



abrale
ASSOCIAÇÃO BRASILEIRA
DE LINFOMA E LEUCEMIA

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there is 1% chance
www.abrale.org.br

RESULTS REPORT

BRAZILIAN LYMPHOMA AND
LEUKEMIA ASSOCIATION

2020

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ONDE HOUVER
1% DE CHANCE!
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RESULTS REPORT 2020

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This results report is the responsibility of Abrale - Brazilian Lymphoma and Leukemia Association.

The online version is available at www.abrale.org.br

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100% effort where there is 1% chance





Mission

Offer help and mobilize partners so that all citizens with cancer and blood diseases in Brazil have access to the best treatment.

Who We Are

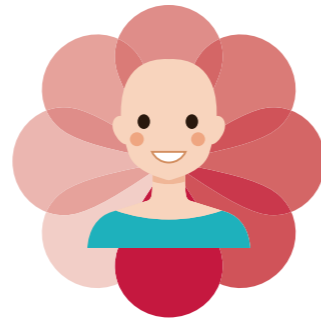
Abrale (Brazilian Lymphoma and Leukemia Association) is a non-profit organization, founded by patients and families in 2002.

Every year, in Brazil, thousands of people are diagnosed with cancer and blood diseases. Our work is aimed at ensuring that these patients have access to the proper treatment and quality of life during their journey.

Daily, we provide information about diseases, through different materials, campaigns and projects, in addition to providing free legal, psychological and nutritional support to patients and their families.



To achieve these goals, ABRALE operates across the country on four fronts:



Patient Support

The department is made up of specialized health professionals in order to assist all patients in Brazil, clarifying their doubts regarding cancer and its treatment while also offering psychological, legal, nutritional support and a second medical opinion.

Public Policies and Advocacy

We work intensively in the area of advocacy to, along with the responsible bodies and health managers, improve the promotion, humanization and access to cancer treatment. The purpose is to improve the outcome of treatments in Brazil.

Data Research and Monitoring

With the Oncology Observatory, an online and dynamic platform for monitoring public data, it is possible to evaluate health policies and their application in society. Surveys with patients, health professionals and physicians provide us with relevant information about the journey and therapy applied in the country.

Education and Information

We use different channels to bring knowledge on blood diseases and their treatments to patients. Knowing the disease enables them to participate in decisions about their health. For the health education of the general population, we promote awareness campaigns on prevention and when to suspect cancer, thus helping to anticipate diagnoses that, today, are very late. Finally, with the distance learning project, Onco Ensino, we also offer training to doctors and health professionals.

YOU'RE A FUNDAMENTAL PART OF OUR HISTORY!

2020 was a year of many difficulties, but also of important learning. The arrival of the new coronavirus has brought major social, economic and health changes around the world. For patients undergoing cancer treatment, the concern was even greater, since, as they are immunosuppressed, COVID-19 can present itself in a more serious way.

However, in the midst of chaos, we found ways to continue our work. We carry out informative campaigns, online events, create new projects and maintain free support services for more than **40 thousand patients registered at Abrale**, even if remotely.

Without your help none of this would have been possible. Thank you for being part of our trajectory! Below are the results we were able to achieve together.

Patient Care

In order for patients to have access to an accurate diagnosis and the most appropriate treatment, we have a team made up of health professionals, always ready to help with guidance and care.

For that, we count on:

- **Medical and Multiprofessional Committees**

They are formed by specialists in the field of Onco-Hematology, across various disciplines, who voluntarily share their expertise to guide our work, as well as to promote the professional updating of our employees.

We offer patients, their families and caregivers free of charge:

- **Reception across the country**

Located in the main cities of the country, ABRALE representatives visit treatment centers bringing information, guidance and support. We can be found in Belo Horizonte, Brasília, Curitiba, Florianópolis, Fortaleza, Goiânia, Porto Alegre, Recife, Ribeirão Preto, Rio de Janeiro, Salvador and São Paulo.

