The cancer challenge – a multi-faceted challenge
CDDF HTA Workshop, Madrid, 7-8 October 2017

Ivana Cattaneo, Vice-Chair of the EFPIA Oncology Steering Committee, Director Public Affairs Oncology Europe, Novartis
Challenges in cancer care

- Mismatch between the rising burden of disease and a roughly flat spend on cancer care reflective of a sluggish economic recovery and tightening funding constraints
- Inconsistencies in prioritisation of cancer care on the public policy agenda despite the prevailing disease burden and amplitude of future challenges
- Readiness of healthcare systems to adjust to the rate of innovation in cancer treatment
- Disconnect between regulatory and HTA / pricing & reimbursement procedures
- Restrictive HTA value assessment frameworks
- Growing disparities in care delivery and outcomes within and across countries

- **Value** – Secure appropriate valuation of innovation in cancer therapies

- **Resourcing** – Ensure sufficient payer resource allocation to cancer care

- **Affordability** – Encourage payers to implement innovative and timely reimbursement approaches
Making The Vision A Reality – Industry Proposals: The How

- **Learning from science** - complex issues require a systematic and coordinated approach, leveraging different expertizes

- **Working on area of common interests** – with patients in mind, work on interests instead of positions

- **Foster a multistakeholder format to find solution** – \( \text{Win}^2 \): Patients, Physicians, Payors and (HC) Providers