

INTERVIEW

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Advanced prostate cancer: Every Voice Matters



Heather Payne* speaks to Gemma Westcott, Commissioning Editor:

Heather Payne was appointed as a consultant in Clinical Oncology at University College Hospital (London, UK) in 1997. Following her training at St Mary's Hospital London Medical School and after qualifying, she spent time working in general medicine in both London and Haiti. Currently, she specializes in the management of urological malignancies, and is actively involved in clinical research as well as being the principal investigator in a number of international multicenter and local studies. She enjoys helping patients with quality of

life and decision-making issues with regard to their treatment options. In addition, she is the chairman of the British Uro-oncology Group, and is a member of the Department of Health Prostate Cancer Advisory Group. Further to this, she is a trustee of the Prostate Cancer Research Centre and clinical lead for the National Prostate Cancer Audit.

Q Can you tell our readers about your career to date & what led you into the field of prostate cancer?

As part of my training in general medicine, I completed an attachment in oncology and found that this specialty combined all of the elements that I loved about medicine. I also liked the variety of treating different tumors and the challenges that involved. I was trained as a clinical oncologist and was appointed at University College Hospitals in London.

The job evolved with site specialization to just managing urological cancers and more recently, I have just treated prostate cancer. I have developed a passion for the management of this disease which encompasses a huge variety of different scenarios and I am involved with all stages of patients' care from active surveillance in some, to sadly more palliative care in others. As a clinical oncologist, this also involves embracing the new technical challenges of radiotherapy and brachytherapy which are changing rapidly and for the good of patients, as we now are able to administer more focused and more effective treatments with a reduction in associated toxicity.

I also administer hormone therapy, chemotherapy and I am involved in new drugs in clinical studies. The major challenge of prostate cancer is facing so many different clinical situations and perhaps more importantly different men so that each individual patient needs to have therapy tailored for their own needs and circumstances. In this way, it is essential to discover the right treatment for the right man at the right time and the Every Moment Matters campaign describes my practice perfectly.

Q What is Every Moment Matters & why did you launch the program funded by Astellas?

Every Moment Matters aims to raise the profile of men with advanced prostate cancer across Europe, with a focus on a patient's holistic well-being during therapeutic decision-making to optimize patient outcomes.

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This is increasingly important as, for the thousands of men each year who are diagnosed with advanced prostate cancer, keeping well throughout treatment, both physically and physiologically, is an important factor in treatment success.

The recently launched Every Moment Matters website, www.everymomentmatters.eu provides more information on the Every Voice Matters survey findings as well as four videos of men across Europe sharing their experience of living with advanced prostate cancer. I do encourage you to take a look at this.

Q What is driving this shift to individualized care for men living with advanced prostate cancer?

Until recently, there were limited treatment options for men with advanced prostate cancer. I think the most important factor to note in discussions about the future of prostate cancer treatment, is how improvements in medicines and the advent of newer hormonal therapies are meaning that patients can not only live longer with prostate cancer, but also maintain their quality of life, enabling them to enjoy time with their family and friends. The Every Moment Matters Steering Committee is calling for patients to have the confidence to discuss all aspects of disease impact with their doctors, including quality of life, to encourage more informed treatment discussions.

Q You recently have presented the Every Voice Matters European survey results at the European Association of Urology 2015 congress, 20–24 March 2015 (Madrid, Spain). Can you tell us about the study itself?

The Every Voice Matters survey, which is the first and largest of its kind, provides an in-depth analysis and personal insight into the lives of 668 men across Europe living with advanced prostate cancer. The survey was carried out across five key European markets, the UK, Ireland, France, Italy and The Netherlands.

Professor Mike Kirby, Ken Mastris and I presented unique evidence from the survey that highlights ‘What Matters Most’ to men living with prostate cancer.

Q What were the main findings & what did you find that ‘matters most’ to men living with prostate cancer?

The Every Voice Matters survey results highlighted that prostate cancer patients feel that it

is important to live life to the full, and therefore some men value maintaining a good quality of life higher than being cured. The results also showed that nearly half of the patients surveyed wished to continue working, and contribute to society as much as possible.

The findings also revealed that it is critical that healthcare professionals treat every patient as an individual and take time to discuss the different treatment options available to agree the best possible treatment plan. The inclusion of patients in their treatment decisions and understanding ‘what matters most’ to them is key to maintaining quality of life for men with prostate cancer and their families.

