The whole business case from the patients view

Inspire2Live 2017 Annual Congress

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February 2, 2017
Trastuzumab continuation among provinces in Iran

Ansari, et al. Which is more important for doctors in a low-middle income country: a national guideline or the medical literature? ISPOR 2014 Poster PCN 220
Relation cancer mortality vs costs in EU countries (2009)

Deaths per 100,000

Adjusted costs per person (in €)

Uyl-de Groot et al. J Cancer Policy, 2014
Optimal treatment

Effective

Equitable

Safe

Cost-effective

Personalized

Timely