- **Legal advice**

Guidance on patient rights, ensuring that they are respected.

- **Psychological support**

In-person or at a distance, the patient finds emotional support in coping with the disease.

- **Supportive therapy services**

Nutritional and dental, offered in partnership with the health professionals of the Multiprofessional Committees.

- **Second medical opinion**

We facilitate the clinical discussion of the case and the therapeutic approach, with renowned specialists from all over Brazil.

- **Humanization of pediatric care**

In partnership with Instituto Mauricio de Sousa, we created Projeto Dodói 15 years ago with the aim of providing children with cancer with a more welcoming treatment, through the training of professionals who care for them. In the midst of games and better contact with the health team, children learn about the disease in a playful way and, today, there are over 5,000 patients welcomed by the project throughout Brazil.

- **Wellness Project (Projeto Bem-Estar)**

It provides patients with moments of self-knowledge, relaxation and informality.

Medical care in numbers:



• Social service – **2.095 served patients.**



• Abrale across Brazil – **500 services** performed by our regional representatives.



• Wellbeing Project – 9 virtual meetings with yoga, makeup, and skin care classes, among others. **There were 270 participants.**



• Psychological support (online) – **503 served patients.**



• Legal advice (online) – **1.826 served patients.**



• Projeto Dodói: in 2020, **3.580 children undergoing cancer treatment**, were benefited in 32 hospitals in different regions of the country.

Knowledge saves lives!

We believe that disseminating and expanding knowledge about cancer, its risk factors and on the various prevention and control guidelines, will contribute to the engagement of the population in building a healthier society.

We also believe that increasing the knowledge of patients and their families about cancer and its treatment will help them take ownership of their condition and enable them to participate in decisions about their health and make the best choices for themselves.

And to ensure that the information provided to our audience is reliable, current and of quality and that it is aligned with the most recent treatment protocols, we count on the support of our Medical and Multiprofessional Committees. This way, all the content we publish is technically backed.

With these goals in mind, always putting the patient at the core of decisions, we carried out over 10 information and awareness campaigns, disseminated through various channels and which had a wide reach.



Results by communication channel:



Abrale Magazine

In the online version, over **4,400,000 unique accesses** to the articles. Over **40,000 copies of the material** were also printed, distributed free of charge to those registered with the organization.



Facebook

+ 203,000 likes, with posts that **engaged over 1 million people**.



Instagram

+ 45,000 followers, with posts that **engaged over 500,000 people**.



Youtube

+ 47,000 subscribed to Abrale's channel. Abrale TV surpassed **2.2 million views** in 200 videos recorded with specialists who talked about the different topics of multiprofessional care.



Website

+ 1,600,000 accesses throughout the year, focused on the search for information about diseases and their treatments.



Press

143 appearances in communication vehicles such as Globo, Isto É, Exame, Folha de São Paulo, Estadão, Band, TV Cultura, Jovem Pan, CBN, among others.

Reach of Abrale campaigns:

Vá de Lenço

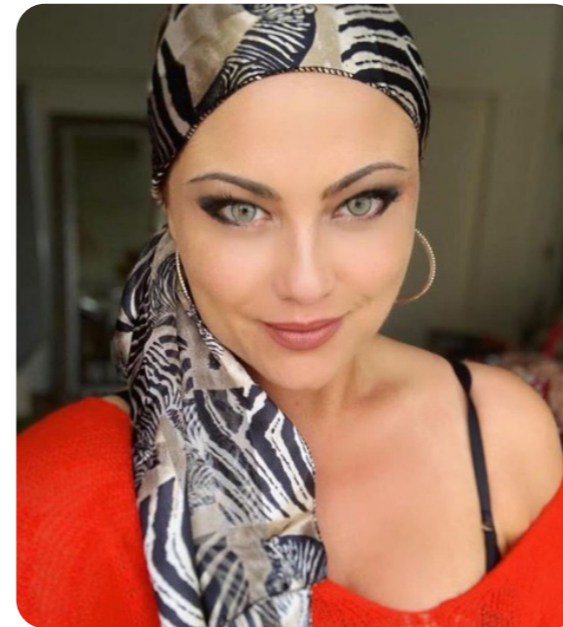
On February 4th, World Cancer Day, we held, for the fourth year in a row, the Vá de Lenço campaign, a way of associating the tribute to patients with awareness of the prevention and early detection of cancer.

