



# The WISDOM Study Primer 2025

Working to transform breast cancer screening and prevention so that all women can live longer, healthier lives.

[www.thewisdomstudy.org](http://www.thewisdomstudy.org)

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## **For Inquiries Contact**

**General Questions**  
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**Press & Partnerships**  
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# About WISDOM



The WISDOM Study (Women Informed to Screen Depending on Measures of risk) is working to revolutionize breast cancer screening, detection and prevention by testing a novel, personalized approach to breast screening based on each woman's individual risk (genetics, lifestyle, health history, breast density), compared to annual mammograms - the standard of care based on 30-year-old data.

Through advances in medicine over the past 30 years we've learned that breast cancer is not just one disease, and women's risk for developing these diseases varies. When it comes to breast screening, one size may not fit all. That's why WISDOM is using the best tools in modern medicine and gathering evidence to determine the best, safest way to screen all women for breast cancer. The goal is to catch the most aggressive cancers, reduce false alarms, unnecessary procedures and the stresses that come with those experiences.

Despite medical advances, over 40,000 women die of breast cancer each year. Women of color have disproportionately higher rates of the most aggressive breast cancers than other women. It is the number-one killer of Hispanic women and the number-two killer of African American women. We know that Black women are inflicted by more aggressive cancers and have higher mortality rates than others, and we are working to change that.

Diversity and inclusion are pillars of our study –represented in our research team, study staff and participant pool. It is only through participation of diverse people that researchers can identify who gets what type of cancers and then build solutions such as improved risk analysis and prevention tools tailored to diverse groups. Reducing health disparities is part of our mission so that someday all women can live longer, healthier lives.

WISDOM is determined to change the "one-size-fits-all" breast screening guideline. Our goals are to help women understand their unique risk for breast cancer; to personalize and optimize each woman's screening schedule based on a complete understanding of her risk; and to offer risk-reducing recommendations to those with higher risk.



## Impacting Lives Across the Country

Since 2016, over 100,000 women from across the US have signed up for WISDOM.

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Since expanding study eligibility to include younger women, over 15,000 women under the age of 40 have joined.

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WISDOM has participants from each of the 50 states.

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Over 25% of our participants identify as non-white and represent diverse communities.

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Unique to the WISDOM study, our genetic test looks at 29 genes, and more than 300 single nucleotide polymorphisms (SNPs).

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More than 34,000 women have learned their genetic risk for breast cancer.

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More than 3,000 women have learned that they are at elevated risk through our risk analysis.

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More than 2,500 consults have been provided to our high-risk patients by our Breast Health Specialists who deliver individualized risk reduction strategies

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Through participation in WISDOM, over 850 women have reported and treated cancers.

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Our recruitment hubs across the United States include UCSF, UCI, UCD, UCSD, UCLA, UAB, UChicago, TopLine MD, and DHR Health.

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WISDOM is partnered with Fortune 500 companies including Optum, Genentech, Salesforce, Qualcomm, CalPERS, Inland Empire Health Plan, Blue Cross Blue Shield, and UC self-funded plans.

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WISDOM's partnership with the Veteran's Affairs has resulted in the enrollment of thousands of diverse women from across the country.

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We have received over \$40M total in grant funding from agencies including the Patient Centered Outcomes Research Institute, the National Cancer Institute, Robert Wood Johnson Foundation and other philanthropic support.

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## Recent Press

Grey Matter with Michael Krasny: Aspiring to Better.

<https://www.greymatter.show/episodes/s1e60-dr-laura-esserman-aspiring-to-better>

Fortune Magazine: The growing case for doing less: How harmless cancers are being overdiagnosed in America. <https://fortune.com/2023/10/02/growing-case-for-doing-less-harmless-cancers-overdiagnosed-america-health-carolyn-barber/>

California Healthline: Mammograms at 40? Breast Cancer Screening Guidelines Spark Fresh Debate.

<https://californiahealthline.org/news/article/mammograms-at-40-breast-cancer-screening-guidelines-spark-fresh-debate/>

STAT News: <https://www.statnews.com/2022/06/30/this-clinical-trial-wanted-to-end-breast-cancer-disparities-but-first-it-needed-to-enroll-black-women/>

TIME Magazine: Why a One-Size-Fits-All Approach to Breast Cancer Prevention Can Leave Women Vulnerable. <https://time.com/6102568/breast-cancer-screenings-wisdom-study/>

TIME Magazine: Meet the women participating in the study that could change the future of breast cancer. <https://time.com/6102552/wisdom-breast-cancer-study-participants/>

The Atlantic: Not even a pandemic could settle one of medicine's greatest controversies. <https://www.theatlantic.com/health/archive/2021/09/when-cancer-screening-stopped/619994/>

ABC News: There may be a more precise and personalized way to screen for breast cancer. <https://abc7news.com/5908766/>

Pop Sugar: This Doctor Is on a Mission to Revolutionize Breast Cancer Screening as We Know It. <https://www.popsugar.com/news/Dr-Laura-Esserman-Wisdom-Breast-Cancer-Screening-Study-44190350>

California Health Report: Women of Color Can Write the Next Chapter of Breast Cancer Research.

<https://www.calhealthreport.org/2019/11/04/opinion-women-of-color-can-write-the-next-chapter-of-breast-cancer-research/>

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## WISDOM Publications

Entrenched Beliefs about Breast Screening (2022):

<https://www.liebertpub.com/doi/full/10.1089/jwh.2022.0179>

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WISDOM Can and Should be Tested (2021):

<https://link.springer.com/article/10.1007/s10549-021-06346-w>

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Breast Health Decisions Tool (2021):

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8211836/?report=reader>

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WISDOM Simulations and Statistical Approach (2018):

<https://academic.oup.com/jncics/article/2/4/pky067/5280920>

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WISDOM Breaking the Deadlock in Breast Screening (2018):

<https://www.nature.com/articles/s41523-017-0035-5>

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Breast Cancer Screening in the Precision Medicine Era (2017):

[https://academic.oup.com/jnci/article/109/5/djw290/2938659?  
login=true](https://academic.oup.com/jnci/article/109/5/djw290/2938659?login=true)

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[WISDOM Youtube Channel](https://www.youtube.com/channel/WISDOM)

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