Patient-reported real-world treatment patterns for melanoma in the UK measured using a digital ‘bring your own device’ platform

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BACKGROUND

Melanoma

Melanoma is an aggressive form of skin cancer that originates from melanocytes in the top layer of the epidermis.1Melanoma is the 9th most common cancer in the UK, with 15,106 new cases registered in 2019.2

The incidence is rising, especially in older adults – just over half of melanoma cases in the UK are in people aged 65 years and over.3 However, melanoma also occurs relatively frequently in younger populations, with most cases of melanoma in people aged 40 years and under.3

New treatment modalities have been introduced that can affect the progression of melanoma.4Vemurafenib, an oral BRAF inhibitor, was approved for the treatment of BRAF V600-mutant metastatic melanoma in 2011.5Notably, locoregional treatment (e.g., surgery) is often performed to remove malignant melanoma when feasible.6

New treatments in melanoma are generally transforming the disease from a chronic condition:• for advanced disease, the median survival has significantly increased from 9 months in 1997 to 5 years in 2017;• the use of targeted therapies for BRAF V600-positive melanoma (e.g., vemurafenib) is associated with improved outcomes;7 however, patients with BRAF V600 wild-type disease are still a clinical challenge;• the introduction of immunotherapy has transformed outcomes for certain subgroups of patients; 8-10

Surgical resection is the mainstay of treatment for melanoma, with the aim of achieving complete local control and improving survival.11Systemic targeted therapy for melanoma can be considered in patients with unresectable disease and in the adjuvant setting to prevent recurrence.12

In the past, the treatment of melanoma was primarily surgical resection.13However, with the availability of systemic therapies,14the focus is now shifting towards targeted therapies, immunotherapies and combinatorial strategies.1516

Innovations in melanoma treatments are expected to improve outcomes in the future,17including the development of combination strategies and the identification of specific biomarkers.18

METHODS

The study is fully GDPR compliant;• informed consent is obtained electronically via the study app;• development of the app was informed by feedback from patients and healthcare professionals;• the study is registered with the National Commissioning Board.19

The registry records patients’ demographics, treatment patterns in the NHS,19daily activities, such as caring for a family,19symptoms, functioning, work and other forms of productivity and19‘bring your own device’ platform in the UK measured using a digital

RESULTS

Main treatment hospitals/clinics

Note: The results presented here are based on 146 registry participants who provided treatment patterns data and melanoma stage from a total sample of 246 participants recruited at the time of the data cut.423 participants are currently registered.

DISCUSSION AND CONCLUSIONS

Treatment of melanoma in the UK real-world setting broadly follows published guidelines, with use of immunotherapy and targeted therapies reported for all stages of disease.2020

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