Even in early 2020, before the pandemic, we carried out a physical action on Av. Paulista, in partnership with ACT, 9 de Julho Hospital and Top Center Shopping Mall. We set up an exoteric booth, so people could discover their future. Inside, from a quiz with questions and answers, we taught about healthy habits that help in the control and prevention of cancer, that is, to build a healthier future. **Over 400 people participated in the action** and were impacted by the message.



Over 400 people participated in the action

And to further expand the reach of this cancer awareness campaign, we had the participation of celebrities, such as Ellen Roche, Malvino Salvador, Juliano Cazarré and Adriane Galisteu, in addition to the thousands of patients, family members and health professionals who posted their photos using scarf and the **#vadelenço**. With this, **we managed to reach over 50 million people**.



Ellen Roche



Malvino Salvador



Juliano Cazarré



Adriane Galisteu

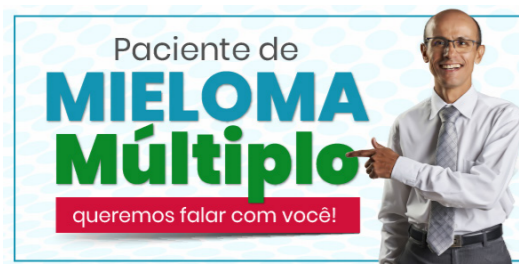
 **Over 50 million people reached**



March was Multiple Myeloma Awareness Month

Type of cancer that occurs, in most cases, in people over 60 years of age, Multiple Myeloma (MM) is still unknown by the population – and also by some doctors.

To change this scenario, during MM awareness month, we disseminated information on the main signs and symptoms of the disease throughout the country via Abrale’s communication channels and through regional representatives. **Over 175,000 people were reached.**



Blood donation

In the midst of the COVID-19 pandemic, blood banks began to face a serious supply crisis. We then launched the campaign “**Only leave the house if it is to do good**” and, from April to July, we worked intensively on the topic through Abrale communication channels. To expand our reach, we relied on the collaboration of our entire support network (hospitals, partner NGOs, blood banks, medical societies, among others), as well as several celebrities, such as Patricia Poeta, Sabrina Sato, Carol Castro and Felipe Andreoli, who talked about the action on their social media, in addition to articles published in major media outlets.



We provide a hot site with information about the importance of donation and how to do it safely. Thus, we have managed to reach over **80 million people.**

Cabify joined our cause and offered free rides to the collection points. And, as a result of this partnership, **over 2,500 blood donors** were able to reach the blood centers safely, avoiding public transport.

SOS Coronavirus

The new coronavirus arrived bringing fear, insecurity and, of course, many doubts to the entire population. In Oncology it was no different, both in regards to the impact on new diagnoses, leading to a significant reduction in the identification of new cases of cancer, as well as in the reduction of the number of treatments performed.



And in the midst of so much fake news about Covid-19, we saw the need to create a website that centralized all information about the coronavirus, coming from reliable sources, providing relevant and quality content to the entire Abrale community. Thus, we developed the campaign **SOS Coronavirus**, which used different communication channels to reach over **20 million people**: hot site with complete information about coronavirus and cancer; content for social media; livestreams with experts; articles published in the Abrale Magazine and press vehicles; mini series on AbraleTV.

We’ve delivered information about the coronavirus to over 20 million people

Light Green August (Agosto Verde Claro) Lymphoma Awareness Month

A type of cancer of the lymphatic system, lymphoma does not choose age, sex, race, religion or social class. It can happen to anyone.

