



## **STATE-WIDE PROSTATE CANCER PROGRAM IN RESEARCH, EDUCATION, AWARENESS AND HEALTH EQUITY:**

### ***Creating a Massachusetts Model of National and Global Leadership***

#### ***Annual Progress Report for 2025 and Plans for 2026***

**Prostate Cancer:** *The Most Common Major Malignancy in Men and a Leading Health Disparity*

**Priority Focus:** *Men at high risk, including Black and Hispanic/Latino Individuals, Men with Family History of Prostate Cancer and Increasing Age (50 and older), their caregivers & doctors*

**Lead Partners of the AdMeTech Foundation's Prostate Cancer Action Council (PCAC):** American Cancer Society Cancer Action Network, Center for Elimination of Health and Social Inequities & Disparities (CEHSID), Community Health Awareness Network Grows Equity (CHANGE), Men of Color Health Awareness (MOCHA), Latino Health Insurance Program (LHIP), Lincoln Congregation, Massachusetts branches of the NAACP, Live Thru It Foundation, and Independent "Blue Ribbon" Expert Panel, including leaders of medicine and public health.

**Prostate Cancer Program Integrates** Public Awareness Campaign, Clinical Equity, Medical Education and Research:

**1) Public Awareness and Community Outreach:** Individual Educational Workshops and Ongoing, Sustainable Programs designed for counties and populations with the highest prostate cancer mortality and related disparities in Black, Hispanic and Latino men. These workshops are held in cooperation with PCAC members, Baptist and Black churches, Urban League and other community and grassroots organizations. Our 16<sup>th</sup>. Annual Prostate Cancer Awareness Day was held on March 27, 2025, and featured Governor Maura Healey, Senate President Karen Spilka, Speaker of the House Ronald Mariano, Senate Majority Leader Cynthia Creem, Senate Majority Whip Mike Rush, Rep. Marjorie Deckers, Chair of the Public Health Committee, Rep. Bud Williams, Chair of the Joint Committee on Racial Equity, Civil Rights, and Inclusion, and other leaders of legislature, medicine, advocacy, and community organizations.

#### ***Outcomes:***

- *Outreach: Between January 2025 and January 2026, we reached over 20,000 people. Since 2019, we reached over 81,000 people;*
- *Long-Term Impact: Plymouth County had a state-leading mortality in Black men prior to 2015. Partnership with Brockton NAACP, local clinical providers and broad community engagement resulted in the reduction in Black mortality and related disparities by over 50%. This partnership created a model for our public awareness programs in Massachusetts.*

**2) Prostate Cancer Equity (PCE) Resource Project** has been improving access of the Massachusetts men (particularly Black and Hispanic individuals) to the cutting-edge clinical care and supporting them every step of their medical journey. We are working with Mass General Brigham, UMASS, Beth Israel Lahey Health and other clinical partners. Leveraging trust built with NAACP branches, LHIP and other community organization, we referred over 115 men to leading clinical experts and assured appropriate follow up. AdMeTech developed a referral process for men, based on multiple focus groups, with the goal to make sure men are not left behind or struggling alone. Utilizing this process, AdMeTech's clinical partners enrolled multiple patients within their health systems.

#### ***Results and Expected Impact:***

- *Over 115 men were referred to leading state's clinical experts*
- *Improvement in the Black and Hispanic men's compliance with clinical recommendations (e.g., preventive, diagnostic and therapeutic interventions)*
- *PCE Program, integrated with public awareness, will enable Massachusetts to lead the nation in reducing health disparities.*

- 3) Medical Education:** AdMeTech Foundation's Annual Global Prostate Cancer Summit (GPS) & Brain Trust on Precision Diagnosis and Treatment of Prostate Cancer, established in 2016, has been recognized as a seminal multi-disciplinary event in educating the key stake holders, expediting expert consensus on the best emerging clinical practices and research priorities, and shaping the state of the art and future vision in precision care.

***Results and Outcomes of AdMeTech Foundation's GPS 2025:***

- Over 60 scientific presentations were published online by media partners, reaching over 35,000 physicians globally;
- Over 400 physicians took part in this event, representing the largest participation in the event's history (over 30% increase compared to 2024). A significant fraction of this increase came from Central and South America, prioritized by our International Organizing Committee (IOC) in 2025. IOC, established in February 2023, has been also instrumental in increasing participation from the Middle East and Africa, Asia, Eastern and Central Europe, in addition to active representation from USA, Canada, UK, Western Europe, and Australia; and
- Long-Term Impact:
  - 1) Expedited clinical acceptance of prostate MRI and molecular imaging (PET PSMA);
  - 2) Accelerated recognition of the integrated, multi-disciplinary, comprehensive approach to precision diagnosis (radiogenomics and multiomics) for individualized, precision treatment;
  - 3) Increased awareness of the importance of advanced bioinformatics and artificial intelligence for clinical data analysis and patient care strategies; and
  - 4) Expedited clinical validation and implementation of image-guided, minimally invasive treatment ("male lumpectomy"), which can be performed in outpatient clinics, with significantly reduced complications, patient discomfort and costs.

- 4) Research:** We continue to provide international leadership in the advancement of diagnostics and therapeutics, to enable precision, individualized care, avoid unnecessary procedures, improve quality of life in men and reduce health care costs.

*Background:* Since 1998, AdMeTech designed and supported pioneering research and development in prostate MRI; Molecular Imaging (including PSMA), robotics for biopsy and treatment, as well as radiogenomics and multiomics (integration of imaging with other precision diagnostics, such as genetics, proteomics, histology, etc.).

Since 2023, Based on the Summit findings, AdMeTech established International Working Group on Minimally Invasive Treatment to develop strategy for expedited clinical validation and implementation of this new, cost-effective approach to patient care. Similarly to lumpectomy in women with breast cancer, this novel treatment is expected to replace radical surgery in many men with prostate cancer, reduce complications and health care costs, and ultimately, improve compliance with screening. In Massachusetts alone, this novel treatment is expected to benefit at least 1,600 men and save over \$40 Million each year.

***Outcome in 2025:*** Completion of the consensus-based design for and initiation of the pilot study to improve assessment of patients after minimally-invasive treatment, using MRI and molecular imaging, to achieve the following goals:

- a.** To improve early diagnosis of residual or recurrent prostate cancer; and
- b.** To expedite definitive, large-scale clinical trials and adoption of "male lumpectomy".

**PLANS FOR 2026:** We will expand –

- 1) Public Awareness Campaign and Prostate Cancer Equity (PCE) Resource Project, with primary focus on Black, Hispanic and Latino men;
- 2) Medical Education, with the focus on increasing global participation in Annual Summit in September 2025; and
- 3) Research, with the priority focus on conducting a pilot study for expedited clinical validation and implementation of minimally invasive treatment ("male lumpectomy").