

“INNOVATION – THE KEY TO SUSTAINABLE CANCER CARE”

Driving sustainable patient access to high quality care through innovation



Background

Recent studies have shown that the overall incidence of cancer patients in the EU will continue to increase over the coming years. It is therefore paramount that European healthcare systems aim to continue to invest in cancer care to constantly improve sustainable access to high quality cancer care.

However, regardless of the pressing need for continued investments in cancer care, this will be challenging to obtain as austerity measures have been introduced over recent years across all layers and governmental bodies in Europe, including healthcare. The COVID19 pandemic and the war in Ukraine made these challenges all the greater for healthcare systems across the EU.

Fortunately, EU policy makers have created momentum for fighting cancer in the EU, through Europe’s Beating Cancer Plan (EBCP) and the Mission on Cancer. Both initiatives include various programs to improve cancer prevention, detection, diagnosis, treatment and survivorship with clearly defined funding streams (e.g. funding coming from EU4Health, Horizon Europe & Digital Europe).

In May 2021, the [EFPIA Oncology Platform \(EOP\)](#) together with Vintura and a wide group of European stakeholders (including several of you) published a report in the series “Every Day Counts” on “The impact of COVID-19 on patient access to cancer care in Europe”. Though the negative effects of the COVID-19 pandemic are substantial and will likely be felt for years to come, the pandemic has also generated key learnings on how to rethink the design, execution and offering of our cancer care services to improve sustainable patient access to high quality cancer care across Europe.



[Every day counts – The impact of COVID-19 on patient access to cancer care in Europe \(May 2021\)](#)



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Ambition

With this project, we aim to continue the collaboration with a broad group of stakeholders and showcase real-world examples of how high-quality care pathways and innovation (e.g. precision oncology, out-of-hospital care, and digital healthcare) can alleviate the pressure, improve sustainable patient access to high quality cancer care, and help to achieve the goals of Europe's Beating Cancer Plan and the Mission on Cancer. By highlighting these cases, we wish to demonstrate how innovative cancer care is the key to a sustainable health system, and achievable within budget constraints.



Five key questions to address

To arrive at recommendations on how to optimally leverage innovation to make cancer care more sustainable, the project aims to work with all relevant stakeholders to answer the following questions:

- A. *What are the key challenges in terms of sustainability of cancer care?*
- B. *Why is innovation a key driver of improved sustainability?*
- C. *What are real-world examples demonstrating this?*
- D. *What are challenges hampering sustainable and innovation-friendly cancer care?*
- E. *How can we make cancer care more sustainable and innovation-friendly?*



Project approach and deliverables

Throughout the project timeline from June to December 2022, we aim to realize our ambition by following three workstreams:

1. INTENSIVE STAKEHOLDER CO-CREATION

Co-create and collaborate with a broad group of stakeholders, to collect key input on project content, deliverables, findings and recommendations.

Deliverables:

- 2 European Multi-Stakeholder Sounding Board meetings



2. ROBUST RESEARCH AND EVALUATION

Develop a compelling case demonstrating that innovation is key to the sustainability of cancer care supported by relevant case studies.

Deliverables:

- Conceptual framework and repository of 30 case studies
- Clear policy recommendations on how to achieve a more innovation-friendly cancer care ecosystem

3. IMPACTFUL DISSEMINATION

Create project dissemination strategy and launch campaign towards policy makers and the European Parliament.

Deliverables:

- Endorsed report outlining findings and recommendations
- 2 Social media campaign waves on Twitter and LinkedIn
- Campaign launch, including a short video (vlog) and a hybrid event in the European Parliament



Stakeholder collaboration

One of the core components of this project is the co-creation process with stakeholders on refining the project approach and co-creating tangible recommendations. Throughout the project timeline from June to December 2022, all relevant stakeholders, including patient organizations, healthcare professionals, hospital organizations, scientific societies, pioneers, policy makers and academics, are invited to work with the project team by participating in the development of case studies and/or joining the project's sounding board.

Via the Sounding Board, stakeholders will have the opportunity to contribute by:

- Providing inputs and help defining the project approach
- Co-shaping the framework for case study selection
- Identifying relevant case studies
- Co-creating recommendations
- Reviewing and potentially endorsing final project output
- Participating as speakers and/or engage on social media to disseminate the project output and recommendations

The first Virtual Sounding Board meeting is planned for Wednesday 6 July from 16:00 – 18:00hrs CET.



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More information

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About the project partners

The project is commissioned by the [EFPIA Oncology Platform](#). This is a collaboration of 19 companies from the research-based pharmaceutical industry in Europe, launched in 2016 with the vision that every patient in Europe has access to the cancer care they need. It is chaired by Novartis (Chair), Amgen (Vice-Chair) and GSK (Vice-Chair).



The project is implemented with the support of Vintura, in collaboration with Schuttelaar & Partners.

