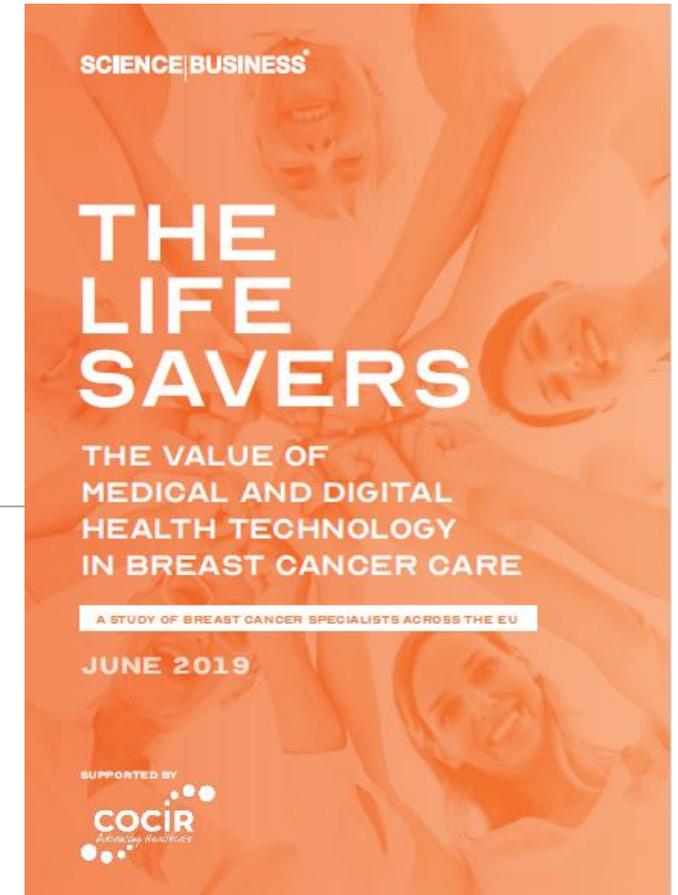


# The Value of Medical and Digital Technology in Breast Cancer Care

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# Aim of the Study

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1. Assess the impact of medical and digital health technologies for breast cancer along the continuum of care
2. Study the challenges for patient access to innovations and the role of COCIR Industries
3. Contribute to improve and transform breast cancer care across Europe
4. Deliver recommendations to European and National decision makers

