





# SPOTLIGHT ON STAKEHOLDER SUCCESS

Program ROSE (Removing Obstacles to cervical ScrEening) - empowering women to eliminate cervical cancer

 <p><b>PATIENT</b></p>	<p><b>INCREASED DIAGNOSIS</b></p>	<p>A total of 22,169 women screened through Program ROSE using self-sampling HPV testing from 2018 to 2023 (update as of 28th February 2023).</p> <p>5.6% of women screened positive for HPV, of which 91% have been linked to care.</p>
	<p><b>EARLIER DIAGNOSIS</b></p>	<p>4 individuals with previously unknown early stages of HPV-related cervical cancers and an additional 194 individuals with previously unidentified precancers have been identified and linked to care.</p>
	<p><b>INCREASED AWARENESS</b></p>	<p>Over 22,000 women who underwent cervical screening with Program ROSE were educated not only about the importance of cervical screening but also the implications of their HPV testing results.</p>
	<p><b>REDUCED STIGMA</b></p>	<p>“Many patients think that HPV is STD. They feel shameful about it, and some will even blame their partners for having extramarital affairs. Proper messaging and education is foundational for Program ROSE to help everyone understand that HPV is common and that testing positive does not mean they have done anything wrong. It’s a great start to normalizing HPV testing.”</p> <p>- <i>Iffah Amin, Staff Nurse at University Malaya Medical Centre</i></p>
 <p><b>CLINICIAN</b></p>	<p><b>INCREASED CONFIDENCE</b></p>	<p>“We know that the HPV tests are 90% sensitive in picking up high grade lesions, so I am more confident to release women back to routine screening schedule (repeat HPV testing in the next 5-10 years) when they test negative, especially those screened under Program ROSE.”</p> <p>- <i>Dr Farah Gan, Specialist in the university teaching hospital, University Malaya Medical Centre</i></p>
 <p><b>HEALTH SYSTEM / ADMINISTRATION</b></p>	<p><b>ENHANCED REPUTATION</b></p>	<p>Program ROSE has been endorsed by at least 4 leading global healthcare organizations such as</p> <ul style="list-style-type: none"> <li>• The Union for International Cancer Control (UICC)</li> <li>• International Papillomavirus Society (IPVS)</li> <li>• The National Cancer Institute (NCI)</li> <li>• World Health Organization, Letter of commendation (dated November 2017) acknowledging the valiant work of ROSE Foundation.</li> </ul>
 <p><b>PAYOR</b></p>	<p><b>MITIGATED RISK</b></p>	<p>2% of women screened under Program ROSE have cervical lesions treated with simple procedures based on early detection. This translates to a reduction in cervical cancer and deaths by approximately 15,900 to 17,800 cases and 9,700 to 10,600 deaths by 2070, respectively<sup>1</sup>.</p>

1. Keane, Adam, Chiu Wan Ng, Kate T. Simms, Diep Nguyen, Yin Ling Woo, Marion Saville, and Karen Canfell. “The road to cervical cancer elimination in Malaysia: Evaluation of the impact and cost effectiveness of human papillomavirus screening with self-collection and digital registry support.” International journal of cancer 149, no. 12 (2021):1997-2009.