

DEDICATED EXPERIENCED SUPPORT

SHARE

for women facing breast or ovarian cancer

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FOR IMMEDIATE RELEASE

SHARE Announces Launch of Mobile App ‘My MBC & Me’

National Non-Profit’s New App Facilitates Communication Between Women Affected by Metastatic Breast Cancer and Their Doctors

New York, NY (March 18, 2019) – SHARE, a national nonprofit that supports, educates and empowers women affected by breast or ovarian cancer, today announced the availability of My MBC & Me, a mobile app designed to facilitate shared, whole-person decision-making between women with metastatic breast cancer and their doctors. The app will give women affected by the disease a user-friendly and accessible way to better manage their treatment schedule and enable clearer communication with the medical professionals who aim to serve them. It will also work to improve patient understanding of metastatic breast cancer, particularly regarding treatment options and choices.

“One of SHARE’s goals is to empower women living with metastatic breast cancer by providing tools and support that allow them to make informed decisions about their health,” said Jacqueline Reinhard, Executive Director, SHARE. “Our new app aims to further help them identify their personal and treatment goals while engaging in productive communication with their doctors.”

Designed with input from both doctors and those affected by metastatic breast cancer, My MBC & Me helps patients reflect on who they are, how they communicate, how they process information, what their life is like and their overall goals. By assisting women to convey this

information to their doctors, the app ultimately allows medical professionals to better customize treatment plans to the specific needs of each patient.

“We understand that women undergoing treatment for metastatic breast cancer are doing so while juggling the many aspects of everyday life,” commented Christine Benjamin, Breast Cancer Program Director, SHARE. “We designed this app to help them better understand how treatment will affect the various aspects of their life, so they can make more informed decisions and to make it easier to share their thoughts with their doctors. To that end, the app equally serves men affected by this disease.”

My MBC & Me’s calendar component tracks appointments, side effects, treatment regimens and patient notes and questions during and between appts. It also allows users to pin information they’ve recorded to appointments so that at the time of appointment, they have an interface with a reminder of all the information they need to discuss.

The My MBC & Me mobile app is available for iOS users.

About SHARE

SHARE is a national nonprofit that supports, educates, and empowers women affected by breast or ovarian cancer, with a special focus on medically underserved communities. Its mission is to meet women wherever they are with the insight of others who have been there too, creating a nationwide community where no one has to face breast or ovarian cancer alone. SHARE’s free services, provided in both English and Spanish, include national helplines, support groups, expert-led educational programs, community outreach, online communities, corporate education, advocacy opportunities, caregiver support, and survivor-patient navigation.

Visit www.sharecancersupport.org for more information.