



Pierre Fabre Oncology Benelux and BioLizard announce the first innovative digital partnership to support patient empowerment in colorectal cancer.

In tradition March is the colorectal cancer awareness month worldwide.

Colorectal cancer is the world's 3rd most common cancer type¹. Educating on prevention through healthy lifestyle and the importance of early detection and diagnosis of colorectal cancer is the central goal in the Blue March campaign.

In 2020, almost 2 million new cases of colorectal cancer were diagnosed worldwide. Of these, 17.015 cases were seen in The Netherlands, 9.585 cases in Belgium and 330 cases in Luxembourg².

Self-empowerment and support of the patient as well as shared decision making were the key needs identified by colorectal cancer patients for improvement of their standard of care^{3 4}

Committed to meet these key patient needs; Pierre Fabre Oncology and BioLizard started a partnership to launch the first Benelux colorectal cancer patient support app. Outlining of the design and different elements of the app were shaped in multiple co-creation sessions with healthcare professionals and patient advocacy groups in Belgium and The Netherlands throughout 2020 and 2021, covering patient needs in their colorectal cancer treatment pathway.

This colorectal cancer app is the result of two dedicated companies with complementary expertise which combined will support one goal in colorectal cancer patient lives: providing educational support, feedback possibilities, shared decision making and overall empowerment of patients throughout their disease.

Both companies are committed to sustainable synergy starting this Blue March, by creating innovative support materials for both patients as well as healthcare professionals.

Fighting colorectal cancer is a joint effort, where all can take their role and contribute.

We're in this together.

Various demo sessions as well as alerts of new releases are planned, securing a sustainable future together for this first colorectal cancer patient empowerment app.

About Pierre Fabre Oncology Benelux

With a portfolio of products for the treatment of melanoma, breast cancer, colorectal cancer and lung cancer, Pierre Fabre Oncology Benelux (pierrefabre-oncologie.be) represents the fast-growing pharmaceutical part of the Pierre Fabre Group. The Pierre Fabre Group also consists of a consumer healthcare products & dermo-cosmetics department and is for 86% owned by the Pierre Fabre Foundation, a government-recognized public-interest foundation (fondationpierrefabre.org), and secondarily owned by its employees through an international employee stock ownership plan. Their general mission is to prevent, treat and support. The patient empowerment app is a perfect example of this engagement to support cancer patients in the daily challenges they are faced with within their disease pathway.

About BioLizard

BioLizard (lizard.bio) is an agile bioinformatics and data management consulting company providing tailored solutions to the life sciences industry. Specialized in the handling of highly complex scientific and healthcare data and the development and application of state-of-the-art analytical and digital technologies. This makes BioLizard the go-to-partner for data analytics, data management and digitalization in the life science ecosystem. One of the core company values is their focus on doing what is right and the engagement in this partnership project fully reflects this vision: to improve the quality and longevity of human life around the world by leveraging information better.

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¹ [Global Cancer Statistics](#)

² [Global Cancer Observatory](#)

³ [Stichting Darmkanker: nog veel blinde vlekken in informatie voorziening \(Dec,8, 2021\)](#)

⁴ SAMHealth patient coloncancer research: how to optimize needs in the treatment pathway: May 11, 2021