

War on Cancer

Translating progress from bench to bedside

December 6th 2016 • Marriott Grosvenor Square • London

Innovative approaches to cancer treatment, prevention and care are emerging at an unprecedented rate. However, the policies and systems in place to deliver these advancements to people are lagging behind. Currently in the UK to get a new medicine from the research lab to patients it takes an average of 10 years and £1 billion.¹ Whether we are fighting cancer with novel therapies or adopting the latest preventative guidance, we must ensure that our systems are up to the task of delivering progress. How do we scale the knowledge and capability in oncology that we already have and prepare for what's coming?

Last year, The Economist Events declared war on cancer at the inaugural summit and explored the most pressing issues in policy and financing, treatment and care. This autumn, the oncology community will gather at the second annual summit to explore solutions to the mismatch in progress and delivery coming to light across Europe. Over the course of the day expect to discover innovative approaches to cancer prevention and treatment, solutions to overcome shortcomings in delivery, examples of best practice and opportunities for cross-sectoral collaboration.

Programme

08.00 Registration and refreshments

09.00 Chair's opening remarks

Vivek Muthu, Chair, **The Economist Intelligence Unit Healthcare**

09.10 Keynote address: Paving the way for progress

Last year the UK government announced the launch of the Accelerated Access Review, a project aiming to improve access to transformative health technology within the UK. In this opening address, a leader in the venture will discuss the importance and progress of the Review in modernising the health care system to deliver change within oncology and beyond.

George Freeman, Chair of the Prime Minister's Policy Board; MP for Mid-Norfolk, **United Kingdom**

09.40 Policy-makers' discussion: Optimising national cancer control plans

The world is changing all around us; R&D is bringing promising new treatments to the table, ageing societies are contributing to increasing rates of cancer and the pressure for reductions in health care expenditure is continually increasing. Given this need for solutions in the war on cancer and push for more sustainable approaches, forward-thinking national cancer control plans (NCCPs) are paramount. In this

¹ Accelerated Access Review

session policy-makers from across Europe will discuss the essential elements of a modern NCCP and explore the role of national policy in strengthening health systems.

Tit Albreht, Head of Centre, **National Institute of Public Health of Slovenia**
Kathi Apostolidis, Vice-president, **European Cancer Patient Coalition (ECPC)**;
President of Executive Committee, **Hellenic Cancer Federation – ELL.O.K.**

Moderator:

Annie Pannelay, Healthcare Principal, **The Economist Intelligence Unit**

10.20 Interview: Harkening an era of digital disruption

New technologies are shaking up health care systems around the world. They bring with them disruptive challenges but also provide great promise in the way of improved access and care within oncology. Mobile health (m-health), in particular, is rapidly gaining momentum across Europe, forecast to achieve revenues of \$2.1 billion by 2018. This interview will delve into the benefits of wearable technology and m-health in complementing national oncology efforts and revolutionising care.

Terje Peetso, Policy Officer, **European Commission**

10.40 Networking and refreshment break

11.10 Panel discussion: Cancer in the context of health care systems

Striking differences in cancer survival rates exist across Europe, even in countries with comparable health care systems. A study published in The Lancet last year painted a stark picture of disparity, with survival rates in the countries analysed ranging between about 45% and 65%. Bright spots of success include Finland, Sweden, Belgium, France and Germany. What aspects of these nations' health care systems have contributed to this success? What lessons can be learned and applied in countries which are lagging behind?

Introductory remarks by: David Khayat, Professor of Oncology, **University Pierre and Marie Curie**

Josep Figueras, Director, **European Observatory on Health Systems and Policies**

Luca Pani, CHMP-SAWP Member, **European Medicines Agency (EMA)**

Gunnar Sæter, Professor and Head of Research, Division of Cancer Medicine, **Oslo University Hospital**

Moderator:

Annie Pannelay, Healthcare Principal, **The Economist Intelligence Unit**

12.00 Special Interview: Cancer the musical

An interview with performance artist Bryony Kimmings, creator of the musical '**A Pacifist's Guide to the War on Cancer**'

12:20 In conversation: Big data—an active therapy?

If harnessed fully, big data could transform health care delivery, drive forward personalisation of medicine and potentially even increase cancer survival rates. However at present, the vast majority of data remains disparate and inaccessible. How can we better incentivise the system to gather the data we need and further, to make it accessible? What infrastructure and collaboration do we need to allow

for integrated databases and IP release?

Jurgi Camblong, Co-founder and Chief Executive Officer, **Sophia Genetics**
Jem Rashbass, Head of Disease Registration and Cancer Analysis, **Public Health England**

12.50 Networking Lunch

Lunch panel: Immuno-therapy: Progress, implications and patients

Sponsored by Merck

Until recently, cancer treatment relied on four methods: surgery, radiation, chemotherapy or targeted therapy. Immuno-therapy, the latest addition to the treatment arsenal which co-opts the immune system to fight cancer, is now shaking up the bounds of what was thought possible. With so much promise and potential, a panel of experts will discuss the path forward for this treatment. How can we develop the treatment further to achieve success in more cases? In what ways can it be used in combination with other types of therapies? And critically, what does it all mean for patients?

Zhen Su, Senior Vice-president, US Oncology Medical Affairs, **EMD Serono**
Jane Maher, Chief Medical Officer, **Macmillan Cancer Support**
Adrian Hayday, Senior Group Leader, **Francis Crick Institute**
Lydia Makaroff, Director, **European Cancer Patient Coalition**

14.00 Strategy sessions

In these concurrent interactive breakout sessions, participants will discuss key themes of the day in more detail.

