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Winning Entry:

Transforming Expectations in Adjuvant Melanoma



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Winners' Statement

"We're delighted to be recognised for this work – and thank everyone who contributed. We're proud that our work has helped give melanoma patients the choice to proactively reduce their risk."

Entrants' Short Summary

In 2018, the melanoma community was awaiting a breakthrough. BMS had the opportunity to offer treatment where none had existed, for patients with huge unmet need. Adjuvant treatment has proven to be game-changing, relieving the significant anxiety of 'watchful waiting' for high risk patients, and allowing them the choice to proactively reduce their risk and improve chance of cure. Fast-forward to 2019, and across the UK patients are now able to choose an active treatment option, confidently communicated by their treatment team, rather than anxiously wait and hope...