



# The cancer challenge – a multi-faceted challenge

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# 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

# Making The Vision A Reality – Industry Proposals: The What

- \* **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** – Win<sup>2</sup>: Patients, Physicians, Payors and (HC) Providers

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