To draw the population's attention to its symptoms and the importance of early diagnosis, we created the campaign **"Lymphoma chose me. But I chose to fight."** The action, which took place entirely online, had the participation of celebrities in the Green Ink Challenge (Desafio da Tinta Verde) on TikTok, lives on Abrale's social media networks, in addition to complete content for all the association's communication channels (posts on social media, articles on magazine, website, Abrale TV) and dissemination in the press. **Over 25 million people were reached.**



September – Leukemia seems invisible. But its symptoms are apparent.

This was the slogan used in the national campaign we carried out in the month of September, to generate population awareness around this type of cancer. The precocity and promptness of its diagnosis can make all the difference. Therefore, the goal was to draw attention to its symptoms. After all, although leukemia does not cause physical changes, like other types of cancer, it does display important signs and symptoms that must be recognized.



As partners, we were able to count on the participation of Top Center Mall, which, through Electromedia—those messages that are shown on the TVs in the elevators—took this content to its audience. Moreover, we had publications in the press, in addition to using all of Abrale's communication channels. The action **reached over 30 million people.**



Over 30 million people reached with the action



October – Myelofibrosis, a lesser-known cancer

The action took place in October and shed a light on myelofibrosis, a type of cancer that affects older people more and is still widely unknown. The goal was to alert the population about its symptoms, as well as geriatricians and general practitioners, through an informative slide focused on this audience.



BMT – In search of new, healthy blood cells

To close out the year, the campaign, carried out online in different Abrale communication channels, provided explanations on what bone marrow transplants are and the different types. This information reached over 140,000 people, with direct engagement of over 10,000 patients and families.

Onco Ensino Results:



Know, to better treat

Onco Ensino is a distance learning platform that supports health facilities specialized in Oncology in the professional training and development of their employees.

Its free courses are intended to help detect different types of cancer earlier, as well as provide updates on the treatment of the disease.

Currently, there are over 25 thousand course completions, with topics such as Palliative Care, Lymphomas, Nutrition, Childhood Cancer, Clinical Research and Solid Tumors. In 2020 alone, over 12,000 new registrations and 6,941 completions were recorded. We also made new partnerships in 22 public treatment centers across the country.



November – Body Under Attack: Autoimmune Hematologic Diseases

When the immune system, responsible for protecting the body, starts to attack its own tissues and organs, it is possible for diseases such as ITP and aplastic anemia, also known as Autoimmune Hematological Diseases, to arise.

SINTOMAS DA PTI

- Sangramentos espontâneos e persistentes (em especial na região da boca e nariz)
- Hematomas pelo corpo
- Petéquias (pontinhos vermelhos na pele)

SINTOMAS DA ANEMIA APLÁSICA

- Cansaço excessivo, palidez e falta de ar
- Febre e infecções recorrentes
- Perda de peso sem motivo aparente
- Hematomas e petéquias pelo corpo
- Sangramentos espontâneos e excessivos

Fique sempre atento! Fale com seu médico.
www.abrale.org.br
0800 773 9973

In this campaign, we created different informative materials regarding both diseases and disseminated them on social media, Abrale TV, Abrale magazine, email marketing, in addition to publishing special content for general practitioners. **Around 60,000 people were reached.**

Data Analysis: an answer to Health



Knowing how oncologic treatment has been taking place in Brazil is essential to guarantee society and, of course, patients, the right to quality Health. To get to know this reality, based on data and numbers, we conducted research both through interviews with patients and through the survey and analysis of the UHS (Unified Health System) care data. Thus, we assign meaning to data, transforming it into knowledge.

In 2020, six large studies were carried out. The highlights are:

Overview of breast cancer care in the Unified Health System

Held in partnership with the Avon Institute and the All Against Cancer Movement (TJCC), this study found very important findings on the diagnosis and treatment of breast cancer in the public health system.

