

Cancer Patient Advocacy

Where do we stand in Egypt & how to move on?

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About me



Education

1998–2004



2006–2015

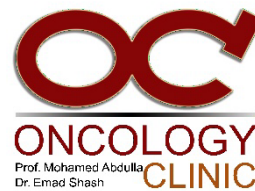


2012–2015



Experience

2004–Present



2016–Present



2018–Present



Emad Shash

MBBCh, MSc., M.D.



Disclosures

	AD boards/Consultancy/Speaker's bureau	Meetings travel support	Clinical trials involvement
Amgen	✓		
AstraZeneca	✓		✓
Bayer	✓		
Boehringer Ingelheim	✓	✓	✓
Clinart MENA, Genomics Genetics	✓		
Hikma	✓	✓	
EORTC	✓	✓	✓
EVA Pharma	✓		
Janssen	✓	✓	
Lilly	✓	✓	
MSD	✓	✓	
Mundipharma	✓	✓	
Newbridge Pharmaceutical	✓		
Novartis	✓	✓	✓
Pfizer	✓	✓	✓
Pierre Fabre	✓		
Roche	✓	✓	✓
Sandoz	✓		

No specific disclosures for today apart from!

Hope & Smile

Science

Evidence Base



Cancer Care

Agenda of Today!



Cancer Patients' Support: The 360° View

Patients' Advocacy: Care & Trust!

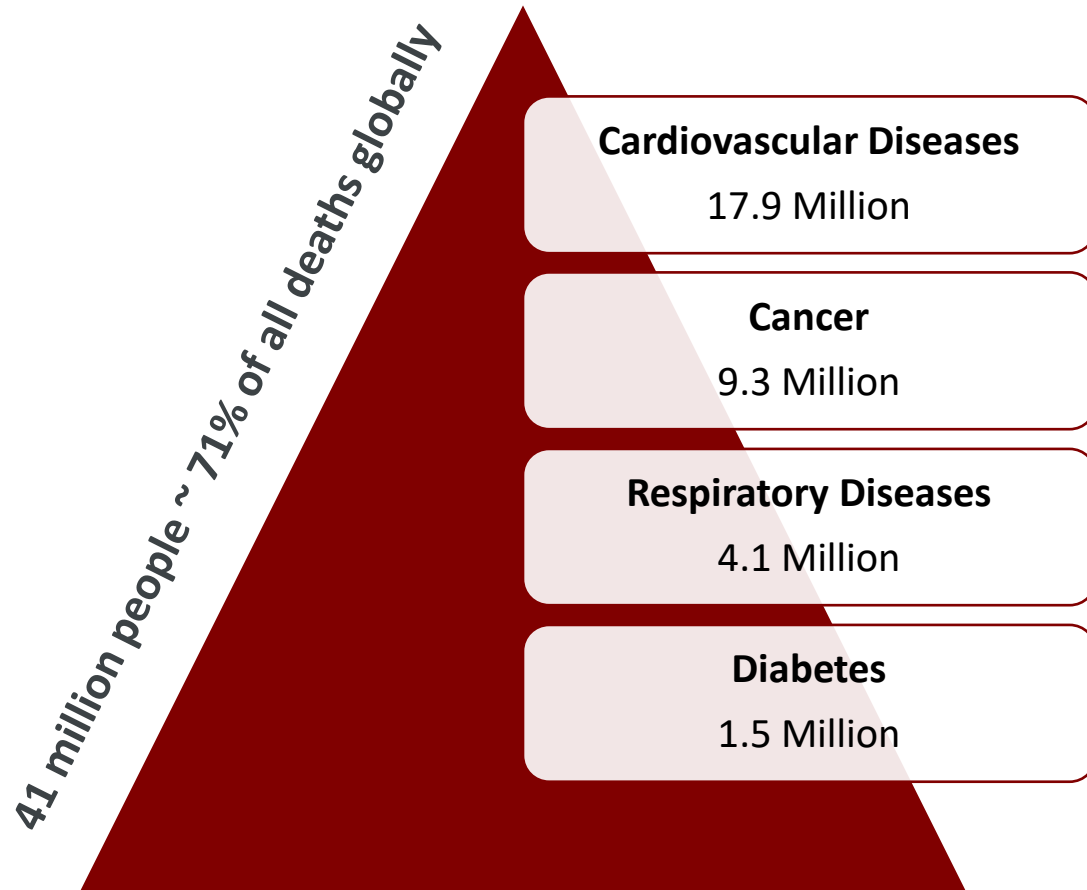
Cancer Patients' Support in Egypt: Is it a different Scenario?

How to move forward?

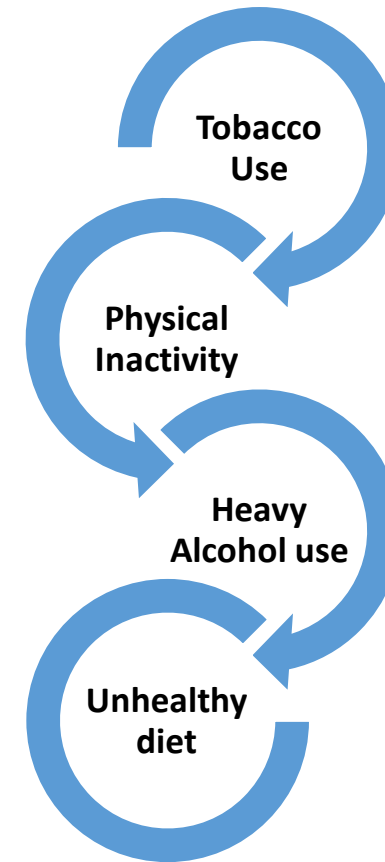
Final Thoughts & Take-Home Message

Despite that we had witnessed COVID-19 Pandemic!

Noncommunicable Diseases

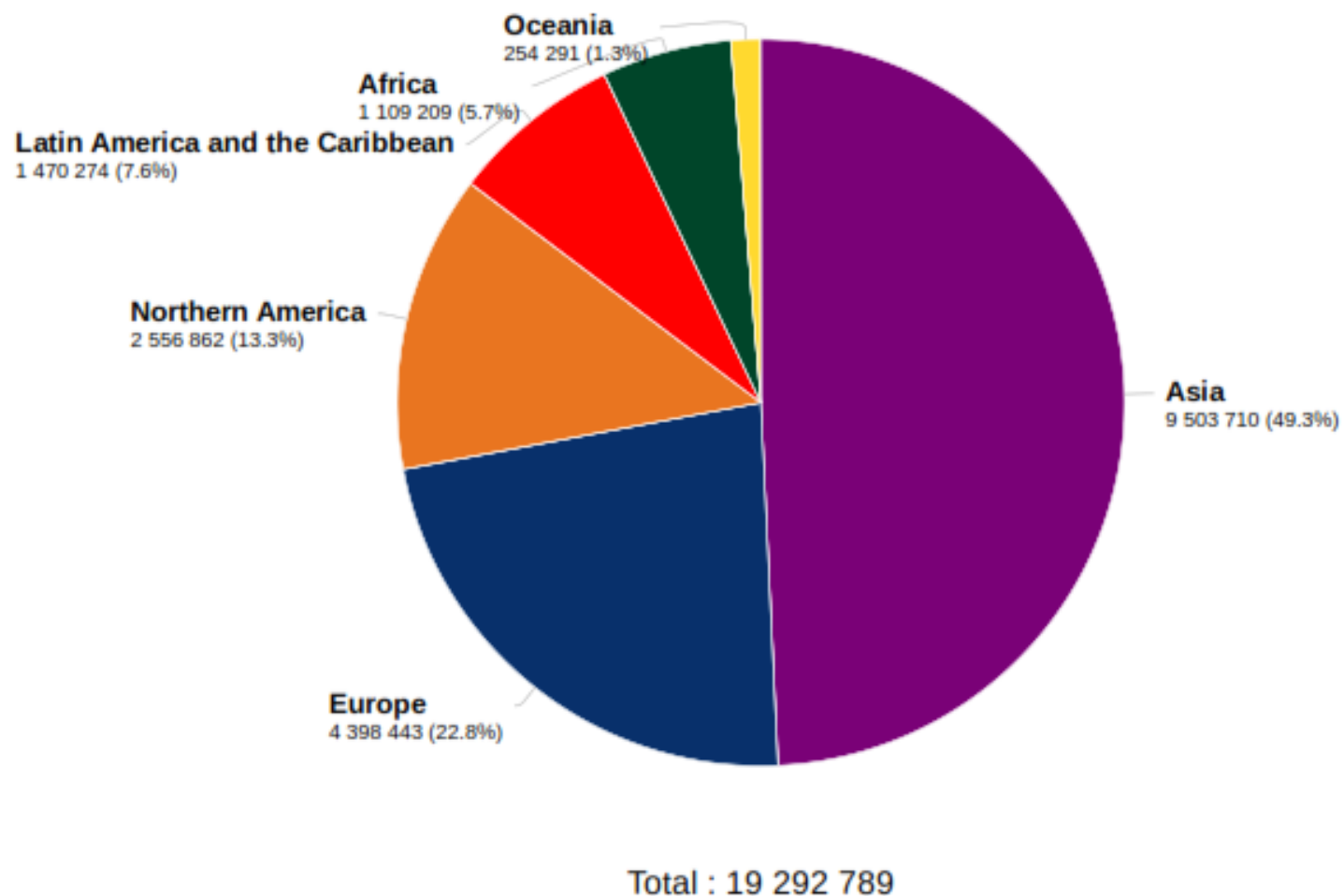


Factors increasing the Risk

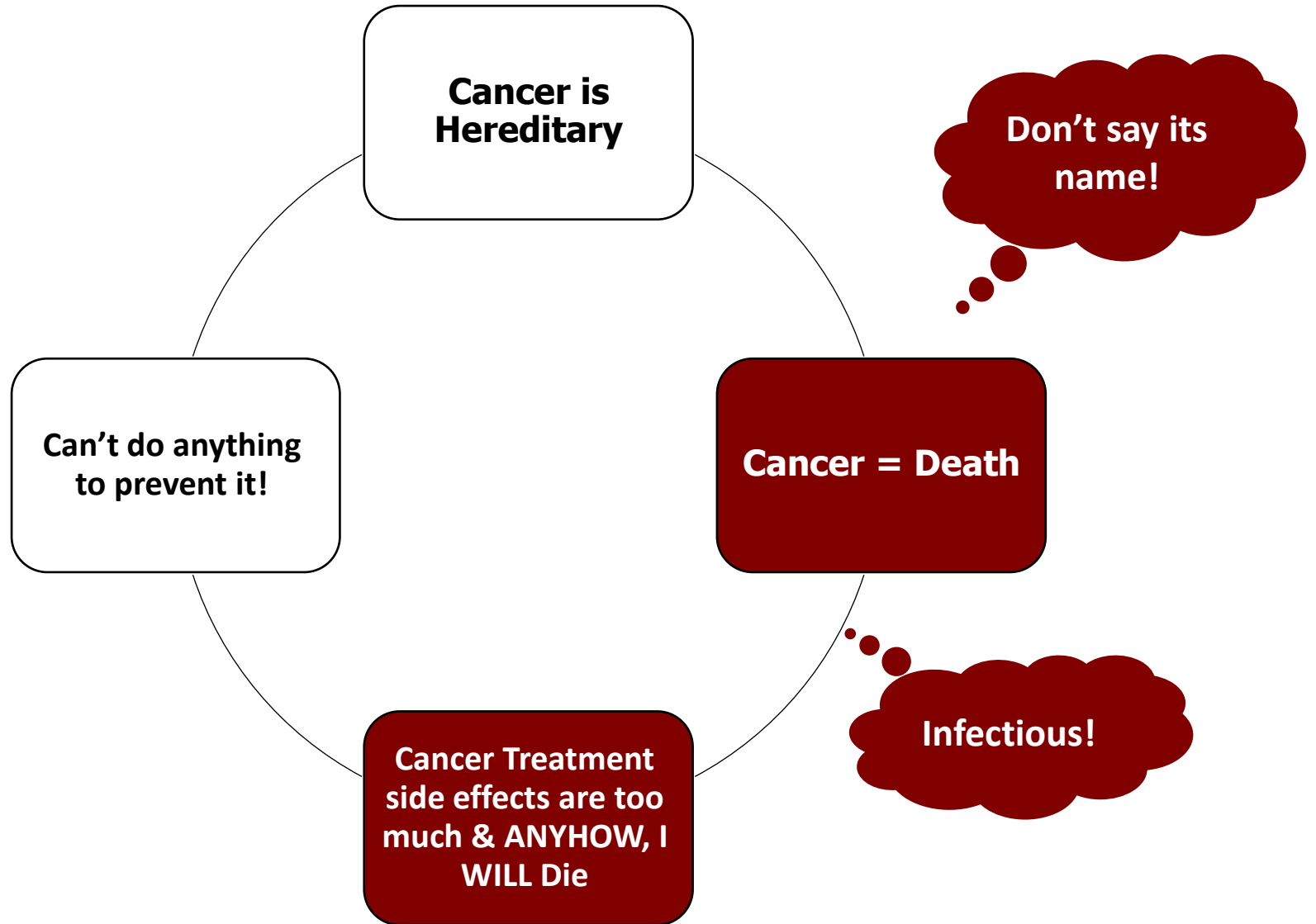
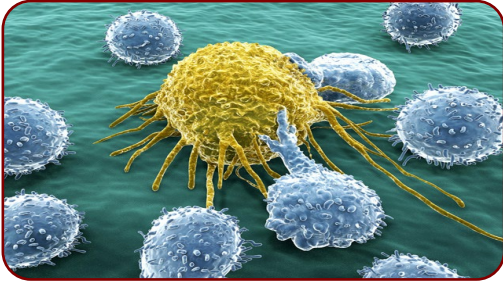


