



European Coordination Committee of the Radiological, Electromedical and Healthcare IT Industry

COCIR General Assembly | Open Virtual Session
Thursday 2 July 2020

IN PARTNERSHIP WITH



PANEL 2

INEQUALITY IN PATIENT ACCESS TO INNOVATIVE CANCER TREATMENT IN THE EU

Can 'More Europe' accelerate innovative therapies?

Valerie Wehner

Vice-Chair COCIR Radiotherapy Sector Focus Group and Head of Government Affairs Europe & Inner Eurasia at Varian Medical Systems

WWW.COCIR.ORG

In this context, we assume the following definitions:

‘More Europe’

‘More Europe’ refers to an increased engagement of European Union bodies & non-state EU initiatives in the area of innovative cancer therapies. This engagement can take the form of guideline setting, the coordination of voluntary activities, or the provision of dedicated funding.

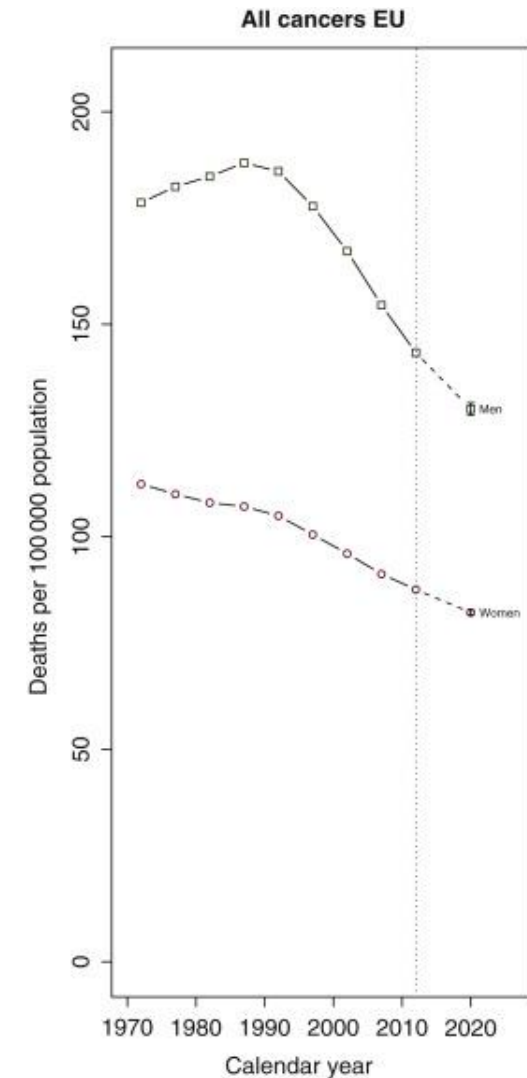
Innovative cancer therapy

An innovative cancer therapy is a new or improved cancer therapy that is potentially more effective for a given set of cancer patients. This therapy is safe to use and complies with the relevant EU regulations.



Where we stand today

- Across the EU, cancer death rates have decreased over the past 40 years.
- This progress would not have been possible without innovation in cancer care (prevention, detection, therapies).
- But we are not there yet.
- **We need to continue to innovate.**





Challenges for the uptake of innovative therapies

- Very diverse reimbursement landscape across the EU, which means that we see a difference in technology adoption in the different countries
- Reimbursement schemes that pay for effort/time instead of for efficiency hamper willingness of HCPs to invest into more efficient technologies
- AI-guided and remote treatment solutions would help alleviate the health workforce crisis – but their use is not (yet) rewarded or even discouraged by member state level regulation
- Misconceptions towards certain technologies, incl. radiotherapy, hamper patient engagement





How can 'More Europe' accelerate the uptake of innovative cancer therapies?

- 1** ...**by establishing of reimbursement guidelines** for multimodal cancer care. These guidelines should help member states in making decisions that enable healthcare providers to sustainably invest in modern technologies.
- 2** ...**by setting up a multi-stakeholder platform** (policy makers, manufacturers, patients, clinicians, scientific community) for the regular exchange of best practices in the application of new cancer care technologies.
- 3** ...**by educating patients** about their prevention, treatment, and after care options. We still observe broad misconceptions about radiotherapy and AI-based solutions – hence EU-wide education efforts about the safety, precision, and



How can 'More Europe' accelerate the uptake of innovative cancer therapies?

4

...by furthering the training of needed healthcare staff, e.g. by aligning certain trainings across member states, so that professional degrees are comparable across the EU. This facilitates best practice exchange and furthers innovation.

5

...by employing Horizon Europe funding to

- accelerate and share R&D across the EU. This includes the analytics and methodologies needed to make better use of shared health data.
- foster research into integrated and personalized care solutions that encompass all modes of cancer therapies





The Future of Cancer Care

**Clinical & Patient
Reported Outcomes**
driving care
evolution



Earlier Diagnosis
leading to increased
curative therapy

Adaptation
for physiological and
biological changes



**Genomics
& Radiomics**
driving personalized
cancer therapy

Increased
SRS/SBRT Utilization



**Immunotherapy +
Radiotherapy**
enhancing impact





Thank You!

WWW.COCIR.ORG