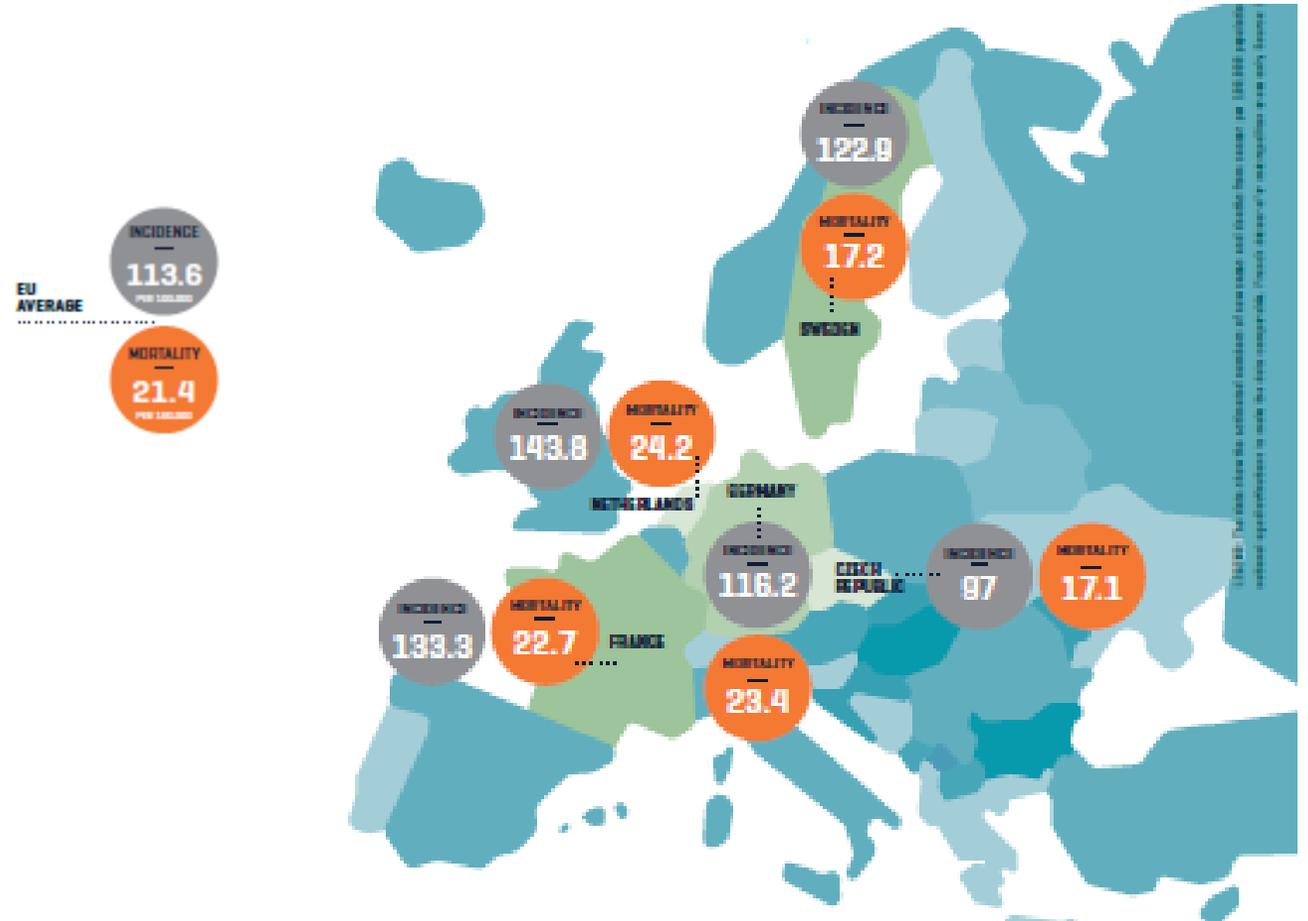
# Scientific Methodology

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- **Literature review**  • **Continuum of care** – Common guidelines, but variations in clinical practice
- **Questionnaires** (5 target groups)  • **Interviewees** – List of opinion leaders
- **Direct testimonials** (25 interviews)  • **Key questions** – Addressed in the questionnaires
- **Remote survey** (50 people)   
 • **Comparison of replies** – Big differences in response between target groups and target countries
- **Data** – Collection, evaluation and analysis ongoing

# 5 (diverse) Target Countries

- **Incidence (2018):**
  - Czech Republic
  - France
  - Germany
  - The Netherlands
  - Sweden



# 5 Target Groups (national & EU Level)

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- Women / Patients and Patient Associations
- Clinicians
- Hospital CXOs, both in the public and private sector
- Academic / Non-academic centres for breast cancer research
- Healthcare bodies / insurers

# Highlights and Lessons from the Study

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- Early detection and accurate diagnosis save lives
- Precision diagnosis must be combined with personalised treatment (radiotherapy; surgery; pharmaceutical)
- Women / Patients and health care professionals embrace digital health solutions
- Patient Experience must be at the center of care

# Moving forward: Recommendations

## AT EU LEVEL, TWO MAJOR CHALLENGES:

1. **Large health inequities:** Big disparities of access to care and outcomes for breast cancer across and within EU MS
2. The need for **more progress in optimizing technology**, treatment development, and data collection methodologies

## RECOMMENDATIONS FOR EU MEMBER STATES, including through Horizon Europe:

1. **Speed up multi-disciplinary and digital efforts** to collect, share and analyse health data across EU MS
2. Put **Patients at the center**: Improve shared decision making; instead of fragmented care, integrated multi-disciplinary breast care should be a reality for all women / patients
3. Support EU MS in the development and adoption of **appropriate and transparent methodologies** for assessing the **value of new health technologies**
4. **Support EU MS in harmonising their screening programmes.** Variance in practice across the EU is high, resulting in unequal health outcomes