Cancer: A major Health care issue

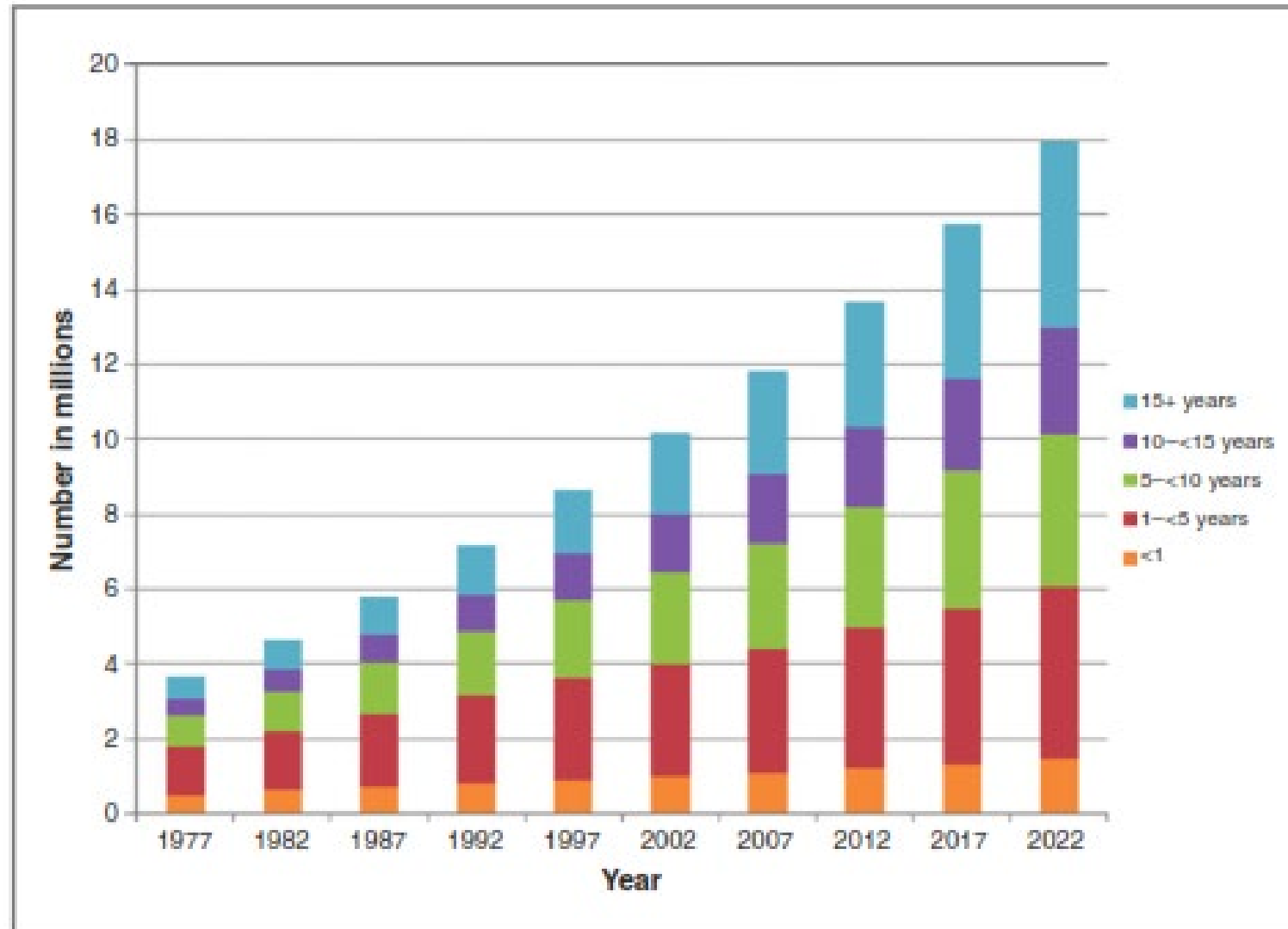
Estimated number of new cases in 2020, all cancers, both sexes, all ages



Cancer Misconceptions

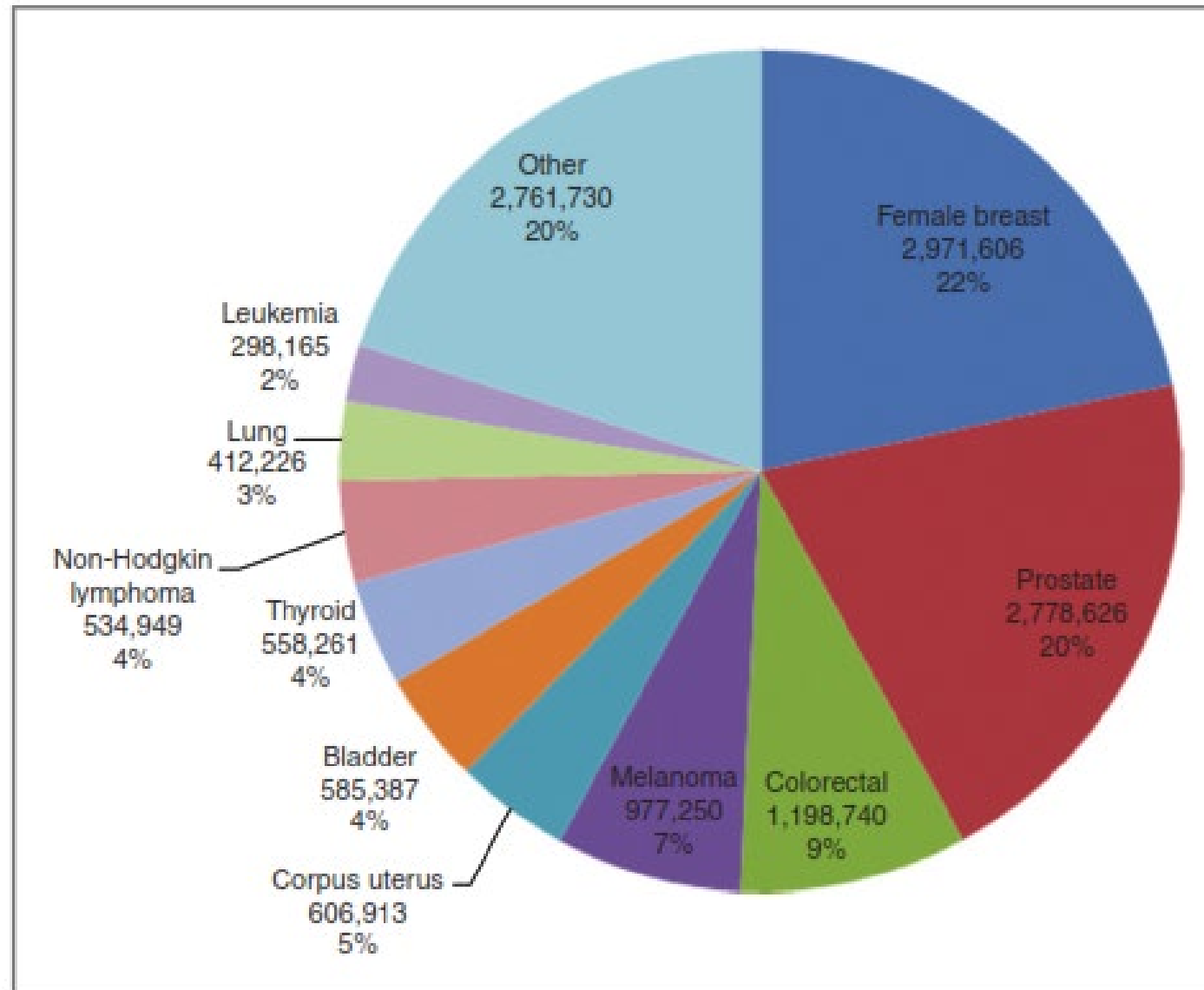


Cancer Survivors: Rising!

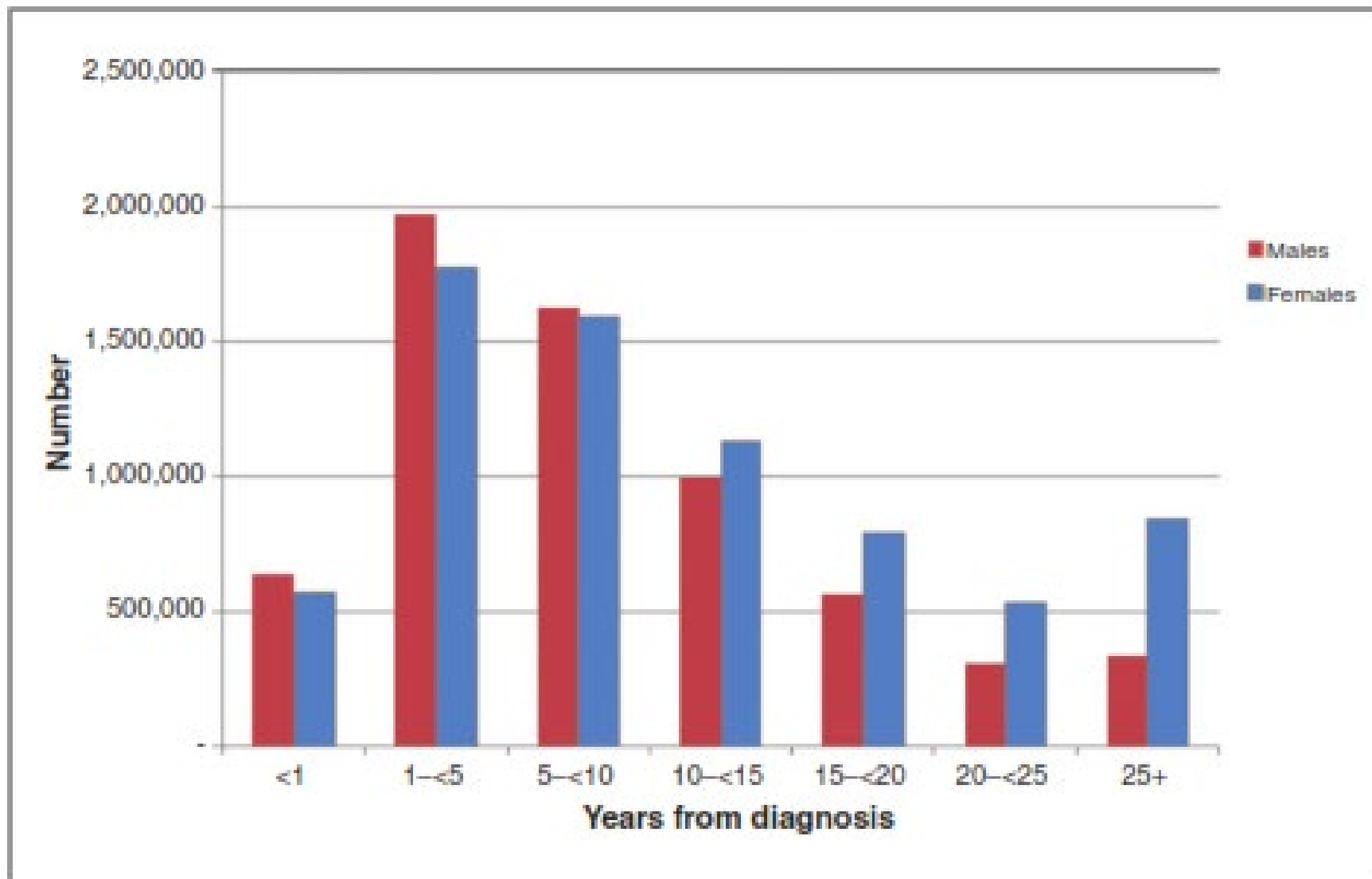


Estimated and projected number of cancer survivors in the United States from 1977 to 2022 by years since diagnosis.

US: >10 MILLION CANCER SURVIVORS IN 2012



FOLLOW-UP: 25 YEARS AND MORE



Does One Size Fit All?



