

Press Release

29/04/2017

EVAUX® innovates and launches a campaign in pharmacy to promote the observance of oncological treatments.

An estimated 2 billion Euros, 1 million days of hospitalization and 8 thousand deaths the annual consequences of non-compliance with drug treatments in France (1).

WHO considers that the impact of compliance actions may be greater than any medical discovery in terms of public health and patient benefits (2).

In cancerology, only 55% of patients are observing (1) due in part to the toxicity of new treatments. 77% of patients with cancer wait for advice on side effects from their pharmacists (3) 41% of pharmacists do not have specific answers. (3)

After 10 years of experience in the care of oncological support, EVAUX® launches a training campaign with pharmacies on dermo-cosmetic support care.

Paris, April 27, 2017

EVAUX LABORATOIRES (EVAUX®) has decided to make the pharmacies benefit from its expertise on chemo-induced skin toxicities or consecutive to radiotherapy treatments.

FINDING N° 1: THE TREATMENT OF CANCER IN FRANCE REPRESENTS A MAJOR ECONOMIC STAKE.

In 2015 in France: 385,000 new cases diagnosed, 6.64 million hospital nights for 1.15 million people, or ¼ of total hospital activity. The total expenditure on care was 5.35 billion Euros. ⁽⁴⁾

FINDING N° 2: NON-COMPLIANCE WITH TREATMENT HAS SERIOUS CONSEQUENCES.

The adherence rate (compliance with the dosage and duration of treatment) of oral chemotherapy does not exceed 52 to 57%. ⁽²⁾ WHO considers that the impact of compliance actions may be greater than any medical discovery in terms of public health and patient benefits. ⁽²⁾ The consequences, all pathologies combined are estimated at 2 billion Euros, 1 million days of hospitalization and 8,000 deaths per year in France. ⁽¹⁾

FINDING N° 3: FACED WITH THE INCREASED TOXICITY OF NEW ANTI-CANCER TREATMENTS, ANTICIPATING CUTANEOUS SIDE EFFECTS BECOMES ONE OF THE KEYS TO THE SUCCESS OF THE CARE PATHWAY. ⁽⁵⁾

New targeted treatments, anti-cancer immunotherapies and tyrosine kinase inhibitors have improved the prognosis of certain cancers at the cost of increased dermatological side effects. With many outpatients for oral targeted therapies, the kinetics of treatments must be taken into account to prevent and manage adverse effects and thus promote adherence.

FINDING N° 4: IN THIS AREA, THE PHARMACIST IS NOT ALWAYS ABLE TO PROVIDE THE ADVICE EXPECTED.

Following a survey conducted by UTIC, 77% of cancer patients expect their pharmacists' advice on the side effects, but 41% of the pharmacies do not know precisely what to answer when it comes to dermo-toxicity and 62% admit require specific support documents. ⁽⁶⁾

ON THE BASIS OF THESE FINDINGS, EVAUX® LAUNCHES FREE TRAINING IN PHARMACY ON THE PREVENTION OF CUTANEOUS SIDE EFFECTS:

1. Non-compliance and its consequences
2. The cutaneous side effects of the main treatments and their delays of appearance.
3. The different methods of prevention and their effectiveness.
4. Patients' expectations of their pharmacist and the importance of counseling EVAUX® replaces the pharmacist at the heart of the oncology care chain.

EVAUX®: A CUSTOM DESIGNED RANGE FOR SIDE EFFECTS WHICH HAS BEEN THE SUBJECT OF NUMEROUS CLINICAL TRIALS



EVOSKIN REPAIR: Cream gel without soothing body fat, greatly reduces skin reactivity, soothes irritations and delays the appearance of side effects. Comparative study with Dexeryl®, cancer center CHU Poitiers Pr. R-J Bensadoun 2013.

EVONAIL: hydrophilic silicon-rich varnish with UVA / UVB filter is especially suitable for the prevention and treatment of nail disorders.



EVOMUCY MOUTHWASH: to prevent oral mucosal ulcers and burning sensations. Efficacy study under chemotherapy - Institut Sainte Catherine Avignon 2016.

EVOGYN INTIMATE CARE: to prevent and alleviate droughts, and the intimate burning sensations that can be observed as a result of radiotherapies Gynecological control test - Evic France 2016.

ABOUT US

EVAUX, French laboratory of dermatology, focuses its expertise in dermo-cosmetic care based on the properties of the hyperthermal water of Evaux-Les-Bains.

Its experience was built with patients suffering from skin and mucus secondary effects induced by chemotherapy and radiotherapy. This is one of the most demanding areas for dermo-cosmetic products.

Many medical evaluations have confirmed the efficacy of EVAUX®'s dermo-cosmetic products. EVAUX® products are sold in pharmacies and other specialized stores.

SOURCE

- 1. Mars 2014; Une analyse de la Commission Santé de la Fondation Concorde Sous la direction de Denis Fompeyrine*
- 2. «Observance des traitements médicamenteux en France» Rapport adopté par le Conseil de l'Académie nationale de Pharmacie le 15 décembre 2015*
- 3. Enquête UTIP - Evaluation des pratiques officinales - Accompagnement du patient cancéreux à l'officine - 2016*
- 4. Les cancers en France 2015 - L'essentiel des faits et chiffres - Institut National du Cancer*
- 5. Toxicité des traitements anti-cancéreux - Dr Sylvie Le Gac - Le Quotidien du Pharmacien 30.11.2016*
- 6. Enquête OpinionWay 2017 pour Avenir Pharmacie*

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