



**STATE-WIDE PROSTATE CANCER PROGRAM IN RESEARCH, EDUCATION, AWARENESS AND HEALTH EQUITY:  
Creating a Massachusetts Model of National and Global Leadership**

**Annual Progress Report and Plans – January 14, 2026**

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

**Priority Focus:** Men at high risk, their caregivers & doctors

- Black and Hispanic/Latino Individuals, Family History and Age (above 50)

**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, eleven branches of the NAACP, Live Thru It Foundation, and Independent “Blue Ribbon” Expert Panel, including leaders of medicine and public health.

**1) Public Awareness Campaign:** Individual Educational Workshops and Ongoing, Sustainable Programs designed for counties and populations with the highest prostate cancer mortality and related disparities. These workshops are held in cooperation with PCAC members, Baptist and Black churches, Urban League and other community and grassroots organizations. Our 17<sup>th</sup> Annual Prostate Cancer Awareness Day was held on March 24, 2026, and featured 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 82,000 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 a significant (>55%) reduction in mortality in Black men and related disparities. 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. Mass General Brigham, UMASS, Beth Israel Lahey Health have been serving as our clinical partners. Leveraging trust built with NAACP branches, LHIP and other community partners, we referred over 120 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 countless patients within their health systems. **Expected Impact:** PCE Project, integrated with public awareness, will enable Massachusetts to become the first state to eliminate health disparities in prostate cancer.

**3) Medical Education:** Annual Virtual Global Summit & 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 Summit 2025:**

- Over 60 scientific presentations, published online and covered by media partners, reaching over 35,000 physicians globally;
- Over 400 physicians took part in this event. Our International Organizing Council increased participation from the Middle East and Africa, Central and South America, Asia, Eastern and Central Europe (in addition to that from USA, Canada, UK, Europe, Australia, Japan and China); and
- AdMeTech’s International Working Group finalized and initiated a pilot research study to expedite transfer of minimally invasive treatment (lumpectomy equivalent for men) from laboratories to patients.

**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. **Past Impact:** AdMeTech-led clinical trial of prostate MRI demonstrated its value as a game changer and a new standard in patient care. **Expected Impact:** Based on the Summit 2023 recommendations, AdMeTech established International Working Group on Minimally Invasive Treatment, leading research 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 and reduce health care costs. In Massachusetts alone, this novel treatment is expected to benefit at least 1,600 men and save over \$40 Million each year.

**PLANS FOR FY’2027:** To continue and expand –

- 1) Public Awareness Campaign and PCE Resource Project, with primary focus on Black, Hispanic and Latino men;
- 2) Medical Education, including increased global participation in Annual Summit in October 2026; and
- 3) Medical Research, with the priority focus on accelerating clinical evaluation and implementation of minimally invasive treatment.