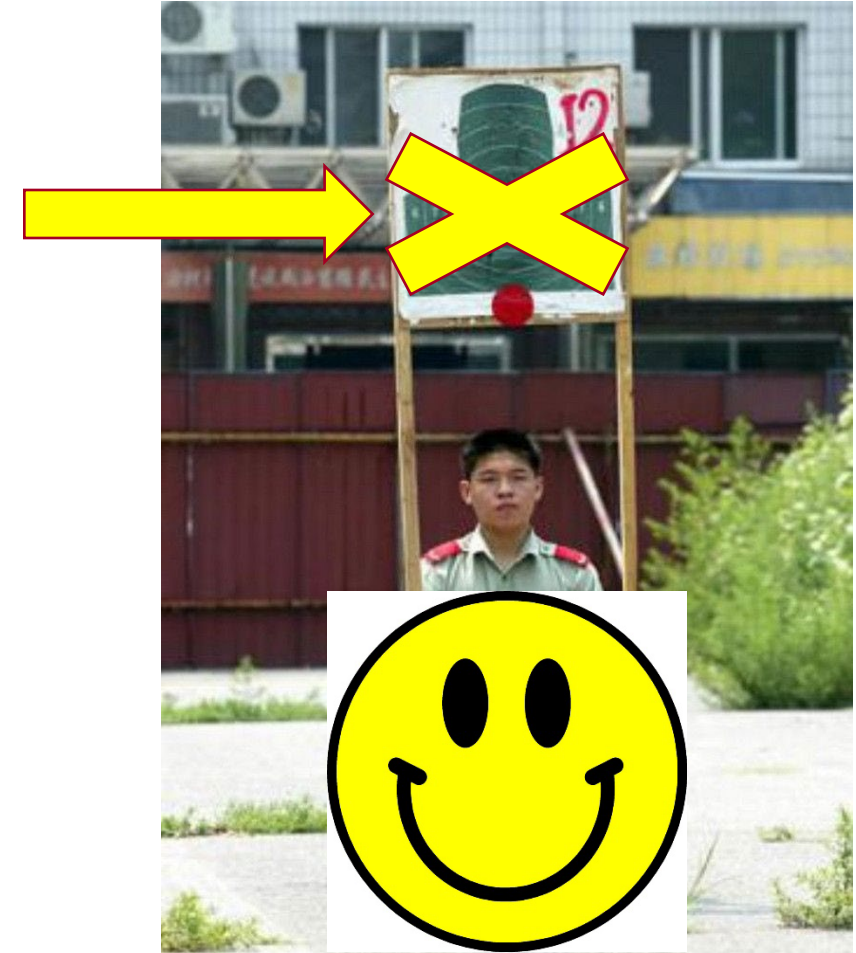
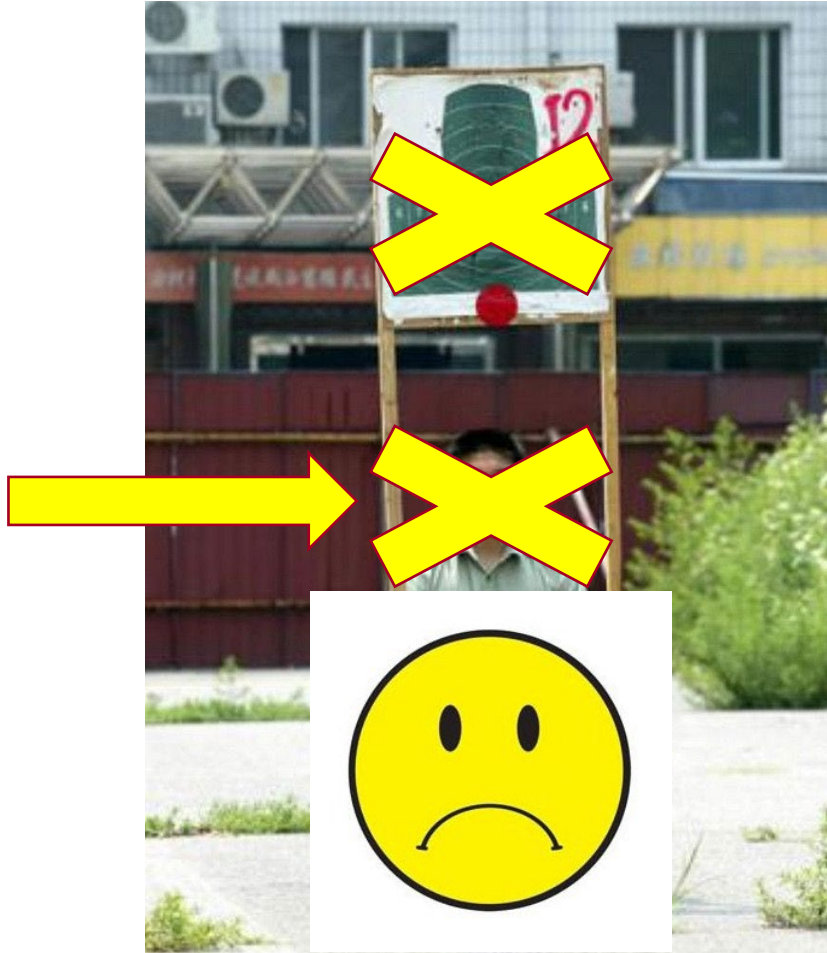
What is Personalised Care?

“Personalised cancer care means providing patients with access to care and support that meets their individual needs – **from the moment they receive their cancer diagnosis** – so that they can live as full, healthy and active a life as possible.”

The art of precision!

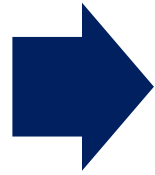
How to Hit a Target?

The art of “Precision”



“One-Size-Fits-all” vs. “Tailored Medicine”

One-Size-Fits-
All Medicine



Stratified
Medicine

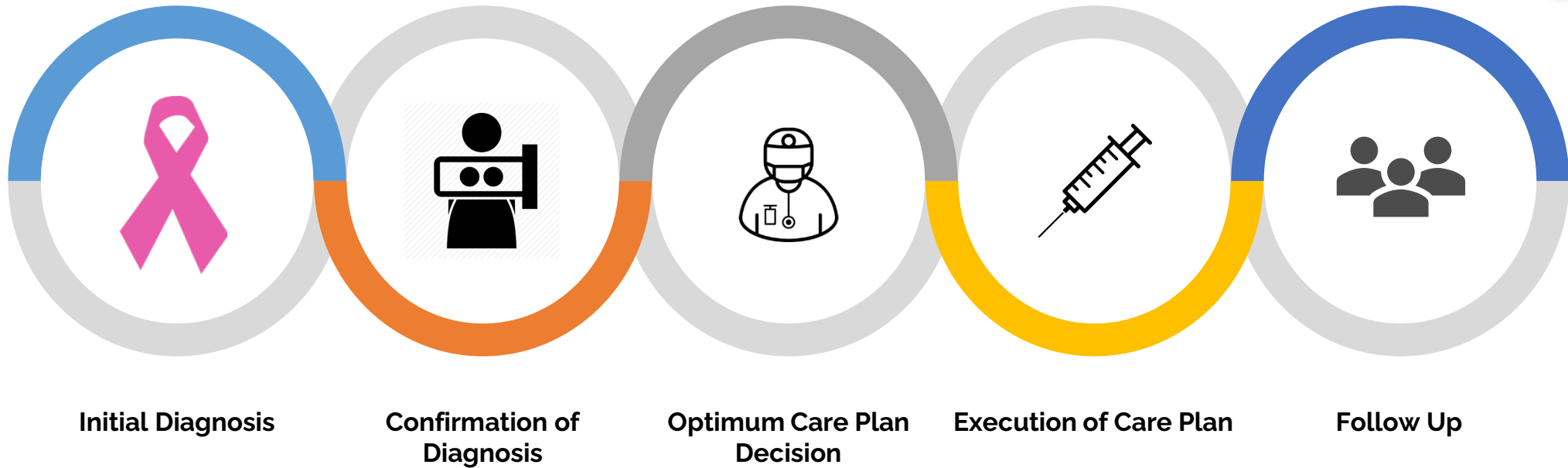


Precision
Medicine



We need to have a special Mind SET to deal with Cancer Patient!

Cancer Patient Journey

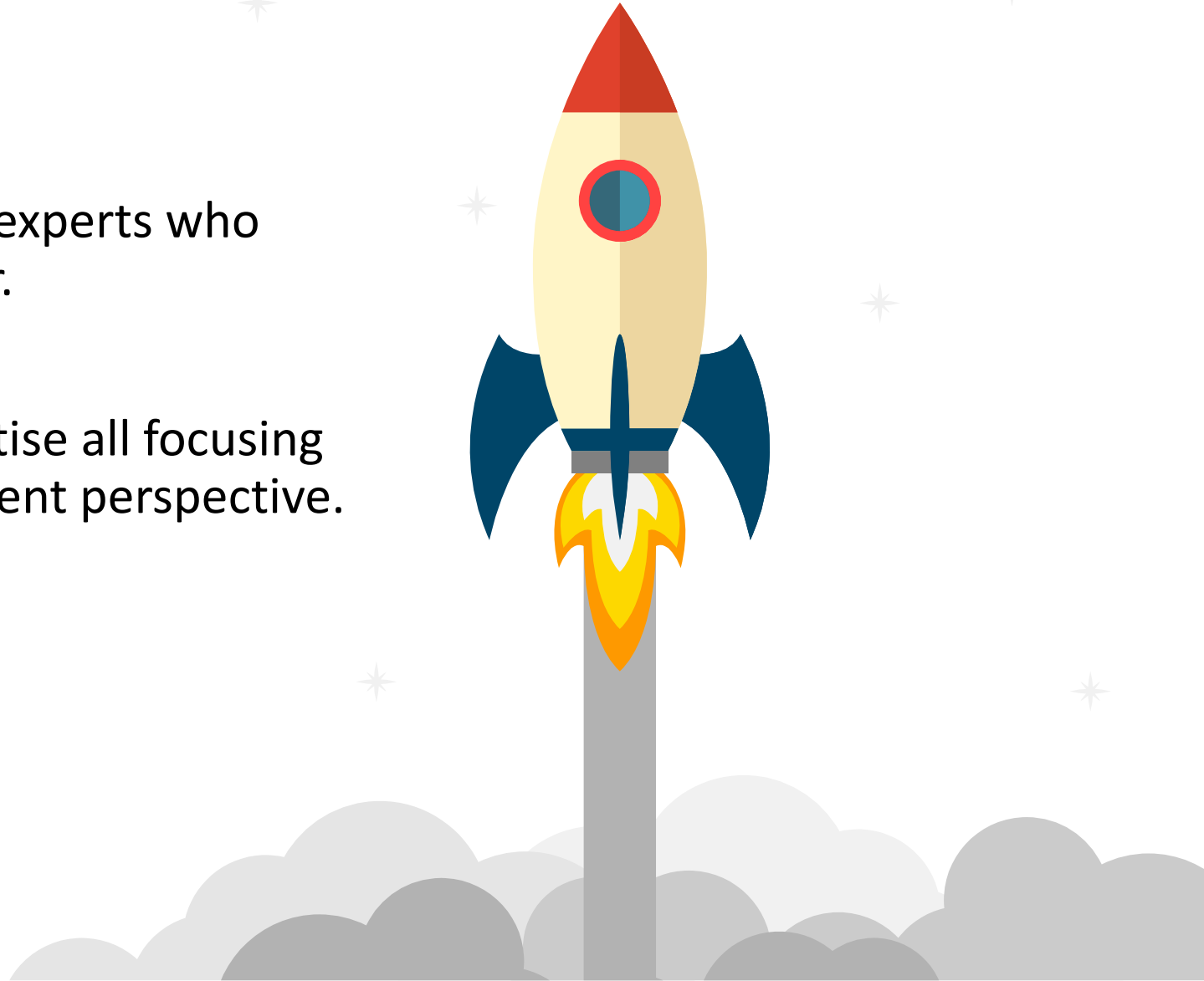


Our Patient Journey Should be!

- ✓ Safe
- ✓ Comfortable
- ✓ Easy

Why Is Comprehensive Cancer Care Important?

- Bring together a critical mass of people, experts who devote their life's work to fighting cancer.
- It's the people and their collective expertise all focusing on the same problem, each from a different perspective.



Comprehensive Cancer CARE

SERVING COMMUNITY

Developing general policies to combat cancer, national treatment guidelines.



CANCER MEDICAL CARE

Providing high standards of multidisciplinary medical care



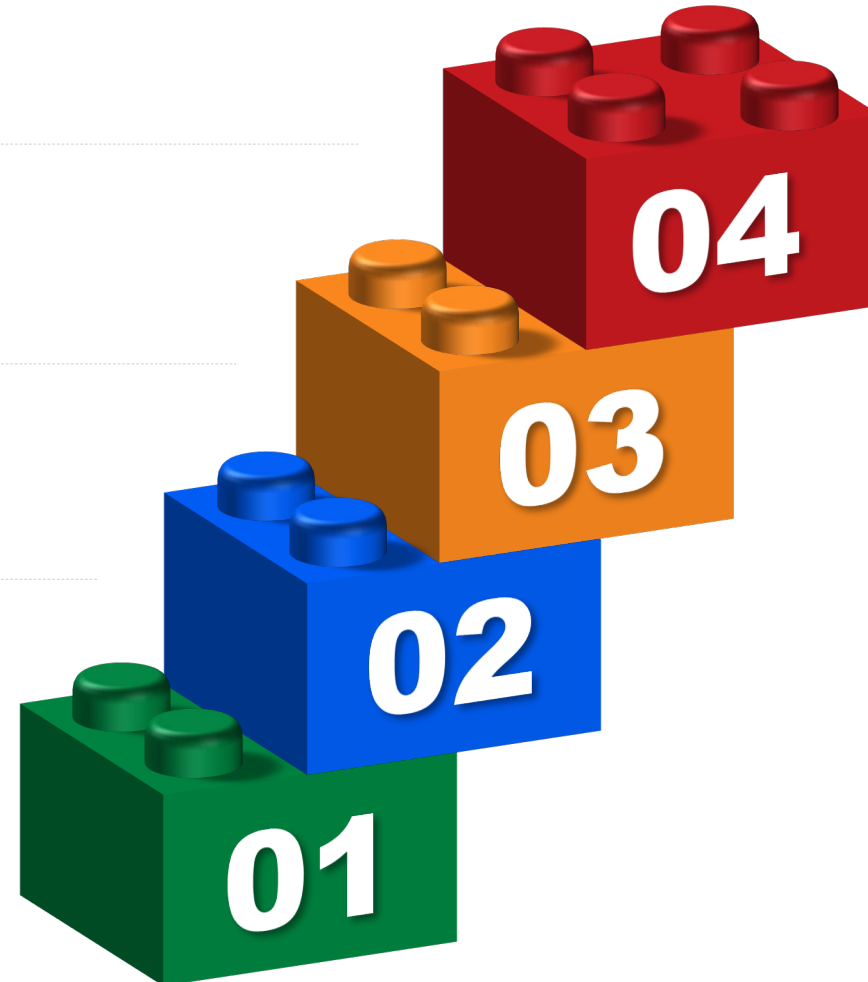
SCIENTIFIC RESEARCH

Performing scientific research in the causes, prevention and treatment of cancer.