Session one: Should tobacco taxes be used to fund cancer care?

Sponsored by Bristol-Myers Squibb

Cancer care is expensive even for relatively wealthy European countries, causing policymakers to seek innovative new ways to finance the care their populations need. One such financing method is to earmark tax revenues specifically for funding cancer care. Proponents point to evidence that taxing tobacco reduces smoking rates which in turn reduces the incidence of smoking related cancers. On top of this, by directing tobacco tax revenue to fund cancer care those who are likely to require significant public health resources as a result of their smoking contribute financially, and cancer sufferers receive better funded care. While these policies appear to make good economic sense, to date they have only been implemented in a handful of EU countries such as Italy, Finland, Iceland and Estonia. What is holding policymakers, and European populations, back from earmarking tobacco taxes for cancer?

- If an earmarked tobacco tax is brought in which cancer priorities should receive the additional public funding?
- Would lower socio-economic groups, or particular populations in Europe, be unfairly out of pocket?
- How will Europeans react to additional 'sin taxes' at a time of patchy economic growth?
- While taxation is levied at the national level, could this be implemented at the EU level?
- How do finance departments adapt to tax policies that tie their hands on revenue allocation?

In this interactive session we will hear from two experts on the potential and pitfalls of earmarking tax revenues for cancer and ask the audience to play out this policy hypothetical live at the event.

Katherine Smith, Reader- Global Public Health Unit, **University of Edinburgh**
Robert Branston, Senior Lecturer in Business Economics and Deputy Director of the Centre for Governance and Regulation, **University of Bath School of Management**

Session two: Cancer and the workplace

In the UK alone, there are over 750,000 people of working age living with cancer. While the improved diagnosis and treatment of the disease has contributed to higher survival rates, cancer patients are more likely to remain unemployed than other sections of the labor force.

What are the main challenges that cancer patients face when returning to the workplace and how can they be overcome? What innovative steps are companies taking to strengthen support for those affected by cancer? How can employers implement a holistic workplace cancer strategy that encompasses prevention, detection, treatment and re-integration into the workforce? What best practices can companies follow to ensure that they are creating supportive, inclusive work environments that allow them to attract and retain the most talented staff?

Frauke Becker, Research Associate, **Institute of Health and Society, Newcastle University**

14.50 Flash of insight: Toward a new clinical trial strategy—linking discovery to treatment

Novel diagnostics and therapeutics with the potential to transform clinical cancer medicine are emerging at an unprecedented rate. In light of this tsunami of innovation, our present models of trial assessment are rapidly becoming out-of-date. Setting up clinical trials, particularly early phase studies, is a notoriously difficult process and the wait for results can be painstakingly slow. Here we explore the possibility of a new model which could permit rapid early phase trial delivery with embedded genomics and biomarker discovery. What translational infrastructure is needed to make this a reality and how could it be funded sustainably?

Sir John Bell, Regius Professor of Medicine, **University of Oxford**, Chairman, **Office for Strategic Coordination of Health Research (OSCHR)**

15.15 Networking and refreshment break

15.45 Panel discussion: Anticipating innovation on the horizon

In order to better prepare Europe's health care systems for future innovation, we must keep a watchful eye on the horizon. Recent advancements in technology and R&D are promising innovative treatments at an increasingly rapid pace. New collaborations and novel approaches have recently brought personalised medicine and immunotherapy into the spotlight. In this session we ask the experts, what's next in the war on cancer and how can we prepare for it?

Matti Aapro, Board Member, **European Cancer Organisation; European School of Oncology**

Mahiben Maruthappu, Co-founder, **NHS Innovation Accelerator**

Andreas Penk, Regional President Oncology, International Developed Markets, **Pfizer**

Paul Workman, Chief Executive and President, **The Institute of Cancer Research**

16.30 Keynote interview: The promise and peril of health-tech convergence

The much touted convergence of technology and healthcare is expected by many to be the source of future breakthroughs in cancer prevention, detection and treatment. Yet healthcare industry has been slow to adapt to digitisation. Full blown digital transformation is a challenge for many industries from food and agriculture to transport and manufacturing. Yet healthcare, which arguably has the most to gain in terms of driving efficiencies, using new tools and better delivering services to patients, is slow to respond. Concerns about privacy, security, access and who pays for digitally-delivered care have yet to be resolved. Can the healthcare community integrate the innovation-friendly approach of technology entrepreneurs to accelerate progress in cancer control without failing fast and provoking a backlash? How can technology leaders work with the cancer community, from clinicians and healthcare infrastructure to pharma, patients and advocacy groups, to improve cancer control in Europe?

Frans van Houten, Chairman and Chief Executive, **Philips**

16.55 Closing discussion: Mobilising action and inspiring change

Where are we headed? And, what are the next steps for the global oncology community? In this closing conversation, a panel of thought-leaders will synthesise the conclusions from War on Cancer 2016 and share key learnings from the 2016 World Cancer Congress.

Cary Adams, Chief Executive Officer, **Union for International Cancer Control**

Jane Maher, Chief Medical Officer, **Macmillan Cancer Support**

Richard Sullivan, Director, **Institute of Cancer Policy**

17.35 Chair's summary and closing remarks

Vivek Muthu, Chair, **The Economist Intelligence Unit Healthcare**

17.40 Closing drinks reception sponsored by Merck