


The
Economist

Events

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THE HEALTH CARE FORUM

WAR ON CANCER

OCTOBER 20TH 2015 • THE HAC • LONDON

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ABOUT THE SUMMIT

As populations and life expectancies around the world continue to rise, so too will instances of cancer. Add in a crippling economic cost of over one **trillion dollars** and the need to reinvigorate the fight against this pandemic is becoming ever more apparent. **But what will a modern cancer initiative look like?**

War on Cancer 2015 will bring together the leaders in oncology from across the field and around Europe to explore and shape the dialogue on cancer. With a focus on cross-sectoral collaboration to improve the health and wealth of Europe's nations and people, the programme will take a multi-faceted approach. It will examine leading initiatives in **policy and financing, innovation in prevention, treatment and diagnosis and new methods of community engagement.**

JOIN US AS WE ASK:

- What are the fundamental policies and priorities for a strong **cancer control plan**?
- How can we harness the power of patients and the wider stakeholder community to improve outcomes?
- Could greater **precision in treatment** be the key to bending the cancer cost curve?
- How do we **define success** in the war on cancer?

Discounts are available for groups of 3 or more delegates.

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20%



OF ALL DEATHS IN EUROPE
ARE CAUSED BY CANCER.*



BY 2030

FORECASTS INDICATE THAT
CANCER WILL CAUSE

27

MILLION DEATHS
WORLDWIDE.*

40%

MORE THAN
OF CANCER DEATHS CAN
BE PREVENTED*



IN EUROPE THERE ARE

3.2

MILLION NEW
CANCER PATIENTS
PER YEAR*

*World Health Organization

PROGRAMME

08:00 **REGISTRATION AND REFRESHMENTS**

08:50 **CHAIRS' OPENING REMARKS**

Natasha Loder, *Healthcare Correspondent, The Economist*

Vivek Muthu, *Chair, The Economist Intelligence Unit Healthcare*

PART 1: EUROPEAN POLICY AND FINANCING—IMPROVING CANCER CONTROL SYSTEMS

09:00 **EIU BRIEFING: ENLISTING INNOVATIVE POLICY TO FIGHT CANCER**

In this session new data and modelling from the Economist Intelligence Unit will reveal the link between national cancer aspirations of European countries and associated budgets and outcomes.

Annie Pannelay, *EIU Healthcare and Life Sciences Practice*

09:20 **HEALTH MINISTER'S ADDRESS: POLICY AND FINANCING SOLUTIONS FOR NATIONAL CANCER CONTROL PROGRAMMES**

A well-conceived and executed cancer control strategy can lay the foundation for a more concerted stance in the battle against cancer. A key government official will discuss the fundamental policies and priorities underpinning a strong cancer control plan.

09:45 **KEYNOTE ADDRESS: TOWARDS A UNIFIED EUROPEAN ONCOLOGY FRAMEWORK**

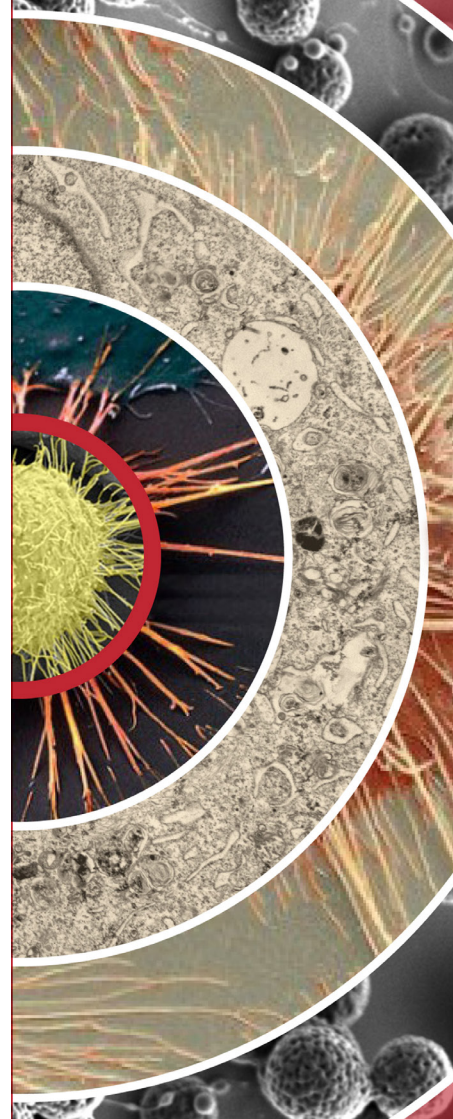
The number of national cancer plans in existence across the continent is on the rise, however they vary greatly in terms of their levels of development. How can we coordinate the lessons we have learned at a national level to create a pan-European oncology framework?