TRAINING & EDUCATION

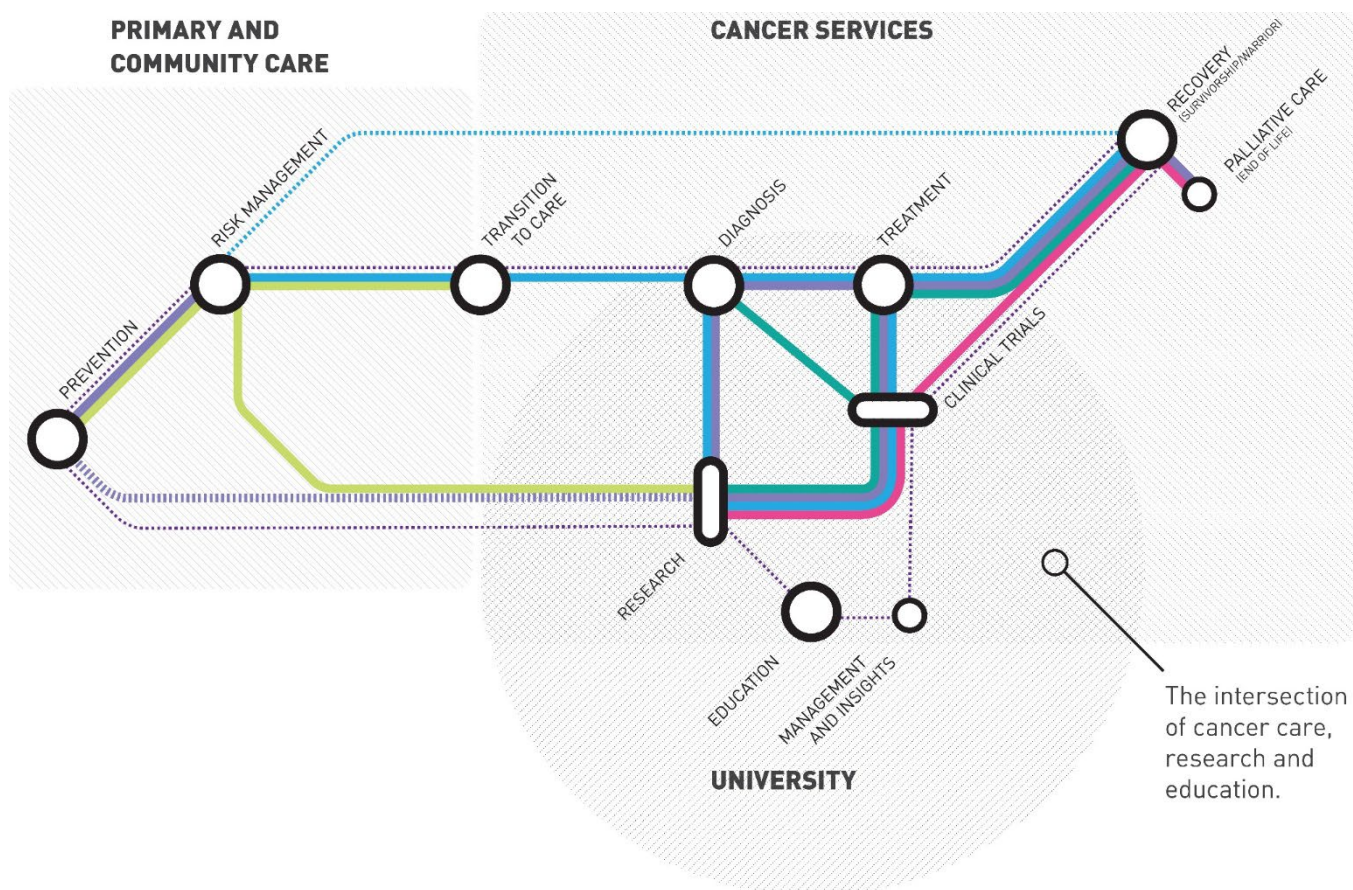
Excelling in training and education programs in all cancer-related scientific fields and provide post-graduate certificates.





Imagine yourself in a Busy Metro Station

Navigating your patient throughout her journey!



**Well
trained**

**Up-To-
Date**

Efficient

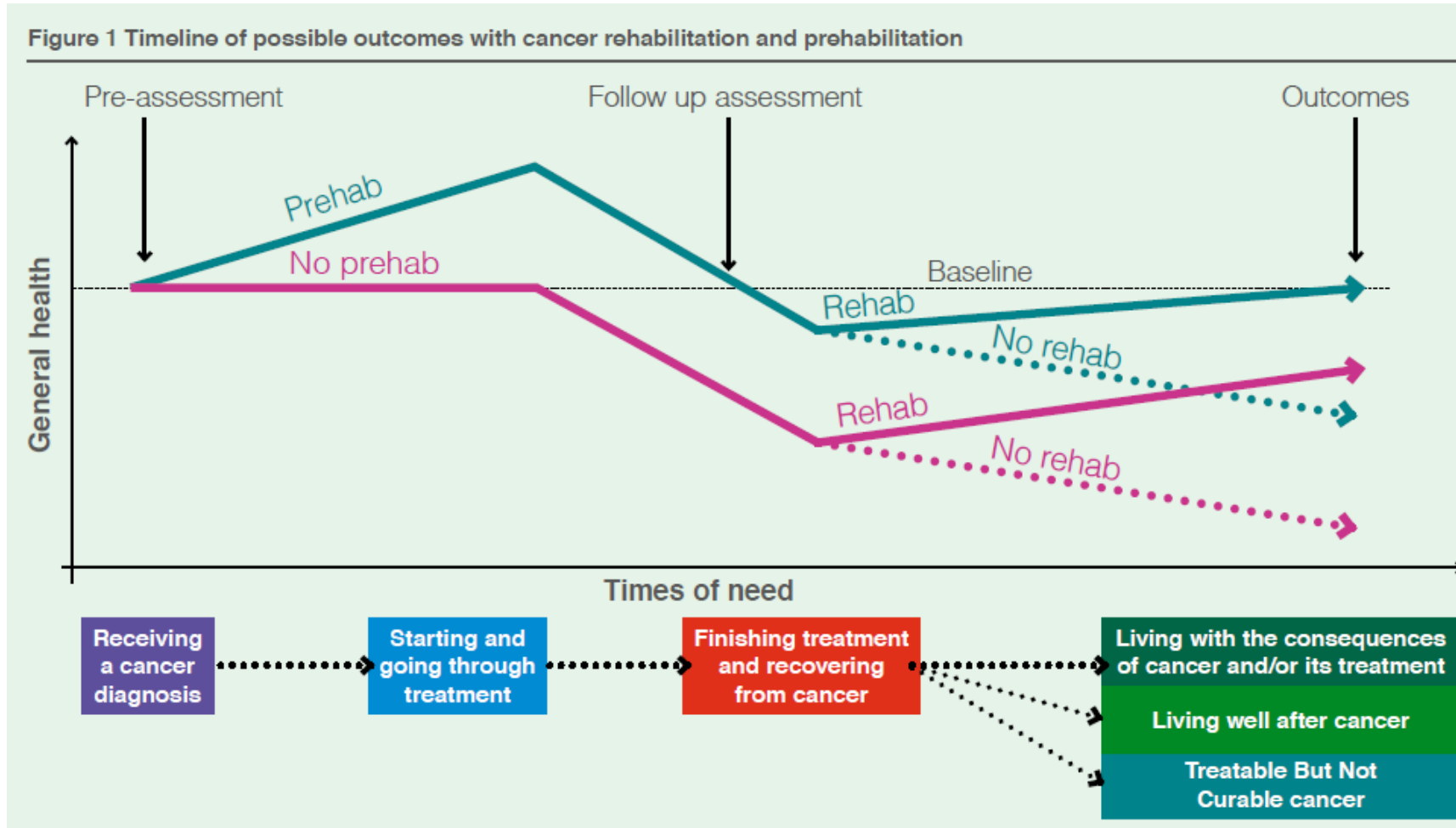
Innovative

Domino effect...



- Each Personalised Care Intervention has a direct impact on the next
- If a step is missed there is a subsequent lack of communication and information for both the patient and the next personalised care intervention

Cancer prehabilitation and rehabilitation – possible outcomes



----- Personalised Care ----- Golden Thread -----

PERSONAL EMPOWERMENT¹



Fostering a sense of control and purpose in people who are facing the challenge of cancer treatment, facilitating preparation and improving quality of life.

**PHYSICAL AND
PSYCHOLOGICAL RESILIENCE¹**



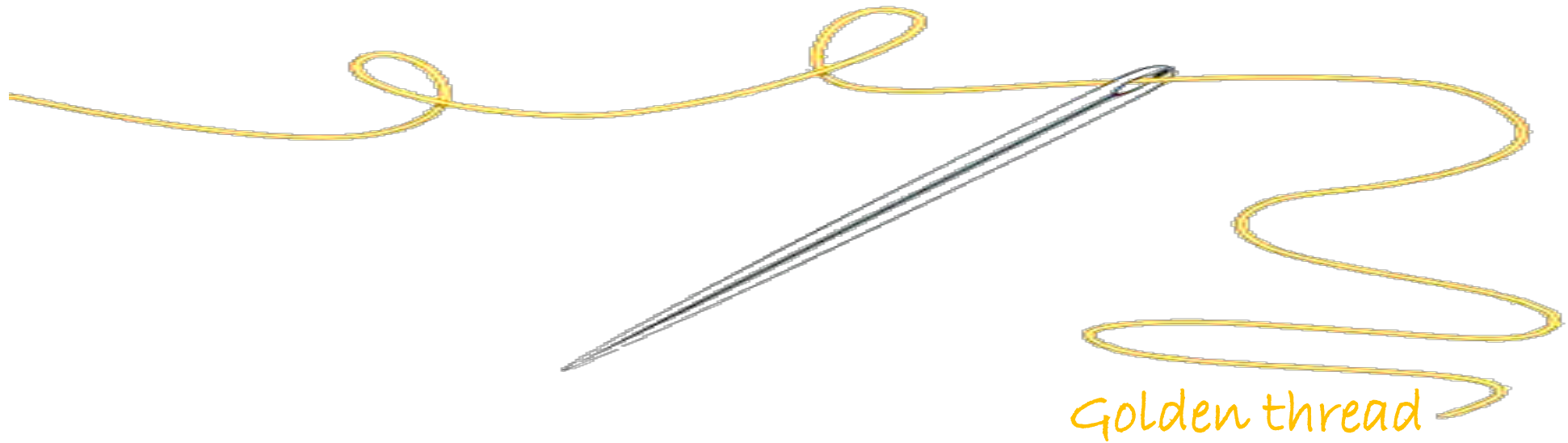
Improving physiological function and psychological wellbeing, thereby improving resilience to the effects of cancer treatments, enhancing the quality of enabling the living of life as fully as possible before, during and after treatment.

LONG TERM HEALTH¹

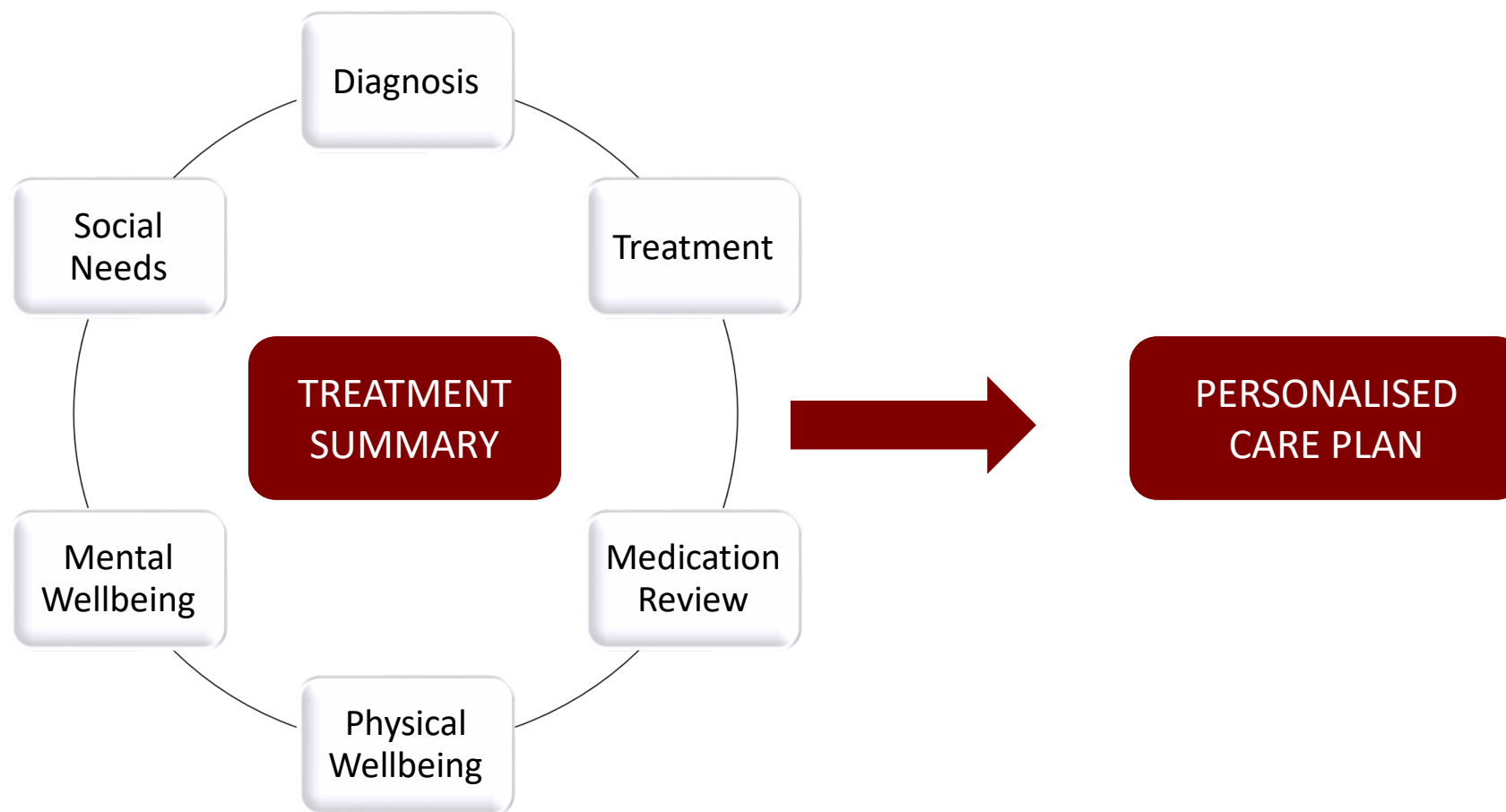


Encouraging reflection on the role of healthy lifestyle practices following a cancer diagnosis, promoting positive health behaviour change and thereby impacting long term health.