The data showed that, from 2014 to 2018, the time to confirm a diagnosis of breast cancer in the UHS was longer than desired and that about 1/3 of the women had their diagnosis confirmed after 30 days, contrary to what was established by law n. 13,896/2019.

The average time to start treatment in the UHS (Unified Health System) was over 60 days, therefore, it also did not comply with current legislation (Law 12,732/2012).

This panorama has served as a basis for guiding the TJCC's discussions with health authorities in search of actions aimed at correcting failures and improving patient care.

The full study can be found at:
<https://observatoriodeoncologia.com.br/panorama-da-atencao-ao-cancer-de-mama-no-sus>

Overview of Pediatric Oncology

The production of health information is a commitment that needs to be assumed by all those who wish and work for efficient public health. Finding consolidated information on pediatric oncology is a challenge, and since leukemia is the most common childhood cancer (in the age group 0 to 19 years), Abrale joined the Desiderata Institute to carry out this study.

Since 2014, the Desiderata Institute has worked in partnership with the Cancer Foundation and the National Cancer Institute with the aim of producing information that highlights the pediatric oncology scenario in Rio de Janeiro (<https://desiderata.org.br/project/panorama-of-pediatric-oncology>). In 2020, we joined the group and published the first bulletin "Panorama of Pediatric Oncology of the State of São Paulo", with the goal of knowing the data of incidence, mortality, visits in hospitals with pediatric oncology services, waiting time for medical care, quality of the record and staging at diagnosis.

We intend that such information will be useful both for the review of assistance practices, as well as for the planning of policies and strategic actions. Therefore, we work so that managers, health professionals, patients, caregivers, researchers make use of this information in their professional practice.

The full study can be checked at: <https://observatoriodeoncologia.com.br/panorama-da-oncologia-pediatrica-no-estado-de-sao-paulo>



Overview of hospital and outpatient care of patients diagnosed with leukemia in Brazil: a quantitative analysis

National population-based studies of leukemia treatment are scarce, and this information is essential for policy planning that aim to minimize the morbidity and mortality of the disease. That said, the goal of this study was to evaluate the panorama of hospital and outpatient care of patients with leukemia in the UHS (Unified Health System), between 2009 and 2018, according to each of the subtypes and characteristics of the patients.

The results showed a broad overview of leukemia treatment in the country, however, the available records did not allow evaluating the patient's journey, identifying the different places of care where he passes, nor the complications and/or outcomes of his treatment. , that is, the available records do not allow the assessment of survival and quality of care provided.

It is urgent to create a national cancer registry, in order to enable monitoring the service provided with the goal of seeking continuous improvement.

And since its publishing, we have been using these findings to support our discussions with health authorities in search of improving cancer registries in the country.

The full study can be checked at: <https://observatoriodeoncologia.com.br/panorama-do-atendimento-ambulatorial-e-hospitalar-dos-pacientes-diagnosticados-com-leucemia-no-brasil-uma-analise-quantitativa>

More data!

Abrale patient survey:

- Chronic Lymphocytic Leukemia (CLL) Journey: Supplementary Health, **100 patients**
- Myelofibrosis Journey: **160 patients**
- Multiple Myeloma Journey: **50 patients**
- Lymphoma Journey: **531 patients**
- Focus Groups: Primary Immune Thrombocytopenia or Idiopathic Thrombocytopenic Purpura (ITP), CLL and Supplemental Health.

Article published in scientific journal- Hematology, Transfusion and Cell Therapy

(OVERVIEW OF LYMPHOMA DIAGNOSIS IN BRAZILIAN PUBLIC HEALTH SYSTEM PATIENTS: OPEN DATA ANALYSIS FOR HEALTH CARE PLANNING)

Our goal in publishing this study in the Brazilian Association of Hematology, Hemotherapy and Cell Therapy (ABHH) journal was to alert the hematologists in Brazil, since they all receive this journal, about how late lymphoma diagnoses have been happening in our country.