John Ryan, *Acting Director – Health and Food Safety Directorate General, European Commission*

10:10 **THE REGULATORY PERSPECTIVE: RALLYING THE EUROPEAN COMMUNITY BEHIND A MULTI-STAKEHOLDER ADAPTIVE LICENSING APPROACH**

In this presentation a senior regulatory representative will give an update on the status of adaptive licensing and the need for cross-sector involvement to ensure its success.

Hans-Georg Eichler, *Senior Medical Officer, European Medicines Agency*



PART 2: EASING THE HUMAN AND FINANCIAL BURDEN—INNOVATION ACROSS THE TREATMENT PATHWAY

10:35 NETWORKING AND REFRESHMENT BREAK

11:05 PANEL DISCUSSION: THE PATIENT/PAYER DEBATE—BALANCING CLINICAL NEED AND AFFORDABILITY

This session will explore the ongoing tension between the soaring cost of cancer drugs and governments' ability to fund them. Do we need an entirely new pricing model?

Virginia Acha, *Executive Director Research, Medical and Innovation,*

The Association of the British Pharmaceutical Industry

Peter Clark, *Oncologist, Chairman, Cancer Drugs Fund*

Carole Longson, *Director, Centre for Health Technology Evaluation;*
Executive Director, National Institute for Health and Care Excellence (NICE)

Silvia Ondategui-Parra, *Partner-MED Healthcare and Life Sciences Leader*
- *Global Market Access Leader, EY*

11:45 PRESENTATION: RADIOTHERAPY—DEFINING A ROLE IN THE BATTLE

Radiotherapy is an effective part of the treatment plan of about 50 percent of patients. In light of recent technological advancements, how is radiotherapy changing and what role will it play in the treatment pathway going forward?

Cai Grau, *Professor, Department of Oncology, Aarhus University Hospital*

12:10 PRESENTATION: CREATING A VIRTUOUS CIRCLE IN DISEASE RESEARCH AND DEVELOPMENT

By strengthening relationships and the collaborative spirit between disease areas there is potential to hasten progress throughout the entire disease spectrum. What can the oncology community learn from breakthroughs in the treatment of other diseases and vice versa?

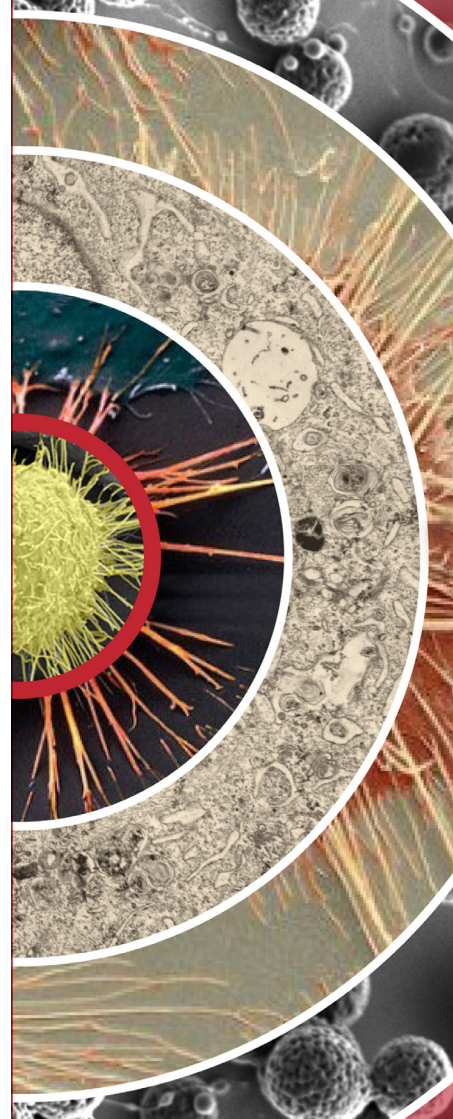
Peter Lebowitz, *Head of Global Oncology Research and Development,*
Janssen Pharmaceutical Companies of Johnson & Johnson

12:35 NETWORKING LUNCH

13:35 AFTERNOON KEYNOTE ADDRESS: A VISION FOR THE FUTURE—CANCER CARE IN 2030

As we close in on the 50 year anniversary of Nixon's declaration of war on cancer, the biggest breakthroughs in both diagnostics and therapies are on the horizon. One thought-leader will look into the future of cancer care and explore the path forward.