Shared Decision Making



Cancer Care Review



Knowledge about the Disease!

The basis of what you will build your strategy!

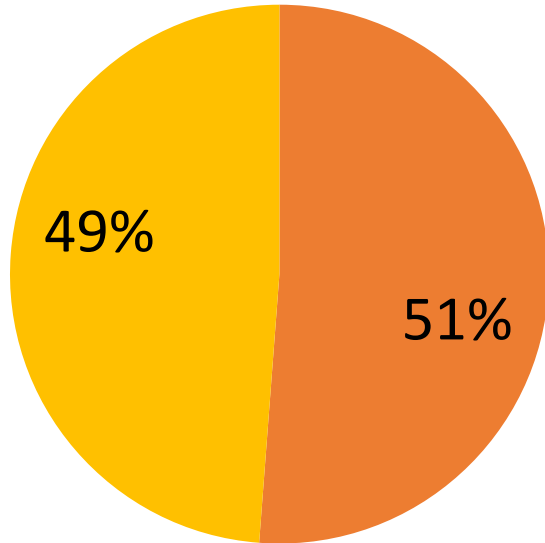




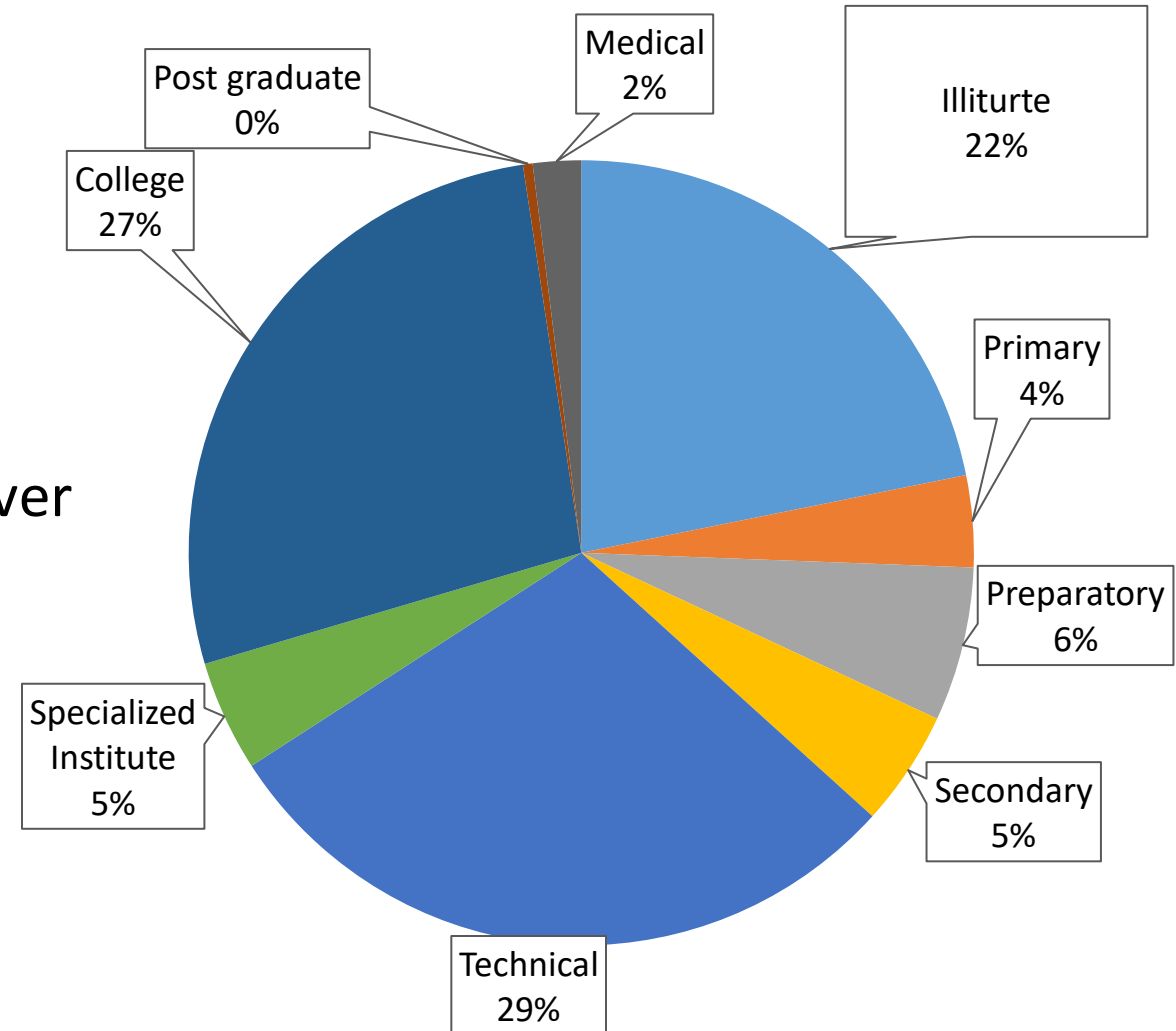
487



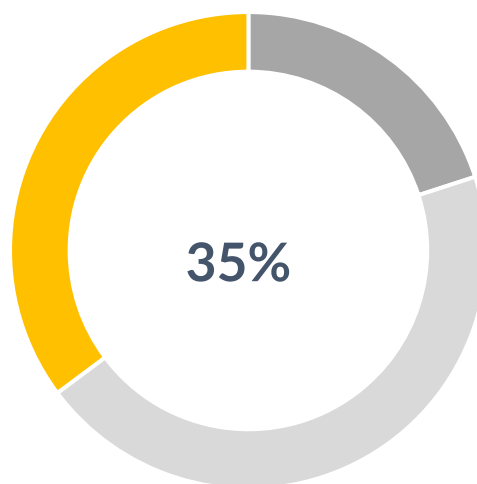
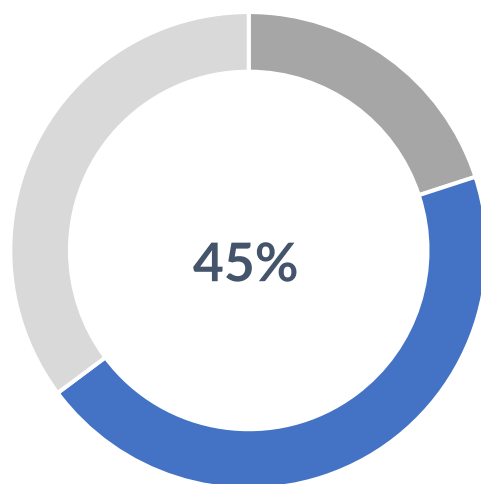
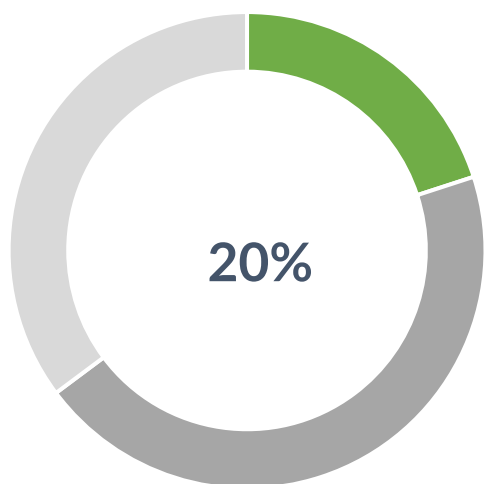
Respondent
Oct 2021



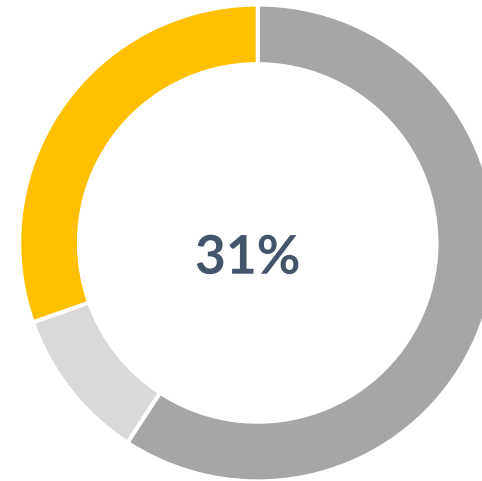
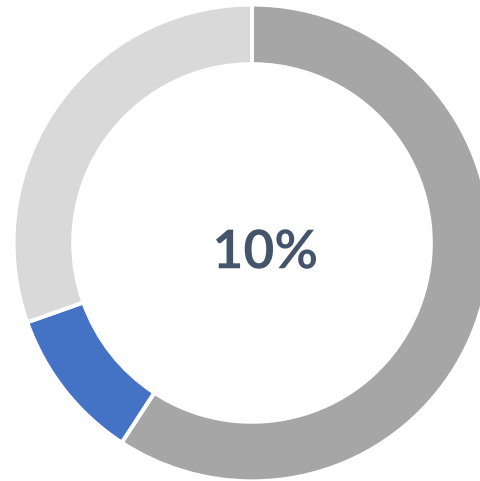
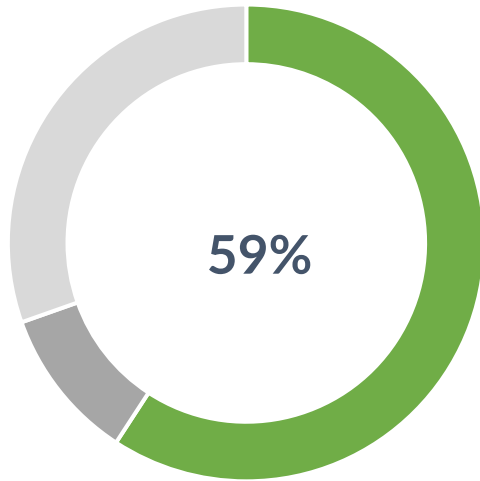
■ Patient
■ Care Giver



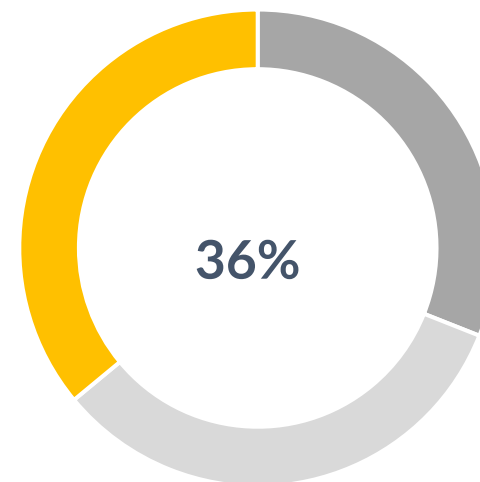
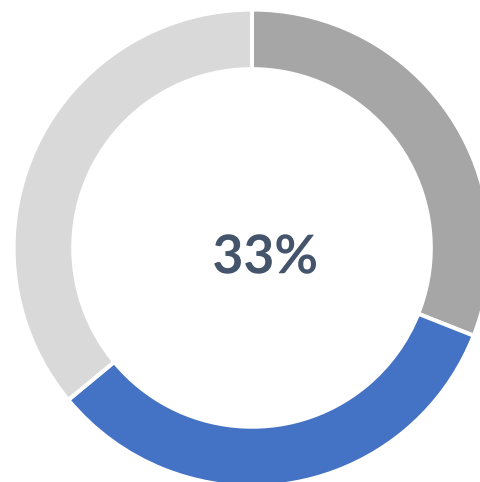
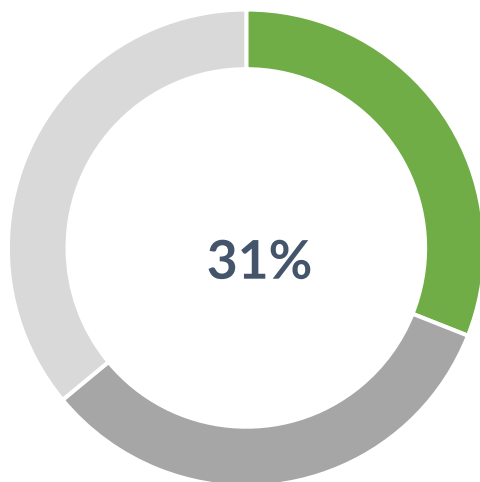
Biopsy Causes Tumor Dissemination



