

Melanoma Burden Rising

New Prevention Campaign Vital

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MELANOMA is a common cancer in Australia. Each year in this country, more than 16 000 people are diagnosed with invasive melanoma, Unfortunately, around 1300 Australians will die from melanoma this year



" Under those assumptions, we estimated that the global melanoma burden will grow to 510,000 new cases per year and 96,000 deaths per year by 2040"

Two other control strategies come into play:

- Early detection
- Effective treatments



Early detection is predicated on the fact that survival from melanoma is correlated inversely with thickness of the primary tumour; in short, thin melanomas give a much better prognosis than thick melanomas, so there has been an imperative to identify melanomas early. In Australia, most melanomas are diagnosed in general practice, and dermatologist

The final pillar for melanoma control is to deliver effective treatments to patients. For most, surgical excision will be the definitive treatment and will cure the patient. A recent study by Gordon and colleagues estimated the cost of treating a patient in Australia with stage III/IV melanoma to be more than \$100,000 per annum



NEW IMMUNE THERAPY

By using new immune therapies, the melanoma mortality rate has dropped



COST

The cost of treating a patient in Australia with stage III/IV melanoma >\$100,000 per annum



For these reasons, while highly effective and obviously highly desirable to patients, a holistic view would heed the old proverb "an ounce of prevention is worth a pound of cure".

For melanoma especially, where prevention is effective, we advocate strongly for greater investment in promoting sun safety. Otherwise, we can continue to expect rising numbers of melanomas far into the future.

MoleMax HD: The most sophisticated digital dermoscopy system available, the MoleMax HD is a user friendly software jointly developed with dermatologists and clinics for use in health care practices. Use it with our specially designed MoleMax HD equipment for easy mobility, unique HD technology, multiple LCD camera previewing screens and total body mapping capability

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