Breast cancer is the most common cancer among women in the United States, with an estimated 232,340 women to be diagnosed in 2013 (American Cancer Society, 2013). Among postmenopausal women diagnosed with breast cancer, about 75% present with hormone receptor-positive disease, and that proportion is increasing (Anderson, Katki, & Rosenberg, 2011; Glass, Lacey, Carreon, & Hoover, 2007). Current guidelines recommend endocrine treatment with aromatase inhibitors (AIs) in postmenopausal women with hormone receptor-positive breast cancer following primary treatment with surgery or radiation therapy (Carlson et al., 2011). Five years of adjuvant AI treatment has been associated with an 18%–32% reduction in the risk of breast cancer recurrence over tamoxifen in clinical trials (Coates et al., 2007; Coombes et al., 2004).

AIs (anastrozole, letrozole, and exemestane) generally are prescribed for hormone receptor-positive disease after initial breast surgery, chemotherapy, or radiation therapy are completed (Cuzick et al., 2010). Women are given their prescription, along with instructions about the reason for treatment and a brief overview of potential side effects (Davidson, Vogel, & Wickerham, 2007; Love, 2005). Because follow-up visits are recommended every four to six months, instead of the frequent visits during radiation therapy or chemotherapy, appointment scheduling rarely permits ongoing, comprehensive face-to-face patient education regarding AI treatment, including management of side effects, from the nurse (National Comprehensive Cancer Network, 2013). Women may feel that the treatment phase is behind them at this time point. Women also may perceive that oral endocrine treatments are less important than surgery, chemotherapy, and radiotherapy (Fallowfield et al., 2006). These factors, in addition to the side effects from AI treatment, may lead to decreases in treatment adherence. However, treatment effectiveness is affected by adherence, because patients derive the most benefit from AI treatment when taken consistently at the correct dose and duration for the entire five-year period (Early Breast Cancer Trialists’ Collaborative Group, 2005).