Patrick Soon-Shiong, *Chairman and Chief Executive Officer, NantWorks*



14:00

PANEL DISCUSSION: CHANGING THE FACE OF CANCER CARE—THE IMPACTS OF PERSONALISED MEDICINE ON DIAGNOSIS AND TREATMENT

This panel will bring together a group of industry experts to explore the evolution of cancer care and the key advances in personalised medicine and immuno-oncology which are fundamentally redefining our battle plans.

Alain Hurez, *Founder and Chairman, The European Personalised Medicine Association*

Susanne Schaffert, *Head of Region Europe, Novartis Oncology*

Andrew Schiermeier, *Senior Vice President and Head of Global Oncology, Merck Serono*

Michael Zaiac, *Head of Medical Affairs EMEA, Celgene*

PART 3: THE ROLE OF SOCIETY—WIDENING THE NET OF CANCER STAKEHOLDERS

14:40

INTERVIEW: THE EMPOWERED PATIENT—MAKING THE INDIVIDUAL PART OF THE SOLUTION

At the very heart of the cancer debate must of course be patients themselves. How can we better involve present and future patients in the provision and direction of their own care

Francesco De Lorenzo, *President, European Cancer Patient Coalition; President, Italian Federation of Volunteer Based Cancer Organisations*

15:05

NETWORKING AND REFRESHMENT BREAK

15:35

PRESENTATION: THE CHANGING CANCER COMMUNITY—LIVING THROUGH AND BEYOND CANCER

As cancer shifts from a model of mortality to chronicity and the survivor community widens, how do we address the priorities on the survivorship agenda and manage increasing costs?

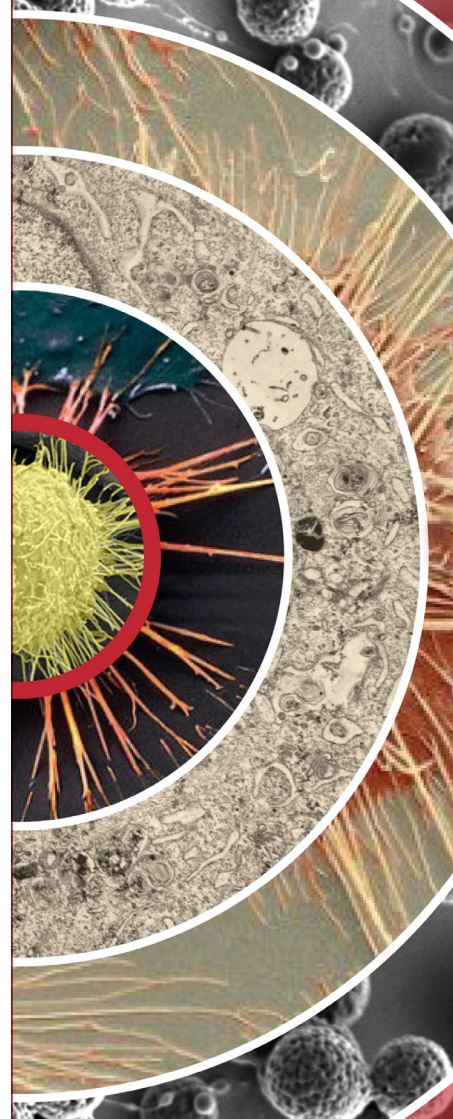
Jane Maher, *Joint Chief Medical Officer, Macmillan Cancer Support; NHS Clinical Leader and Consultant Clinical Oncologist, Mount Vernon Cancer Centre*

16:00

EXECUTIVE ADDRESS: CANCER IN THE WORKPLACE—ASSESSING COSTS, REDEFINING PERCEPTIONS AND ELIMINATING DISCRIMINATION

As the number of working aged people with cancer increases, the direct impact on the economy and its employers will be increasingly felt. What role does the employer play in supporting its workers diagnosed with cancer?

Stuart Fletcher, *Chief Executive Officer, Bupa*



16:30

HIGH-LEVEL DISCUSSION: DEFINING SUCCESS IN THE WAR AGAINST CANCER

Will there ever be a cure for cancer? A panel of oncology leaders will look forward at the future of oncology and debate the measures by which we will gage our success in this ongoing battle.

