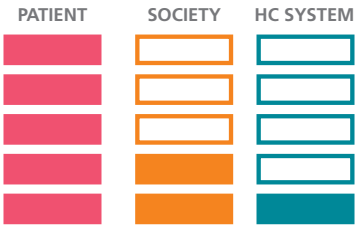
Jane is in her late 50s. She was diagnosed with advanced pancreatic cancer about a year ago. At first, her tumour responded to treatment but the cancer has come back, and Jane knows the outlook is bleak. There are no further life-extending treatments. She has, at best, one or two more years to live. Her physician informs her "there is a new experimental treatment being tested. Results from studies and early clinical trials look promising but it is still early days." Jane's reaction is swift: "I need to give this a try; I want this to be available to me. I understand there is still uncertainty about the potential benefits and harms of this product but – I have no time to wait! I am willing to accept some uncertainty." However, marketing authorisation procedures focus on treatments being well-tested before it is made available to patients. Which Jane understands, but she has no time to wait for a few more years.

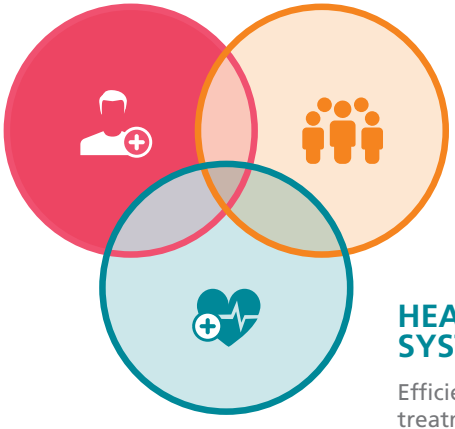
UMN INDICATOR*



*the positions are indicative and meant for illustrative purposes only

PATIENT PERSPECTIVE

Burden of disease at the level of the individual



SOCIETAL PERSPECTIVE

Prevalence in combination with BoD (population level)

HEALTHCARE SYSTEM PERSPECTIVE

Efficiency, cost-effectiveness of treatments etc.