in nine major markets, increasing from a value of \$9.8 billion in 2013 to \$18.2 billion by 2023, according to new forecasts from IMS Health.

Top 10 Pharma Companies growth by oncology Sales

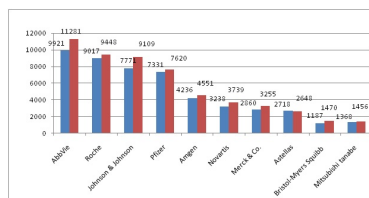


Figure 7: Top 10 Pharma Companies growth from 2012 to 2013 based on oncology sales

References

1. [http:// www.cancerindex.org/clink44k.htm](http://www.cancerindex.org/clink44k.htm)
2. <http://scienceblog.cancerresearchuk.org/2011/06/29/near-doubling-of-uk-cancer-research-funding-in-less-than-10-years>
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4. http://www.pharmatimes.com/Article/14-10-02/Breast_cancer_drug_sales_will_almost_double_by_2023_says_IMS.aspx