Please find a few key statistics noted below:

- The importance of quality of life:
 - Results show nearly one in two (47%, n = 314) men say maintaining a good quality of life matters most to them, compared with nearly one in five (19%, n = 127) who state ‘being cured’ matters most;
 - 40% (n = 27/67) of men with advanced prostate cancer agreed that their quality of life had improved with treatment.
- Contributing to society:
 - Among men aged between 35 and 54 years old who are currently taking medication, a third (33%, n = 14/43) say they sometimes feel too unwell to go to work. However, nearly half (46%, n = 307) of all survey respondents want to continue working as much as possible.
- Not the end of intimacy:
 - While over half (58%, n = 387) of men feel they have lost some of their masculinity, over two-thirds (67%, n = 448) feel closer to their partner since their diagnosis.

Q What are the main challenges that patients are facing?

It is an extremely frightening time for any man diagnosed with prostate cancer. Patients not only have to face the disease itself, but also all the implications and unwanted side effects of treatments. There have been major breakthroughs in prostate cancer treatment in the last 5 years and we now have a choice of effective treatments to offer our patients. It is important to understand not only the type of prostate cancer and how to treat it effectively in order to prolong

life expectancy, but also to consider every man's needs and circumstances and be able to individualize therapy in order to maximize their quality of life. In order to achieve this, a dedicated team of doctors and nurses required; however, the decisions made must center on the man himself and his family.

Q From the survey results, how do prostate cancer patients feel toward the role of healthcare professionals?

The pan-European survey results showed that doctors are helping with information, but some patients still feel powerless. It was shown that while 77% patients feel that they are well informed by their doctor, 28% of patients felt that they were unable to influence treatment choice.

Q What implications do these results have on further research & policy-making?

As men are being diagnosed with advanced prostate cancer earlier, patients are thankfully living with the disease for a longer period of time. As patients live longer, they place increased value on the quality of that survival and their ability to live a 'normal' life. We also see younger men being diagnosed with this disease which means different challenges as many will need to continue to work and support their families. Choosing the right treatment which is effective but maintains activity and quality of life is critical to helping all men achieve their goals. Also, as the retirement age increases this is becoming a more significant problem for a larger number of men. We need to invest in the older population who have a lot to contribute to society.

As highlighted in the Every Voice Matters survey results, patients want to continue in areas of life, such as work and contributing to society, as much as possible. It is therefore important that policy makers consider the broader costs of living with advanced prostate cancer.

Additionally, as treatments advance and patients live longer, the way in which they live their lives becomes increasingly important. Although it is difficult to objectively quantify quality of life, we must strive to use standardized and validated assessments, such as the Functional Assessment of Cancer Therapy – Prostate scoring system in order to help inform policy decisions.

There is a huge need to consider all these aspects of a patient's life and quality of life is an

important end point in past and future clinical trials.

Q How will the Every Moment Matters Steering Committee work collaboratively to encourage greater priority given to prostate cancer?

Following the unveiling of the Every Voice Matters survey results, the Every Moment Matters Steering Committee will meet again to discuss the clinical implications of the survey results, and the unmet needs which have been identified.

The Steering Committee is committed to continually support the Every Moment Matters program, in an aim to raise the profile of advanced prostate cancer across Europe, further explore the importance of a patient's holistic well-being and to help inform therapeutic decision-making and optimize patient outcomes.

Q Finally, in 10 years' time, where would you like to see prostate cancer care?

In 10 years' time, I would hope and predict that the many drugs currently in clinical trials will be available to men with advanced prostate cancer and will increase their life expectancy even further. I would also like to see equity of care for patients with prostate cancer whatever their age and wherever they live in order for every man to have not only the most effective treatment but also a management plan that will enable them to live life to the full as every moment truly does matter.

Disclaimer

The opinions expressed in this interview are those of the interviewees and do not necessarily reflect the views of Future Medicine Ltd.

Financial & competing interests disclosure

As Chair of the Every Moment Matters Steering Committee, H Payne receives a consultancy honorarium from Astellas Pharma Europe Ltd. In addition, H Payne has received honoraria for advisory boards, travel expenses to medical meetings and served as a consultant for AstraZeneca, Astellas, Janssen, Sanofi Aventis, Takeda, Amken, Ipsen, Ferring and Sandoz. H Payne has no other relevant affiliations or financial involvement with any organization or entity with a financial interest in or financial conflict with the subject matter or materials discussed in the manuscript apart from those disclosed.

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