Cancer Feeds on Sugar



Red Meat Should be avoided during therapy

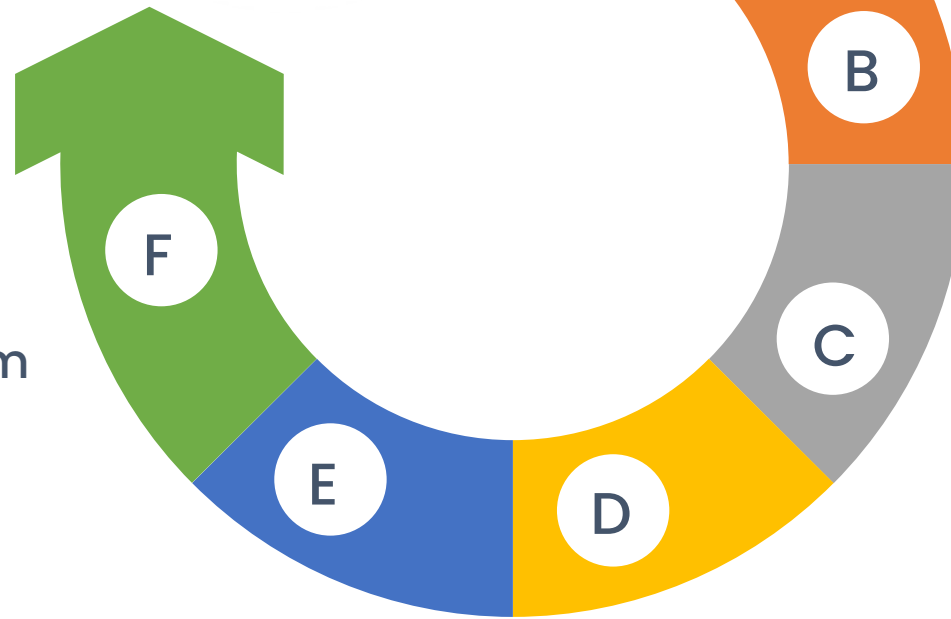




Social Media Platforms

18 %

Information Sources



Internet



24 %

Caregivers



18 %.



Healthcare Team

3 %



TV & Radio

19 %.

Other Patients



18 %

Cancer Burden in Egypt



102 334 403

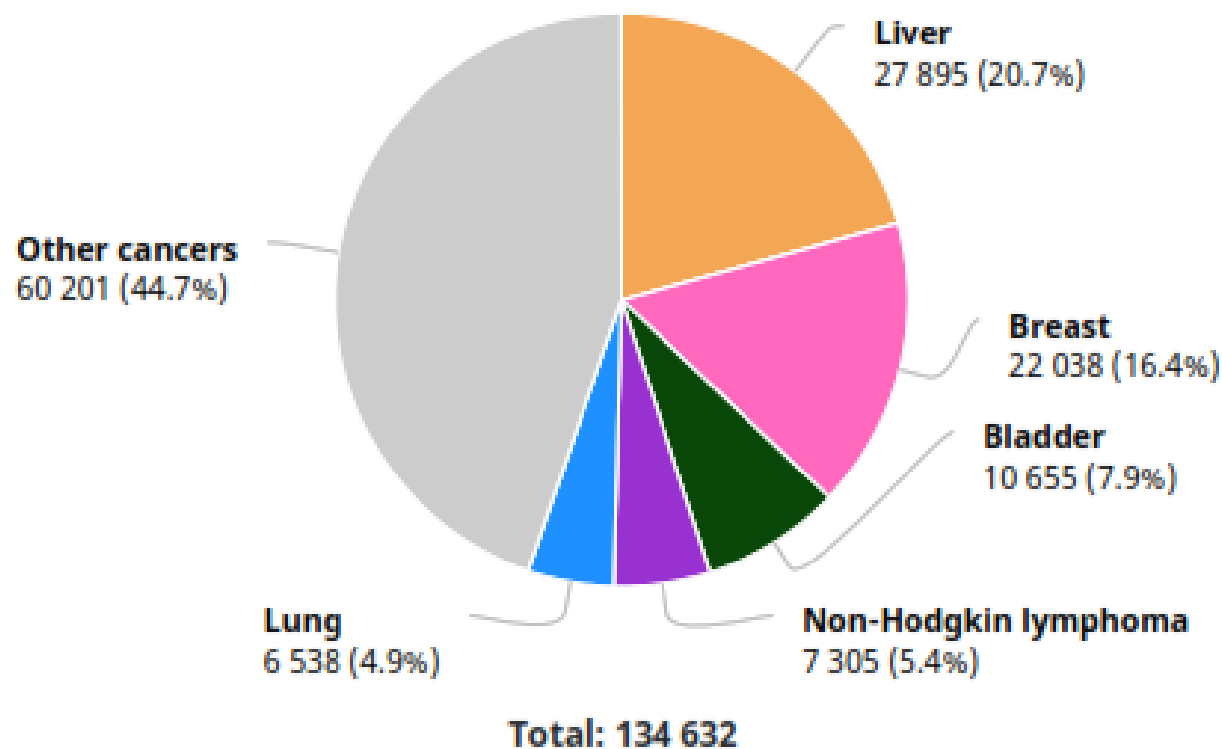
134 632

89 042

278 165

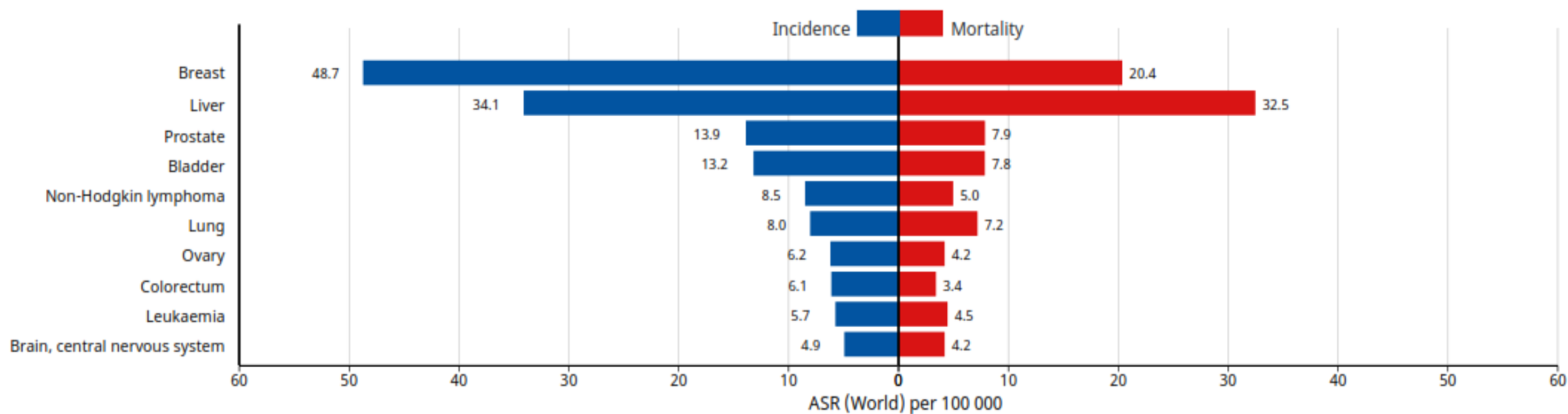
Egypt: Magnitude of the problem

Number of new cases in 2020, both sexes, all ages



Egypt: Magnitude of the problem

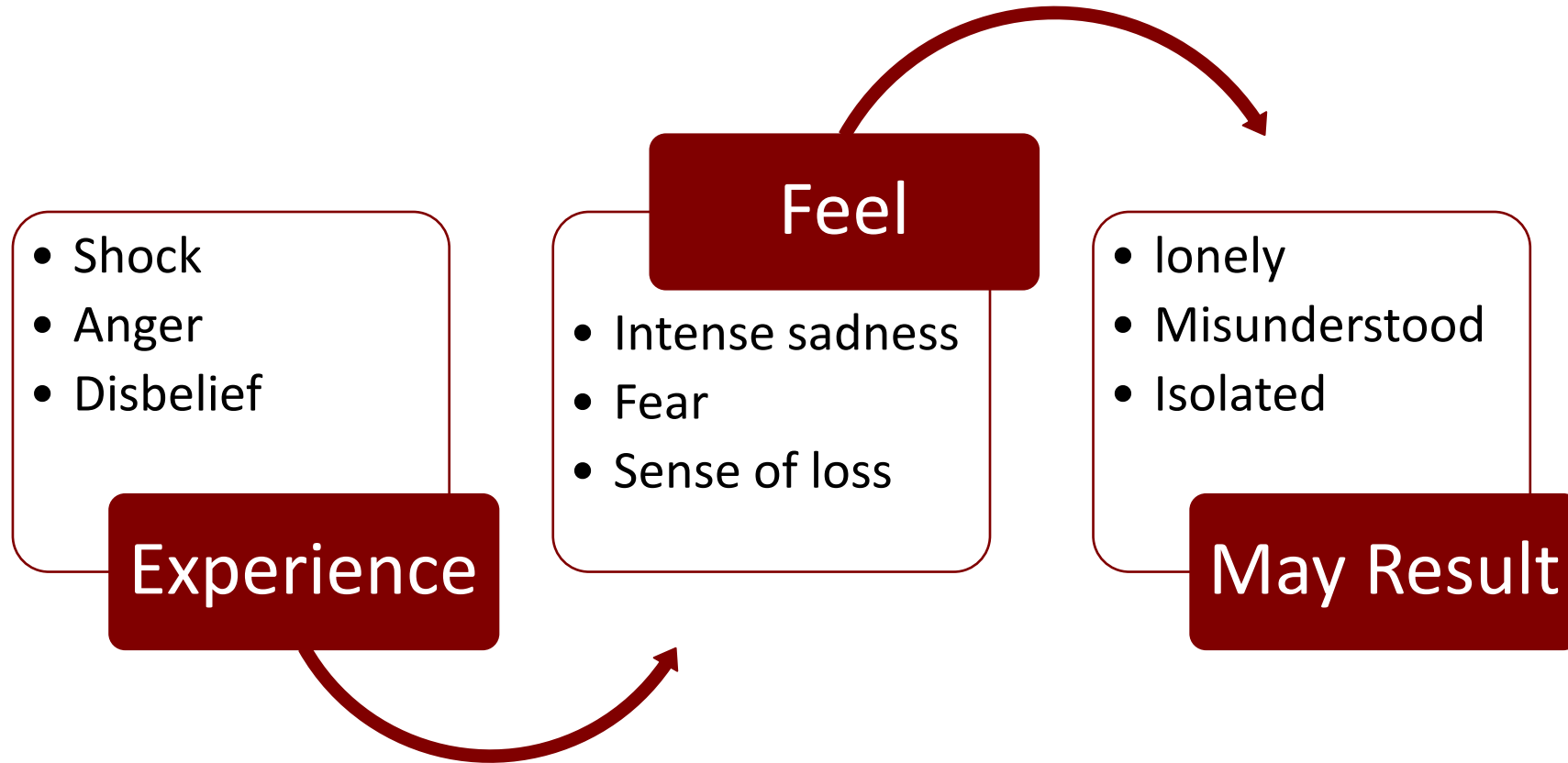
Age-standardized (World) incidence and mortality rates, top 10 cancers



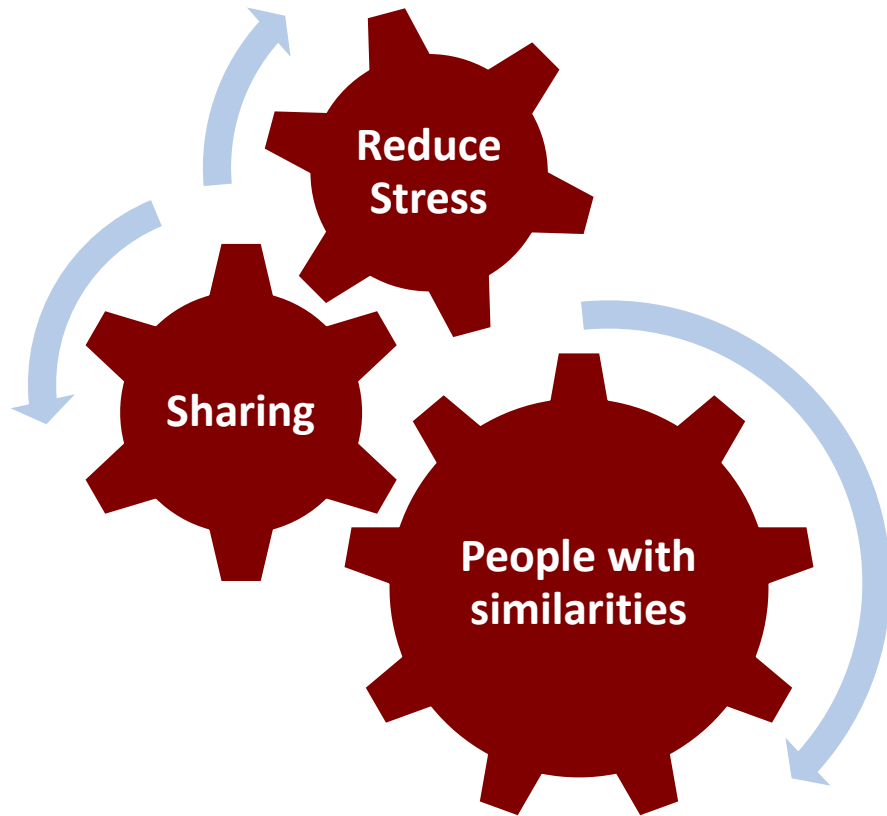
Cancer Support in Egypt

Map is Needed!

