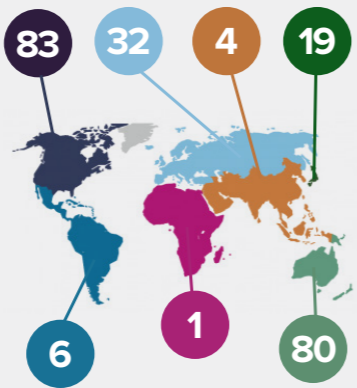

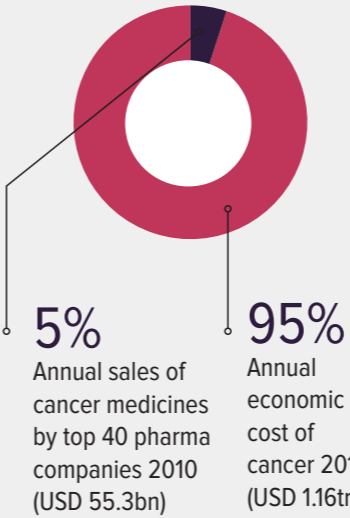
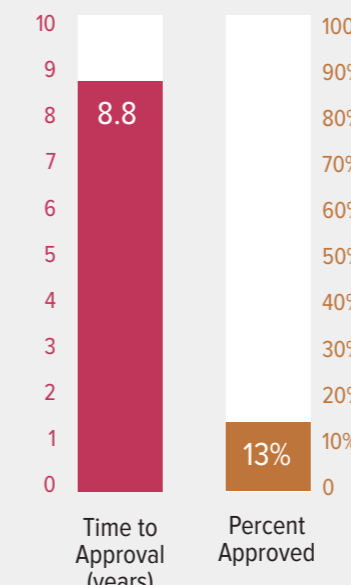


# CANCER CARE: CHALLENGES & ACTIONS



## LEADERSHIP

Strategic leadership is needed to address several challenges and sustain current and new initiatives.

	SCIENTIFIC	DATA	LOGISTIC/CAPACITY	ECONOMIC	LEGAL/REGULATORY	CULTURAL
CHALLENGES	<ul style="list-style-type: none"> <li>Challenges associated with unanswered questions that stem from the scientific complexity of the disease.</li> </ul>	<ul style="list-style-type: none"> <li>The lack of population-based cancer registries in developing countries hinders prevention and control of the disease.</li> </ul>	<ul style="list-style-type: none"> <li>Inadequate cancer care infrastructures in LMICs.</li> <li>Limited number of specialized healthcare workers.</li> <li>Limited participation from patients in clinical trials.</li> </ul>	<ul style="list-style-type: none"> <li>Diverging perceptions on the actual treatment value including the relative cost of medicines compared to total care expenditure.</li> </ul>	<ul style="list-style-type: none"> <li>Differences in assessment of the medical value of new treatment across countries.</li> <li>Regulatory requirements for clinical trial designs not always adapted to new therapies.</li> </ul>	<p>Cultural differences influence cancer approach on:</p> <ul style="list-style-type: none"> <li>Patient's role in the continuum of care.</li> <li>The prioritization of certain cancers.</li> <li>The importance given to prevention, screening and palliative care.</li> </ul>
FACTS	<p><b>Cancer is more than 200 diseases</b></p> <p>all of which have different causes &amp; treatments<sup>1</sup></p>	 <p>Percentage of population covered by cancer registries<sup>2</sup></p>	 <p><b>1 doctor</b> <b>50,000 people<sup>3</sup></b></p>	<p><b>Global Cost of Cancer<sup>4</sup></b></p>  <p>5% Annual sales of cancer medicines by top 40 pharma companies 2010 (USD 55.3bn)</p> <p>95% Annual economic cost of cancer 2010 (USD 1.16trn)</p>	<p><b>Cancer New Medicines: Regulatory Challenges<sup>5</sup></b></p>  <p>8.8 Time to Approval (years)</p> <p>13% Percent Approved</p>	<p>Myths and perception of cancer which can present challenges to cancer control<sup>6</sup></p> <ul style="list-style-type: none"> <li>Death/Helplessness - "cancer is always fatal"</li> <li>Fear - "cancer is a punishment"</li> <li>Pain and suffering</li> <li>Loss of control and independence</li> <li>Isolation - Silence surrounding the disease, especially gynecological and breast cancers</li> </ul>
ACTIONS	<ul style="list-style-type: none"> <li>Support research to define the value for patients of treatment.</li> <li>Foster consortiums and others ways to work together in order to share scientific knowledge.</li> </ul>	<ul style="list-style-type: none"> <li>Develop capacity in countries to improve the quality and completeness of cancer registries.</li> <li>Enhance the importance of robust database to monitor and evaluate the impact of specific interventions in targeted populations.</li> </ul>	<ul style="list-style-type: none"> <li>Adapt existing health infrastructures to specific needs.</li> <li>Raise awareness on opportunities to participate in cancer clinical trials.</li> </ul>	<ul style="list-style-type: none"> <li>Increase international collaboration among stakeholders to define value of novel interventions.</li> </ul>	<ul style="list-style-type: none"> <li>Develop more adapted pathways that can keep pace with advances in cancer innovation and patients expectations.</li> <li>Harmonize regulatory requirements within regions.</li> </ul>	<ul style="list-style-type: none"> <li>Increase patient engagement in discussions.</li> <li>Development of more prevention programs and national action plans from governments.</li> </ul>

1 <http://www.cancerresearchuk.org/about-cancer/cancers-in-general/cancer-questions/how-many-different-types-of-cancer-are-there>

2 <http://www.uicc.org/programmes/global-initiative-cancer-registry-development-gicr>. Within regions disparities exist in terms of coverage across countries.

3 [www.who.int/hrh/statistics/en](http://www.who.int/hrh/statistics/en)

4 International Agency for Research on Cancer (IARC), Data Monitor Healthcare, World Cancer Report 2014.

5 Metrics on Technical Risks, Clinical Development Times and Approval Times For Cancer Drugs, Joseph A. DiMasi, PhD ASCO/IOM Workshop Washington, DC February 2013. Available at [http://www.iom.edu/~media/Files/Activity Files/Disease/NCPF/2013-FEB-11/DiMasi.pdf](http://www.iom.edu/~media/Files/Activity%20Files/Disease/NCPF/2013-FEB-11/DiMasi.pdf)

6 M. Daher, Cultural beliefs and values in cancer patients, Annals of Oncology 2012 23: 66-69.