By sensitizing specialists with real-world data, we believe that we will have greater strength to work on public policies and the improvement of primary health care in order to anticipate the diagnosis of lymphomas.

Can be accessed at: <https://www.sciencedirect.com/science/article/pii/S2531137920312876?via%3Dihub>

Health Policies

We articulate and mobilize public and private stakeholders to promote actions aimed at improving oncological and hematological care in Brazil. We have reached important achievements regarding public and private healthcare:

Mixed Parliamentary Front for the Fight Against Cancer

We were present at important events organized by the Parliamentary Front, such as the meeting on the impact of COVID-19 on the diagnosis and treatment of cancer, and the livestream that we organized internally, with the presence of deputy Silvia Cristina Amancio Chagas.

Social participation in the UHS Deliberative Councils

We are members of the São Paulo State Health Council and we participate in all collegiate meetings and gatherings. Our focus is to represent the patient, always aiming at access to early diagnosis and better treatments.

Public Consultations (UHS and Health Insurance)

We engage, through announcements on our social networks and website, patients from all over Brazil to participate in public consultations in favor of new drug incorporations in CONITEC (the regulatory body of the UHS), for diseases such as myelofibrosis, acute and chronic leukemias, and Hodgkin's lymphoma, as well as in the National Agency of Supplementary Health (ANS - health insurance regulatory body), for acute and chronic leukemias, multiple myeloma, mantle cell lymphoma and polycythemia vera.

We maintain active contact with both institutions, in addition to producing documents, with the technical support of the Abrale Medical Committee, which bring important contributions to the defense of the incorporation of new procedures.



Together, we are stronger

The All Together Against Cancer Movement, created in 2014 by Abrale, and which brings together over 200 partner organizations, aims to guarantee the right to universal and equal access to health. During the year, important actions were taken:

7th Congress All Against Cancer

The seventh edition of the TJCC Congress took place, in digital form, from the 21st to the 25th of September 2020 and brought debates on promotion, prevention, treatment, management, financing and innovation, always within the scope of the National Cancer Prevention and Control Policy.

The opening theme of the event was "Impacts and lessons learned from COVID-19 for Oncology" and featured, among the names, the participation of Andre Ilbawi, oncologist at the World Health Organization (WHO).



There were over 6,300 subscribers, 41 panels, 13 discussion groups, 170 speakers and 150,000 accesses to the content that we planned so carefully to, in fact, positively impact the Brazilian oncology scenario.

Check the summary of all debates at: <https://tjcc.com.br/7-congresso-tjcc>

2nd Regional Forum All Against Cancer – Digital

The second All Against Cancer North and Northeast Forum took place on November 25th and 26th. And to follow all the health norms, this year the event was entirely online.

Held by the TJCC Movement, in partnership with the Brazilian Association of Lymphoma and Leukemia (Abrale) and the Roda da Vida Institute, the event aimed to bring together health leaders to discuss the main improvements needed in both regions, through thematic axes of the Policy. National Cancer Prevention and Control. **There were over 850 subscribers, 6 panels, 20 speakers and 30 thousand accesses to the content discussed.**



TJCC Survey: how is the cancer treatment, during the new coronavirus pandemic?

Between April 8 and October 1, **774 people** answered the questionnaire online about the impacts caused by the new coronavirus pandemic. Patients with breast cancer, lymphoma, leukemia and other types of tumors, as well as health professionals participated.

Most of the interviewed patients (44%) were treated by the UHS (Unified Health System). Among the main problems reported were the cancellation or rescheduling of appointments, problems with performing tests and withdrawal of medication.



Among health professionals, the perception of the impact of the pandemic on cancer treatment is even greater. The majority (±77%) reported changes, such as alteration or cancellation of elective consultations and diagnostic and follow-up exams. Lower impact was observed in surgical procedures and in chemotherapy, radiotherapy or drug infusion sessions, and in medication withdrawal.

With these findings, we joined the medical societies of Oncology (SBOC, SBCO, SOBOPE, SBC, Clinical Pathology, among others) to advocate the structuring of COVID-free pathways in order to continue the care of cancer patients.

