



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?**

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## 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.*

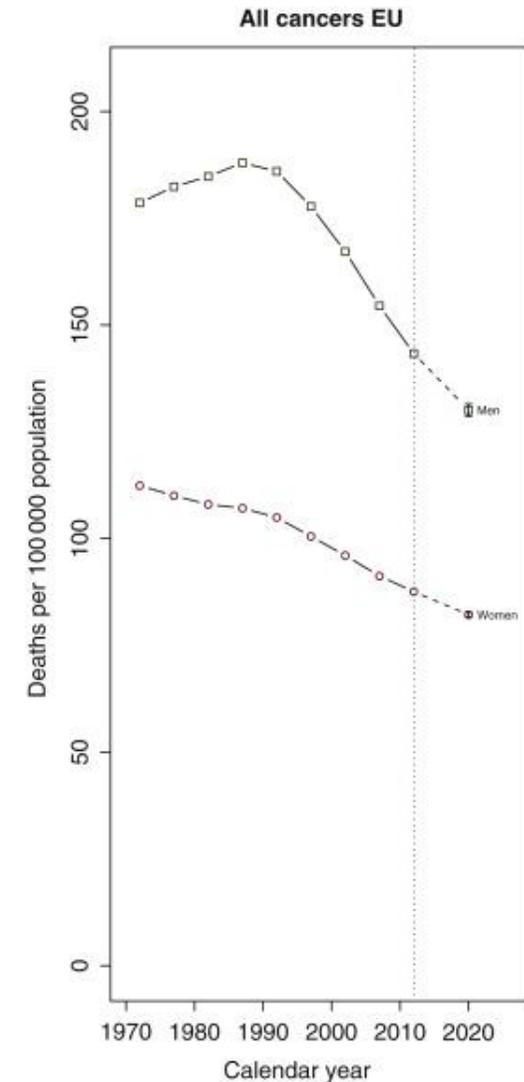
### **Innovative cancer therapy**

*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?

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**...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.

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**...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!**

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