When Someone get diagnosed with Cancer!



How can cancer support groups help?



Peer-led or self-help groups

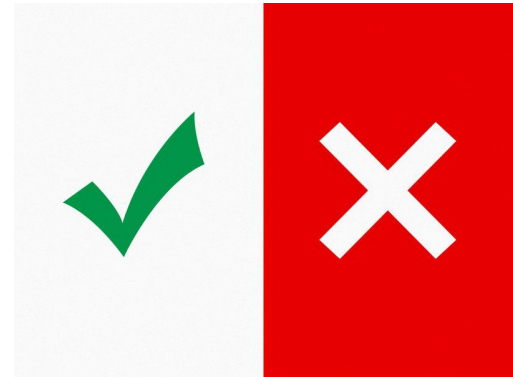
- These support groups are run by group members

Professional-led support groups

- A counselor, social worker, psychologist, or other trained professional may lead the conversation among the members.

Informational support groups

- led by a professional facilitator
- They provide cancer-related information and education
- These groups often invite speakers, such as doctors and nurses, who provide expert advice.



Organizations Facilitating “Cancer Support”



**National
Cancer
Institute**
Cairo University



**Breast
Cancer
Hospital**
Cairo University



**ECS | EGYPTIAN
Cancer Society**
الجمعية المصرية لأمراض السرطان

CanSurvive

صحة المرأة
الجمعية المصرية لصحة المرأة
Egyptian Society of Women's Health
مقيدة برقم ٦١٠٤ القاهرة ٢٠٠٥
و المعاد إشهارها برقم ٥٥٧٦ الجيزة ٢٠١٥



مؤسسة مستشفى سرطان
الأطفال - مصر
Children's Cancer Hospital
Foundation - Egypt

مرسال
Mersal
FOUNDATION

BHEYA

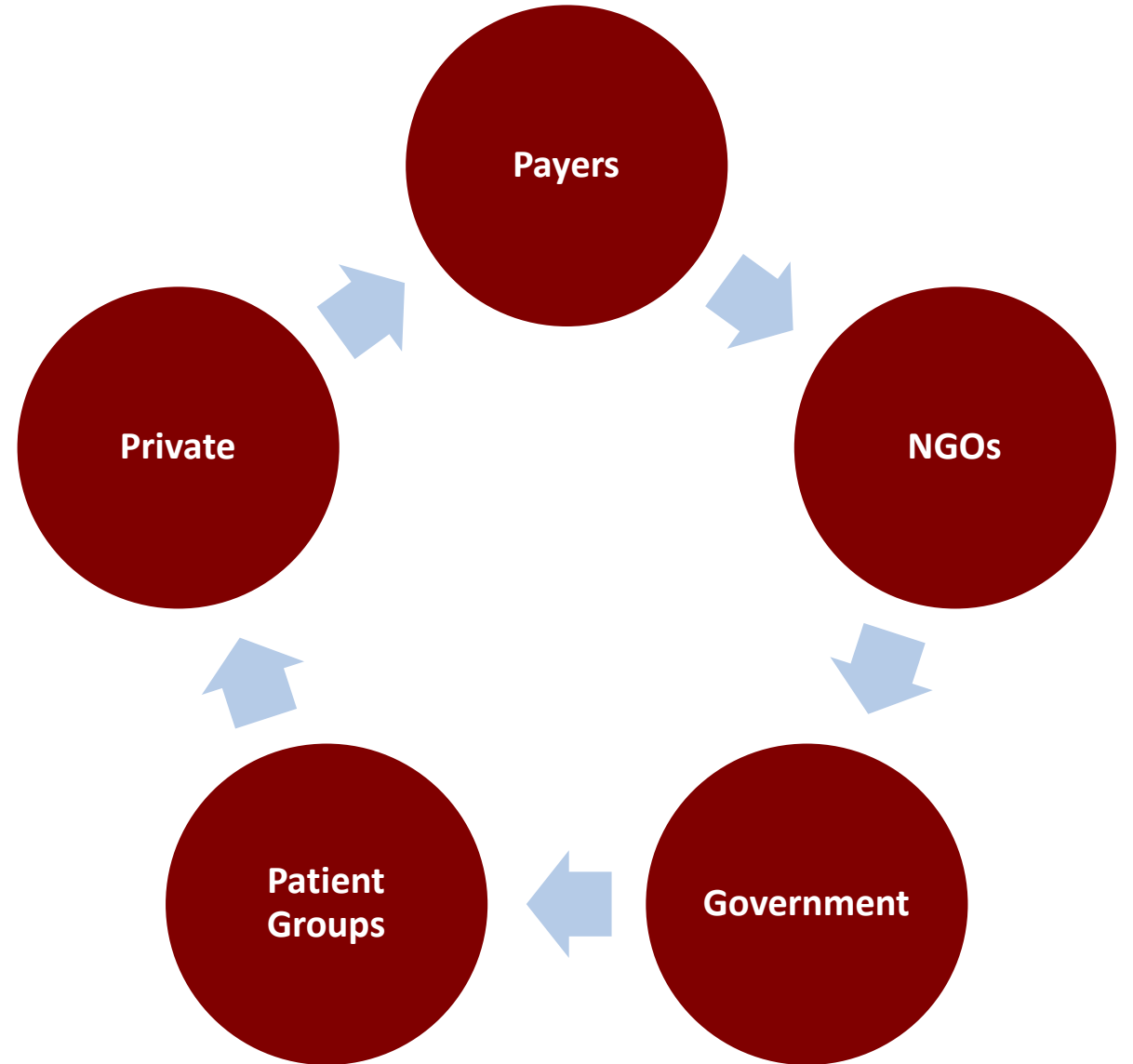


مستشفى **شفاء الأورمان**
صعيد بلا سرطان

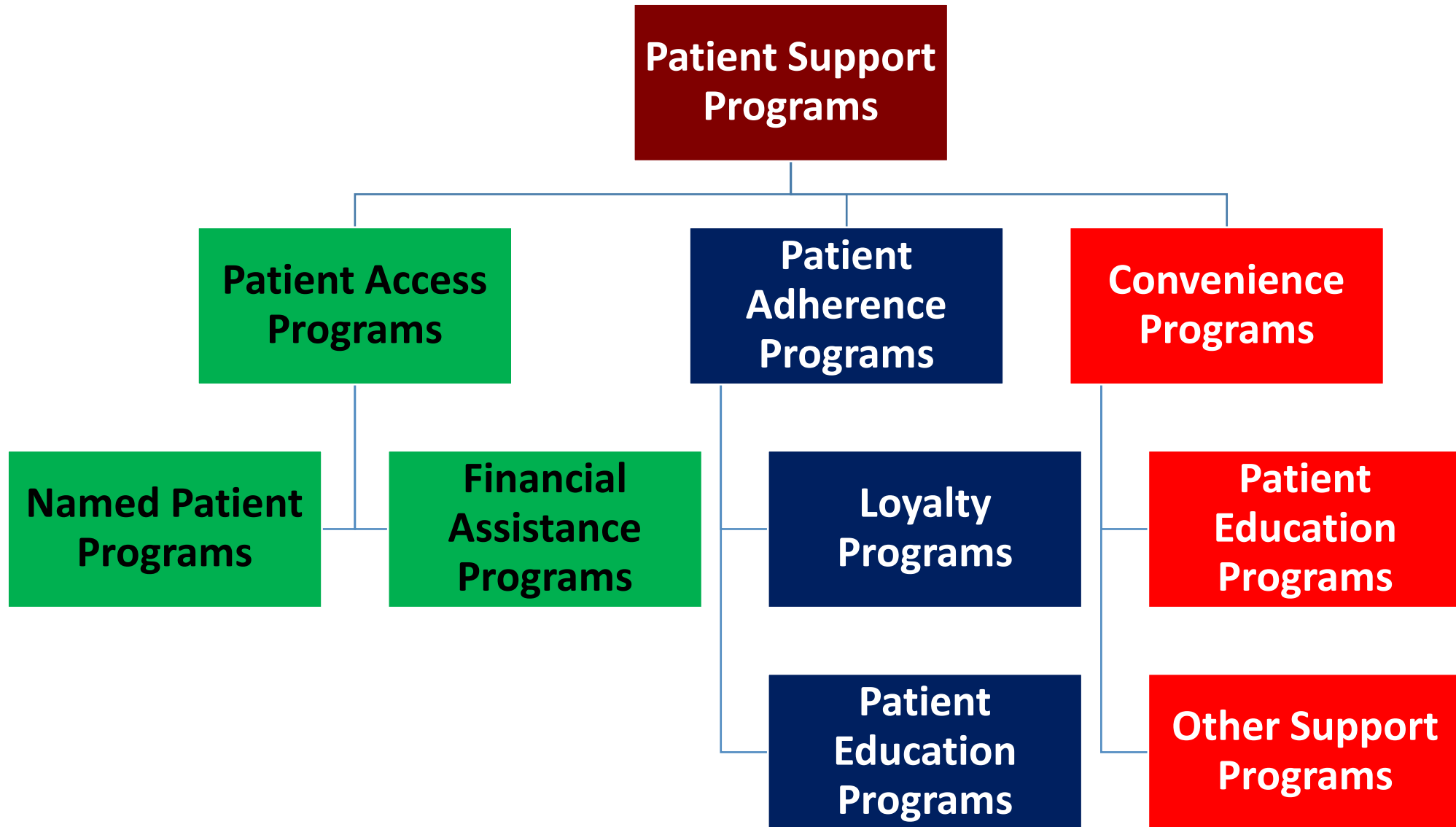
WE WANT LIFE
HOME OF PATIENT EXPERTS

BCFE
المؤسسة المصرية لمكافحة سرطان الثدي
Breast Cancer Foundation of Egypt
Ministry of Social Solidarity Reg. No.5840/2004

Stakeholders Interplay

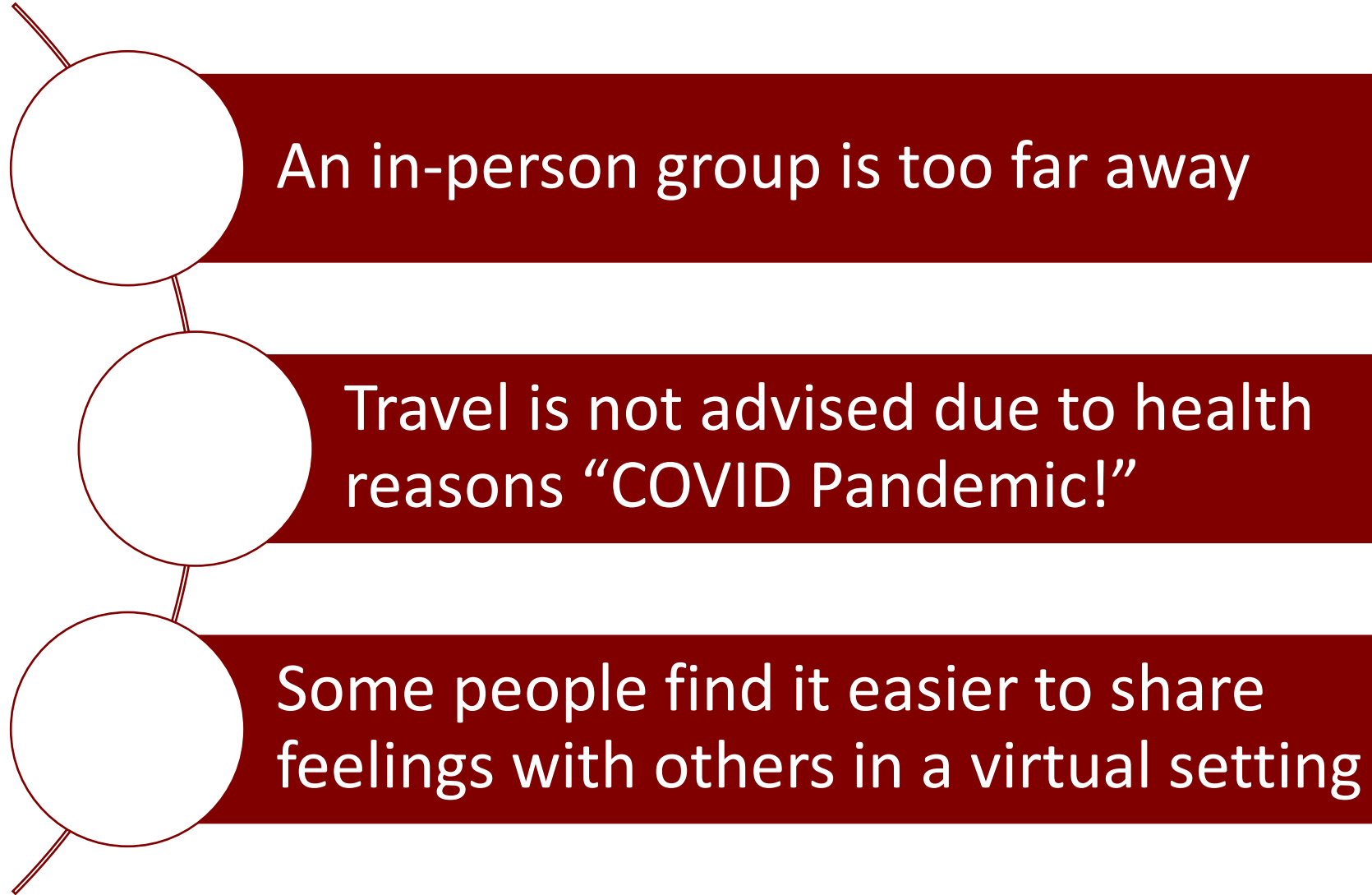


Pharma Model for “Patient Support Programs”