Clinical research in Brazil

Bill 7.082/2017 aims to establish the National System of Ethics in Clinical Research with Human Beings, propose a regulatory framework in the area to ensure that there is a federal law dealing with the subject and reduce the bureaucracy of clinical research in Brazil.

Carrying out clinical research in the country is in the interest of everyone: the government, cancer patients and all sectors involved, whether public or private, national or international. After all, it is through these studies that new therapies can offer the population a better quality of life. For this reason, the TJCC Movement made a public note in favor of the new regulation.

Yes to Oral Chemo

The campaign aimed to facilitate and expand the access of beneficiary patients from health plans to oral chemotherapy. This is an initiative of the Vencer o Câncer Institute, which received support from the All Against Cancer (TJCC) and Abrale Movement. There were over **113,000 signatures** on the document sent to government agencies, and on June 3, Bill 6,330/2019 was approved in the Federal Senate.

Status of the Person with Cancer

The TJCC Movement supports Bill No. 1605/19, which creates the Statute of Person with Cancer. This bill, through a legal framework, presents solutions and improvements to the difficulties already faced in cancer care in the country and seeks to provide legal support to guarantee dignity, the exercise of citizenship and social inclusion to patients, including children and adolescents. affected by the disease.

A petition was held and over 107,000 people signed it. The document was handed over to government health representatives.

Better practices for the 3rd health sector!

Several organizations that support patients, of different pathologies, around the world, work to reduce inequalities in the field of Health, especially with regard to access to treatments and quality of life. Starting in 2006, Alianza Latina aims to establish a network to train patient organizations in the 3rd sector, promoting professionalization and cooperation between them. **For this, we carried out:**

Census with member associations of the Network

Aimed at member associations, the goal was to update information and deepen knowledge about the profile of each of the organizations that are part of the Alianza Latina Network. We had 88% adherence and we were able to improve topics such as patient support and current management challenges.



Research “Impact of the pandemic by COVID-19 on patients with NCDs in Latin America”

Due to the pandemic, we have observed with great concern the problems of care for patients with NCDs in the Latin American region, from the cancellation of appointments, tests and surgeries, impacting the continuity of their treatments. To identify these challenges, we conducted a collaborative survey with member associations of the network. We counted with the participation of **865 patients, 151 health professionals, from 18 countries.**

Leadership Coaching Program

An exclusive benefit for the network associations that score the highest in the Commitment - Theory and Practice Program, we had **20 leaders from 10 member organizations participate.** All had the opportunity to online lectures on advocacy, project planning and implementation, and partnering with the private sector.

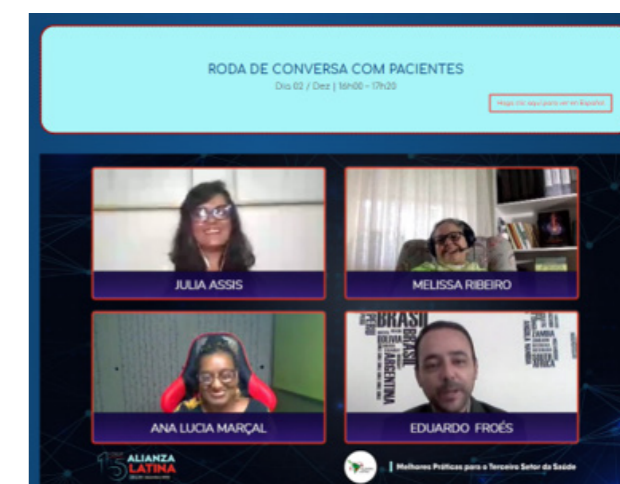


Better Living with Balance Program

Facing the scenario of great challenges in emotional and mental health, generated the pandemic of COVID-19, in partnership with Pract Consultoria, Alianza Latina developed a new training program to support employees of of the member associations of the network in techniques for stress management and personal/professional balance. **116 people** participated in the webinar and 54 people attended 2 sessions of the Workshop with a complete approach of the program.