Kevin Harrington, *Professor in Biological Cancer Therapies; Team Leader – Targeted Therapy Team, The Institute of Cancer Research*

Alojz Peterle, *Member of the European Parliament; Co-Chair, Health Working Group; President, MEPs Against Cancer Group*

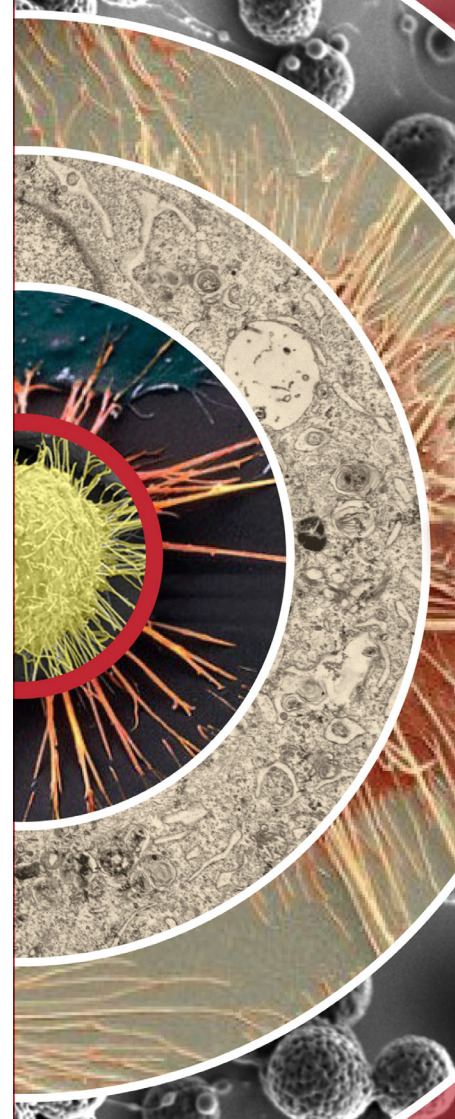
Christopher Wild, *Director, International Agency for Research on Cancer, World Health Organization*

17:10

CHAIRS' SUMMARY AND CLOSING REMARKS

17:15

COCKTAIL RECEPTION Sponsored by Merck Serono



CONFIRMED SPEAKERS INCLUDE:



Vivek Muthu
Chair
**Economist Intelligence
Unit Healthcare**



Peter Clark
Oncologist, Chairman
Cancer Drugs Fund



Francesco De Lorenzo
President, **European Cancer
Patient Coalition**; President
**Italian Federation of Volunteer
Based Cancer Organisations**



Susanne Schaffert
Head of Region Europe
Novartis Oncology



Hans-Georg Eichler
Senior Medical Officer
European Medicines Agency



Stuart Fletcher
Chief Executive Officer
Bupa



Cai Grau
Clinical Professor, Department
of Oncology
Aarhus University



Michael Zaiac
Head of Medical Affairs EMEA
Celgene



Alain Huriiez
Founder and Chairman
**The European Personalised
Medicine Association**



Peter Lebowitz
Head of Global Oncology
Research and Development
**Janssen Pharmaceutical
Companies of Johnson &
Johnson**



Carole Longson
Director **Centre for Health
Technology Evaluation**;
Executive Director **National
Institute for Health and Care
Excellence (NICE)**



Silvia Ondategui-Parra
Partner - MED Healthcare and
Life Sciences Leader - Global
Market Access Leader
EY



Jane Maher
Joint Chief Medical Officer
Macmillan Cancer Support;
NHS Clinical Leader and
Consultant Clinical Oncologist
Mount Vernon Cancer Centre



Christopher Wild,
Director, International
Agency for Research
on Cancer
World Health Organization



Alojz Peterle
Member of the European
Parliament; Co-Chair **Health
Working Group**; President
MEPs Against Cancer Group



Anne Pannelay
**ELU Healthcare and Life
Sciences Practice**



Andrew Schiermeier
Senior Vice-president and
Head of Global Oncology
Merck Serono



Patrick Soon-Shiong
Chairman and Chief
Executive Officer
NantWorks



Virginia Acha
Executive Director Research,
Medical and Innovation
**The Association of the British
Pharmaceutical Industry**



John Ryan, Acting Director
– Health and Food Safety
Directorate General
European Commission

For the full speaker line up, visit: www.waroncancer.economist.com

DELEGATE FEES (PER PERSON)

Sector	Early Bird Rate (Before August 14th)	Standard Rate	Quantity	Total
Pharmaceutical Companies	£1,050 + VAT	£1,200 + VAT		
Healthcare Providers	£840 + VAT	£960 + VAT		
Government NGOs Charities Scientists Academics	£735.00 + VAT	£840.00 + VAT		
Total				

* All fees are quoted in £GBP and subject to the local tax UK VAT @20%

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Job Title		Company
Company		
Address		
Town/city	Postcode	Country
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