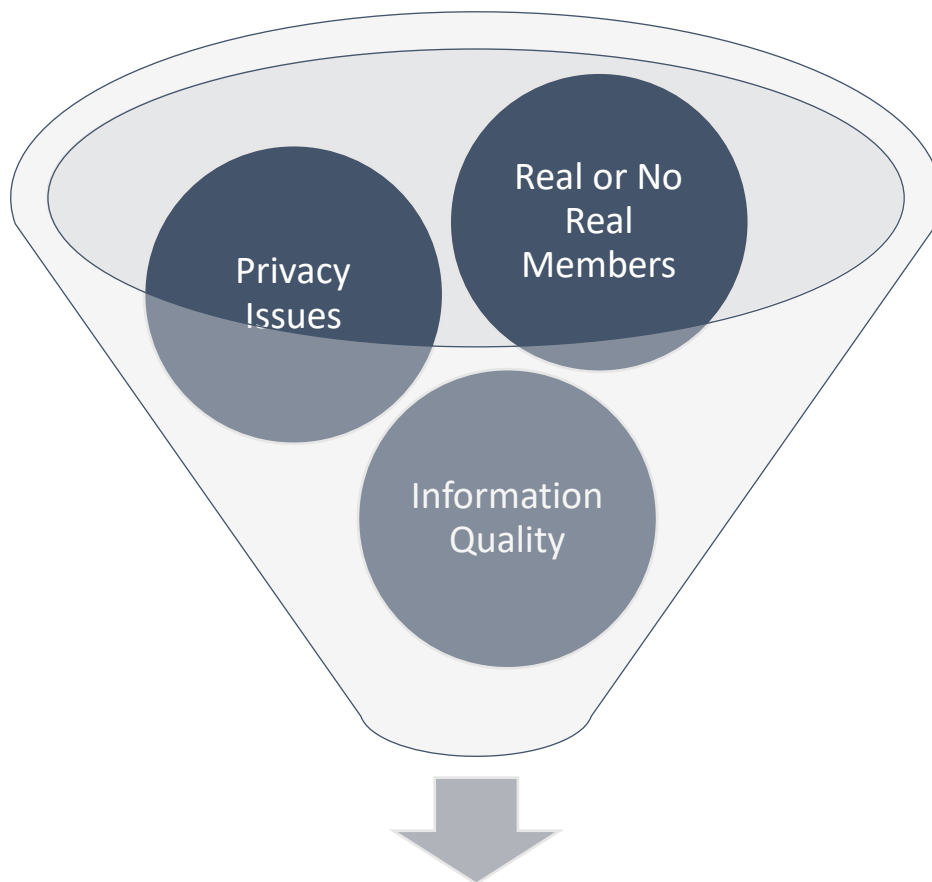


Online Support Groups

Online support groups can be a convenient option



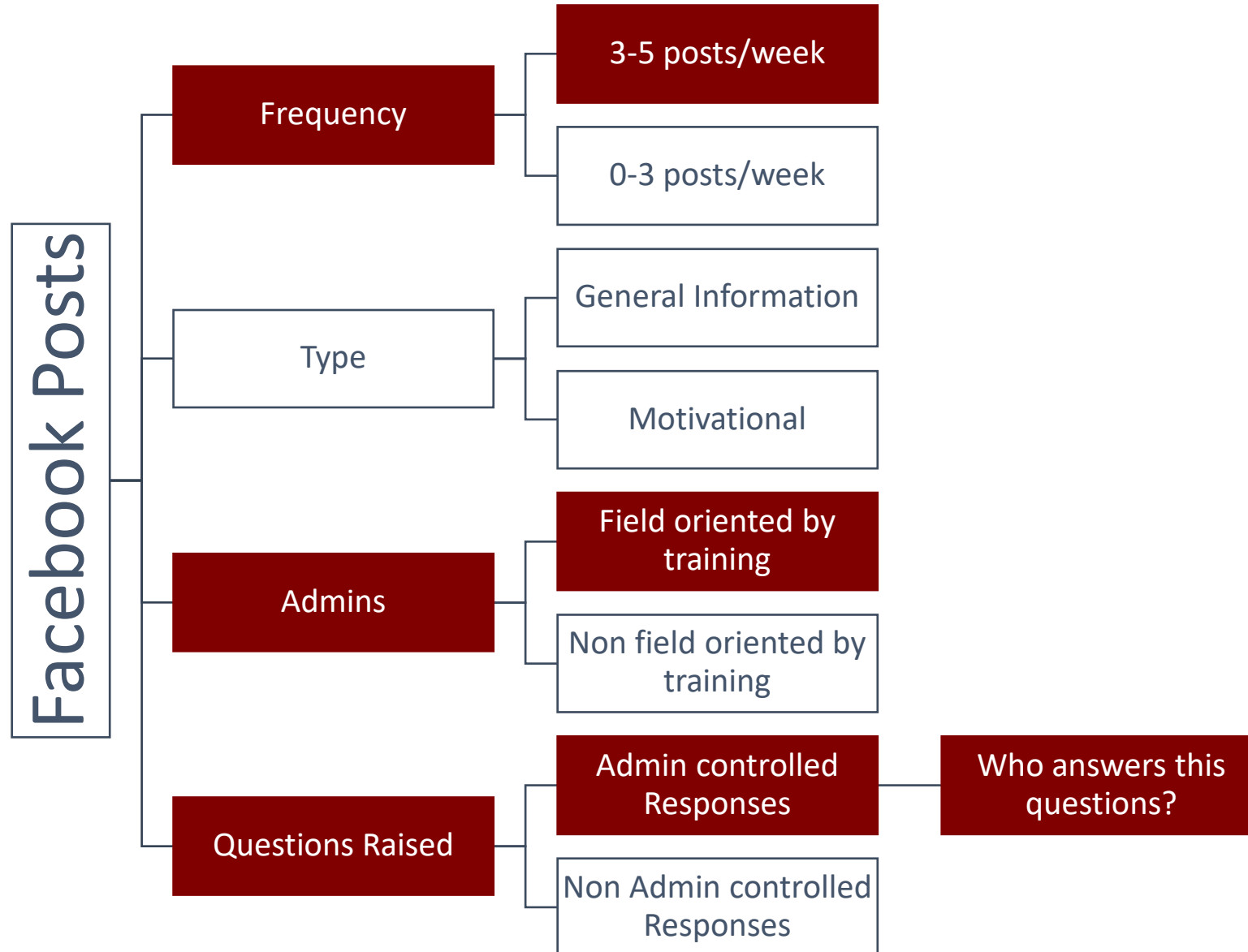
Online Support groups are not always a “Trusty Place”



Results are not always
matching purposes

**You need to be
picky!**

Facebook groups “Qualified Knowledge!”



Facebook Groups “Glimpse”

39.8 K

Qualified

كل ما يهتمك عن اورام الثدي
Cancer Superheroes
Fight Cancer
انا اقوي من السرطان
هيا اصحبني نحو الشفاء من
السرطان
علاج السرطان في مصر

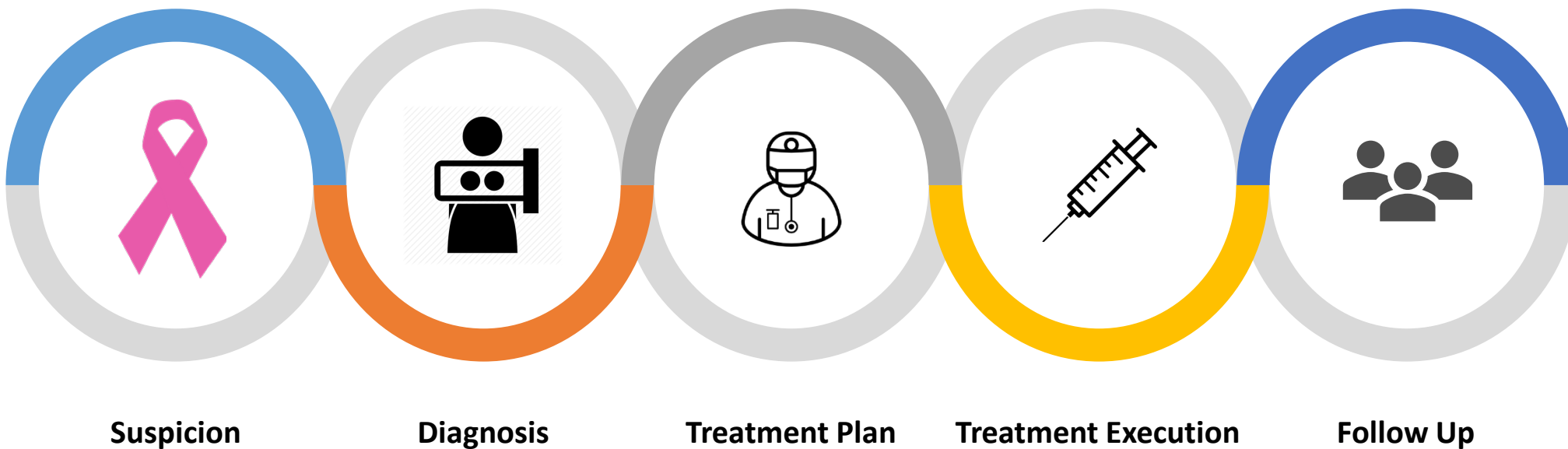
148.1 K

Semi/Not Qualified

انا اقوي من السرطان
كلنا ضد السرطان
نبض الحياه لدعم مرضي السرطان
محاربون السرطان
قصتي مع السرطان والأمل
نظام غذائي لمرضي سرطان الثدي
كيف تتعايش مع السرطان
مرضي السرطان
الدعم النفسي و المعنوي لمحاربي
السرطان في مصر
تجربتي مع السرطان
مدد لدعم مرضي السرطان
قصص وتجارب مريضات السرطان
الام السرطان والعلاج
نصائح لمرضي السرطان

Take Home Message

Together in Your Journey



The Way Forward

Education

- High Quality Postgraduate Studies
- Well Trained Healthcare Providers

Research

- High Quality Research based on our community needs
- Real life data generation



Clinical Care

- High-Quality, cost-effective treatment protocols
- International patient safety & quality

Psychosocial

- Holistic approach in patient's management
- Psychological, nutritional, fertility counseling, etc.....

Patient Centered approach!

Complementing each other!



NOT Competing with each other!



Conclusion “Winning Behaviors for all Stakeholders”



Complement each other!

Transparency!

Evidence Based Best Practice



**THINK
BIGGER**



You Need to Start!

Community Support

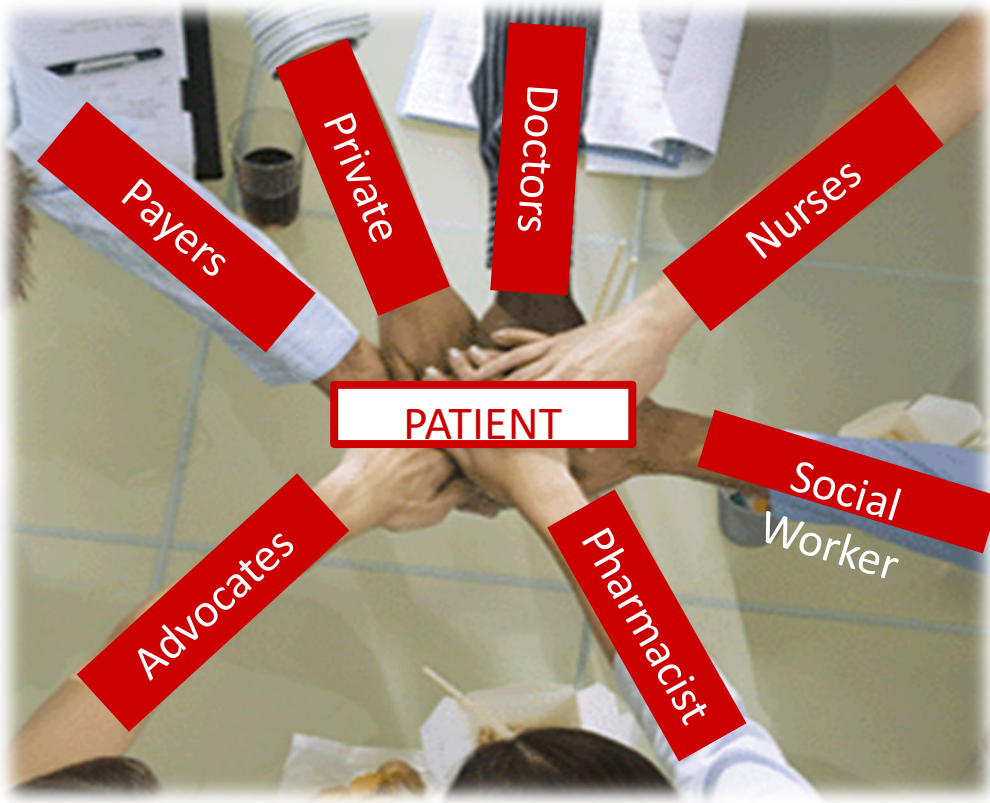


Covid
pandemic

Continue Your
Support!



Collaborative approach is necessary for Clinical Care AND Research!



**“Coming together is a beginning.
Keeping together is a progress.
Working together is a success”**



Thank You