The 15th edition of the Alianza Latina Forum

Between December 1st and 3rd the 15th edition of the Alianza Latina Forum took place. In digital format, the event had its scope extended beyond the leaders of the member associations of the network, and was attended by representatives of social organizations, health professionals, patients, and students from the Latin American region, with more than **500 registrations.** There were 20 hours of programming in 16 sessions, with international speakers, who talked about management strategies, fundraising, advocacy, patient focus, volunteering, and more.



Big Data in Oncology

The 5th Big Data in Digital Oncology Forum took place on July 29th and 30th July, with the theme Inequality and Cancer. Experts in different areas debated the importance of data analysis in the search for an equal and better-quality health in Brazil. More than **500 people** attended the event.



Researchers from the Oncology Observatory evaluated socioeconomic factors, health infrastructure, and health spending variables in the states and proved that where there is greater socioeconomic development, a higher percentage of patients survive tumors.

The data are in the study “Inequality and cancer in Brazil: a comparative analysis of factors related to different cancer outcomes in Brazilian states”, which was presented on the first day of the event, by Dr. Felipe Ades, oncologist at Hospital Alemão Oswaldo Cruz.

To see the complete summary of the event, access:
<https://observatoriodeoncologia.com.br/bigdata/>

Hackathon



Datacare: Marathon against cancer – In search of answers to improvement of early detection of breast cancer using data science

In partnership with the Data Science department of Hospital Israelita Albert Einstein, we held this hackathon with the objective of, based on the knowledge and engagement of young data scientists, seek new solutions to integrate the socio demographic and health data of the country, in order to identify which factors, lead to a better outcome of breast cancer treatment, which are the best practices related to these factors, and, as a result, develop a solution that could be applied on a national scale to disseminate the practices that are leading to better outcomes. The three winning groups of this gymkhana brought very interesting proposals that will be applied in a pilot project to be executed in 2021.



Desafio on-line 'Datacare: Maratona contra o Câncer', em busca de resposta para melhorado diagnóstico precoce do câncer de mama utilizando ciência de dados.

Evento online e gratuito.
Confira a programação completa e saiba como se inscrever em <http://desafio.erez.bio/>

Realização:   Patrocínio:   Apoio: 

COMPANIES AND PARTNERS

That are part of the fight against cancer



Reasons to invest in ABRALE

Being an Abrale partner is more than simple philanthropy: **besides significantly impacting the lives of patients, your company also gains with the value chain in health that is generated.**

For your company, it is an opportunity to:



92% OF CONSUMERS
WOULD BUY PRODUCTS ASSOCIATED WITH A SOCIAL CAUSE

Source: Global Study of RSE 2013

What Do We Offer to the Private Sector?

- ★ The result of a reputation of more than 18 years of experience throughout Brazil
- ★ More than 100 international partnerships, with global reach
- ★ The opportunity to achieve your Social Responsibility objectives by investing in our broad portfolio of programs
- ★ Structure and geographic reach with local, regional, and global impact
- ★ Long-term commitment to specific communities and municipalities
- ★ The opportunity to be an important player in improving health in the country

How to take part?

Your company can integrate Social Responsibility practices with your business strategy:

- By investing in ABRALE programs that align with your Social Responsibility objectives
- Becoming a strategic partner in the search for innovative solutions that benefit patients and families
- Amplifying the power of your brand through cause related marketing
- Giving up spaces for the disclosure of educational campaigns for the population, which aim to disseminate and expand knowledge about various health issues.

Our Partners

Donors and Sponsors (Master)

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AstraZeneca

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INSTITUTO AVON

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PHARMACEUTICAL COMPANIES OF
Johnson & Johnson

Libbs
Porque se trata da vida

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PATIENT CENTRICITY

BIOMM

Boehringer
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Sante Acessórios
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