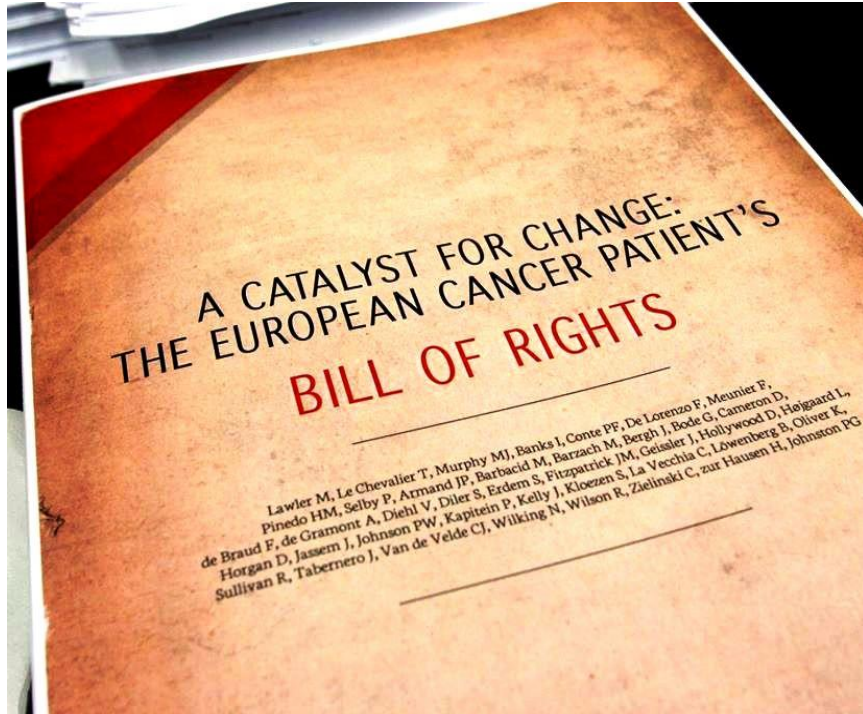


Unlocking Eminence to Enhance Patient Care



Mark Lawler
Nicole van Leeuwen
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Inspire 2 Live Annual Congress
Amsterdam
31st January 2020

Challenging the Europe of Disparities



Unlocking Eminence: The European Cancer Concord

- **Equal Partnership** between **Patients** and **Healthcare Professionals**
- **Citizen-focussed initiative**
- **Key goal** is to **identify inequalities** AND **do something about it!**
- **Engagement** at **European** and **National** levels







4th February 2014

The European Cancer Patient's Bill of Rights

Lawler M, Le Chevalier T, Murphy MJ, Banks I, Conte PF, De Lorenzo F, Meunier F, Pinedo HM, Selby P, Armand JP, Barbacid M, Barzach M, Bergh J, Bode G, Cameron D, de Braud F, de Gramont A, Diehl V, Diler S, Erdem S, Fitzpatrick JM, Geissler J, Hollywood D, Højgaard L, Horgan D, Jassem J, Johnson PW, Kapitein P, Kelly J, Kloezen S, La Vecchia C, Löwenberg B, Oliver K, Sullivan R, Tabernero J, Van de Velde CJ, Wilking N, Wilson R, Zielinski C, zur Hausen H, Johnston PG.



4th February 2014

A CATALYST FOR CHANGE: THE EUROPEAN CANCER PATIENT'S BILL OF RIGHTS

Lawler M, Le Chevalier T, Murphy MJ, Banks I, Conte PF, De Lorenzo F, Meunier F, Pinedo HM, Selby P, Armand JP, Barbacid M, Barzach M, Bergh J, Bode G, Cameron D, de Braud F, de Gramont A, Diehl V, Diler S, Erdem S, Fitzpatrick JM, Geissler J, Hollywood D, Højgaard L, Horgan D, Jassem J, Johnson PW, Kapitein P, Kelly J, Kloezen S, La Vecchia C, Löwenberg B, Oliver K, Sullivan R, Tabernero J, Van de Velde CJ, Wilking N, Wilson R, Zielinski C, zur Hausen H, Johnston PG

