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# Roche Diagnostics to raise awareness on comprehensive genomic profiling in Hong Kong

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**Information platform empowers the public with knowledge on latest cancer treatment technologies**




According to data from the Hong Kong Cancer Registry of the Hospital Authority, the overall five-year survival rate for cancer patients has increased from 42% in the early 2000s to 55% in recent years, reflecting the importance of early cancer detection and appropriate treatment.

FWD Hong Kong, Roche Diagnostics (Hong Kong), and HKSH Cancer Centre are joining forces to enhance public awareness of precision cancer medicine. Information on Comprehensive Genomic Profiling (CGP) and precision medicine in cancer treatment will be introduced through FWD MAX lifestyle experience platform (fwdmax.fwd.com.hk), allowing the public to gain a deeper understanding of the latest cancer diagnostic and treatment methods.

Comprehensive Genomic Profiling (CGP) can analyse multiple cancer types simultaneously, delving into the genomic alterations of a patient's tumour to formulate more precise and personalised treatment plans. This technology helps doctors accurately match patients with targeted therapies and monitor genomic changes during tumour resistance, recurrence, and metastasis to adjust treatment strategies, thereby improving patient outcome.

Through FWD MAX, FWD will publish a series of cancer-related content, including the latest developments in CGP and precision medicine, aiming to increase public awareness and improve understanding of cancer and precision medicine. Oncologists from HKSH Cancer Centre will also share knowledge of cancer precision medicine on FWD MAX, further enhancing public understanding of CGP.

Image caption- *(From left to right) Dr Joseph Chan, Chief Medical Officer of HKSH Medical Group and Deputy Medical Superintendent of Hong Kong Sanatorium & Hospital; Ken Lau, Managing Director of Greater China and Hong Kong Chief Executive Officer, FWD; and Ronald Lo, General Manager of Roche Diagnostics (Hong Kong)*