Unlocking Eminence to Enhance Patient Care

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Challenging the Europe of Disparities

EVERY MINUTE, 3 EUROPEAN CITIZENS DIE FROM CANCER.

HOW CAN YOU HELP CHANGE THIS?
Unlocking Eminence: The European Cancer Concord

- **Equal Partnership** between **Patients** and **Healthcare Professionals**
- **Citizen-focused initiative**
- **Key goal** is to **identify inequalities AND do something about it!**
- **Engagement** at **European** and **National** levels
The European Cancer Patient’s Bill of Rights

Unlocking Eminence: *The European Cancer Patient’s Bill of Rights*

- A **charter** to **challenge** the current **inequalities** that cancer patients in Europe are **experiencing on a daily basis**¹,²
- A **catalyst for change** and an **empowerment tool** for cancer patients
- An **initiative** that has resonated across all of **Europe**

¹ Lawler et al *Lancet Oncology*, 4th February 2014;
² Lawler et al *The Oncologist*, 4th February 2014
The European Cancer Patient’s Bill of Rights

Article 1: The right of every European Citizen to receive the most accurate information and to be proactively involved in his/her care.
Unlocking Eminence: The European Element
Tonio Borg  European Commissioner for Health

“I praise the very first right that the Bill defends, the right for the patient to receive accurate information and to be actively associated in their care. Information is key to enable the patient to play an active role in his or her treatment rather than just being a passive recipient.”
The European Cancer Patient’s Bill of Rights

Article 2: The right of every European citizen to equal and timely access to appropriate specialised care, underpinned by research and innovation.
Unlocking Eminence: The Patient/Cancer Society Element
Joan Kelly President European Cancer Leagues

“Both national and regional inequalities in disease prevalence and impact are holding the development of Europe back in every country in the Union. This Bill of Rights is a bold step forward to empowering cancer patients and citizens everywhere.”
The European Cancer Patient’s Bill of Rights

Article 3: The right of every European citizen to receive care in health systems that ensure improved outcomes, patient rehabilitation, best quality of life and affordable health care
“Launching the Bill of Rights in the European Parliament on World Cancer Day underlines the commitment of the Parliament to abolish disparities in cancer care for the European citizen. In Southern, Eastern and Central Europe, where the public health systems are under constant pressure from austerity measures, cancer patients and their families are the first to feel the impact on their health, finances and quality of life”
Using the European Cancer Patient Bill of Rights to Address Cancer Inequalities

• Northern Ireland

• **Post code lottery** as *where you live* in the UK determines access

• **Farcical**: NI clinicians led many of the studies, yet NI patients *can’t get access* to the treatments
Unlocking Eminence: Equal Access Campaign

• Cancer Focus NI led Public awareness and campaigning initiative
Empowering enhanced cancer control and challenging the Europe of Disparities in Cancer through the use of Data

- **Access** to reliable data and its robust evaluation are key drivers for improved cancer control
- **Underpins** introduction of innovation in personalised healthcare within cancer pathways and health systems
- **Cancer policy** must be informed by intelligence that reflects local context and national and global learning

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Cancer Data drives policy change, ensuring the best for our patients

• Our data on cancer disparities led to development of the European Cancer Patient’s Bill of Rights and the 70:35 Vision

• Adopted by ECCO, Europe’s largest multidisciplinary cancer organisation

• Led to the prestigious 2018 European Health Award
Three Giants of Irish Medicine
So is it time for a Cancer Moonshot for Europe?
A Data-Informed Patient-Centred European Cancer Groundshot

Lawler et al Lancet Oncol 2019 Moonshot of Groundshot: Addressing Europe’s cancer challenge through a patient focussed data enabled lens
An Equality Agenda: The Cancer Groundshot is for everyone!

• Not just the ‘elite’ countries of the EU with existing high level of cancer research and control
• Include Central and Eastern Europe (CEE), in order to define how Europe as a whole can achieve optimal cancer prevention and control, enhance and apply its research strengths and capacity, and deliver where appropriate the most advanced solutions for patient benefit.
• Focus is on the health and wellbeing of European citizens, enabled through strong, sustainable and affordable cancer research and control systems.
• CANCER DOES NOT RESPECT NATIONAL BORDERS: WHY SHOULD WE?
• We can no longer tolerate these disparities
• The time to act is NOW