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

Unlocking Eminence: The Political Element

Daciana Sârbu Romania Member, European Parliament



*“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



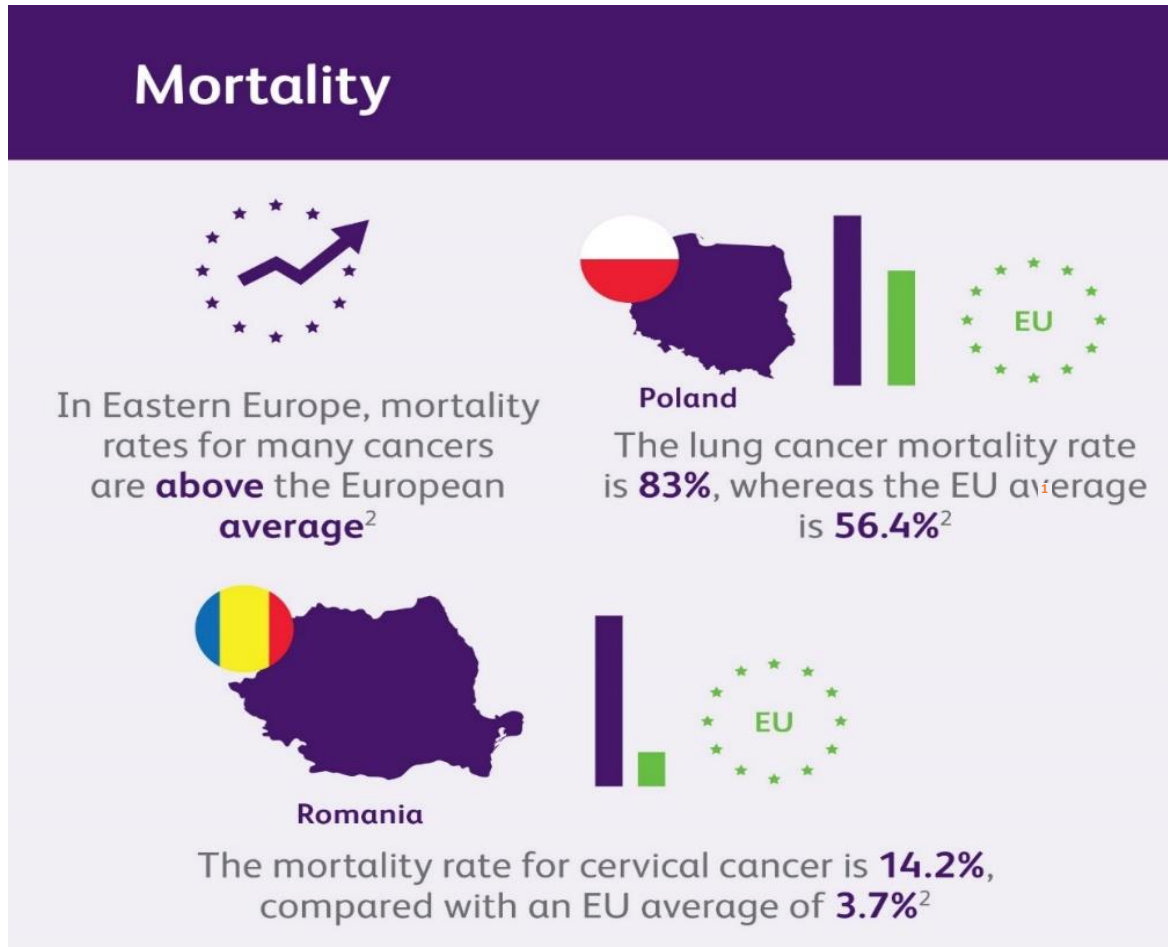
- **Cancer Focus NI** led Public awareness and campaigning initiative



Unlocking Eminence: Harnessing People Power



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**

¹Lawler et al *Lancet Oncol* 2014 A Bill of Rights for patients with cancer in Europe; ²Lawler M, Apostilidis K, Banks I, Florindi F, Militaru M, Price R, Sullivan R, De Lorenzo F 2015. Challenging the Europe of Disparities in cancer

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

THE LANCET *Oncology*
European Groundshot Commission



¹Lawler 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**
- **<https://magazine.eacr.org/cancer-doesnt-respect-borders-so-why-should-we-watch-this-tedx-talk-on-cancer-inequalities/>**