EUROPEAN
CANCER
PATIENT
COALITION

Educational initiatives in the field of Immuno-Oncology

Francesco Florindi

Renaissance Hotel

20th June 2015, Brussels, Belgium

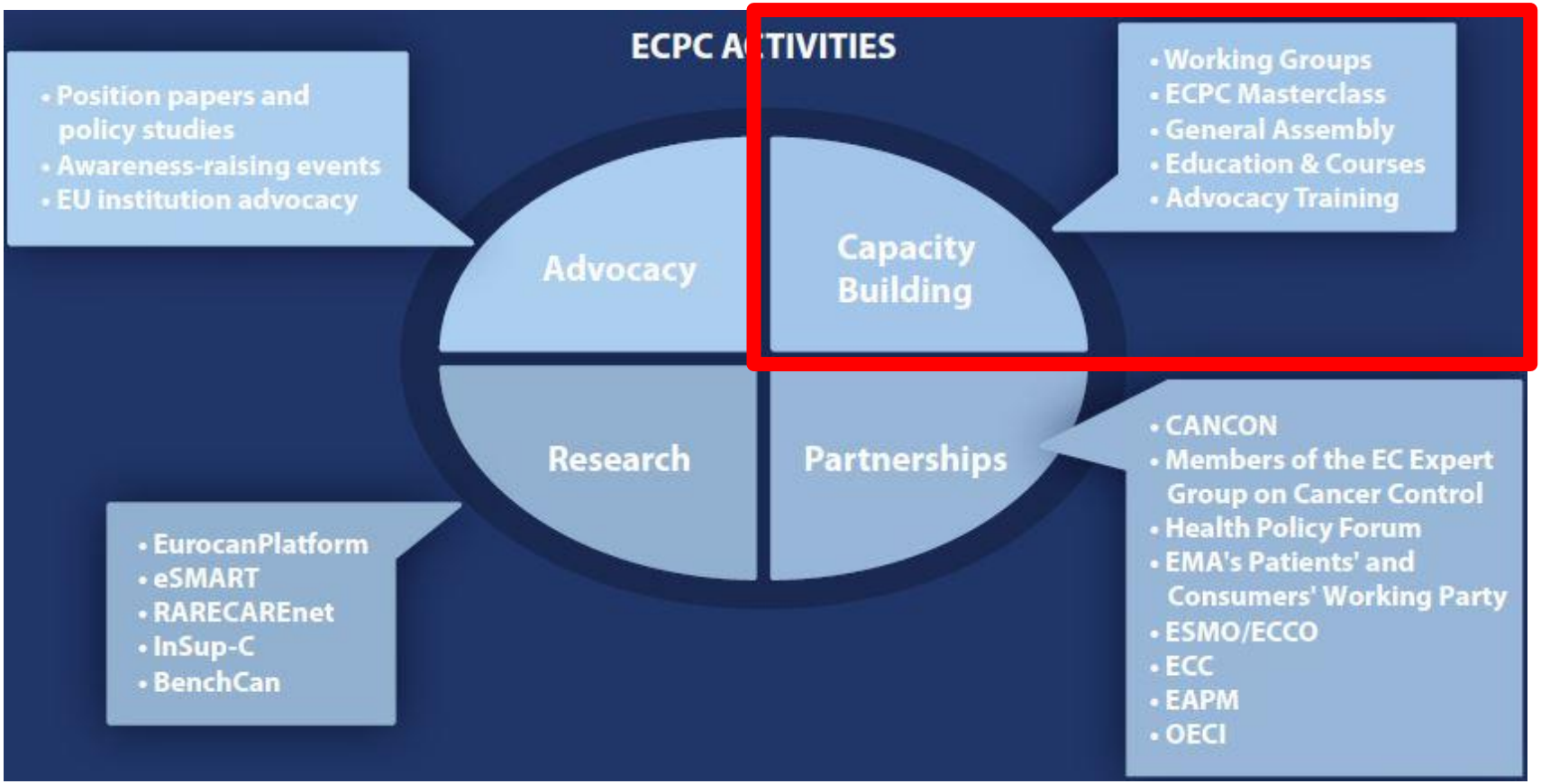
EUROPEAN
CANCER
PATIENT
COALITION

Information is cancer patients' first medicine*

*Courtesy of AIMAC

EUROPEAN CANCER PATIENT COALITION

(Capacity) building added value



EUROPEAN CANCER PATIENT COALITION

Why Immuno-Oncology?

- Complex, scientific subject
- Great impact for cancer patients
  - Individuals
  - All patients
- Very sensitive issue
  - IO challenges several “dogmas”
    - Survivorship & quality of life
    - Cost-effectiveness
    - Value

EUROPEAN CANCER PATIENT COALITION

Immuno-Oncology
What kind of information patients need?

- Scientifically validated
- Independent
- Simple
- Useful

EUROPEAN CANCER PATIENT COALITION

Our first attempt
YOUR success

- IO Policy Action Framework
- Guide for Patients
  - Translated in 16 languages… and counting!
  - Great enthusiasm shown by many ECPC members

NFK	Estonian cancer society	Magyar Rakellenes Liga
AIMaC	BAPD	Dzivibas koks
POLA	Let's Win Health	Pulmonale
FABC	DOBS	GEPAC
Pembe Hanim	SVE za NJU	Greek patients' org.
Czech Rep. Patients' org.		

EUROPEAN CANCER PATIENT COALITION

Together, we scratched the surface
Time to enlarge our understanding!

EUROPEAN CANCER PATIENT COALITION

Together, we scratched the surface
Time to enlarge our understanding!

ECPC
Educational Platform on Immuno-Oncology

EUROPEAN CANCER PATIENT COALITION

Scientifically validated information on IO

ECPC Group of Experts on IO

Title	Name	Surname	Affiliation	Country
Prof	Serpil	Tanriverdi-Akhisaroglu	Dept. of Molecular Medicine, Health Science Institute,Dokuz Eylul University	Turkey
Prof	Burçak	Karaka	Dept. Of Internal Medicine, Ege University	Turkey
Prof	Inge Marie	Svane	Dept. Of Clinical Medicine, Herlev Hospital	Sweden
Prof	Giuseppe	Masucci	Dept of Oncology-Pathology, and KcRN Karolinska Institutet	Sweden
Dr	Michael	Hudecek	Max Eder Research Group ‚T-cell engineering‘	Germany
Dr	Rosa	Giuliani	Dept. Of Oncology, Hospital S. Camillo-Forlanini	Italy
Prof	Ana	Carneiro	Dept. Of Oncology, Skane University Hospital & Lund University	Sweden

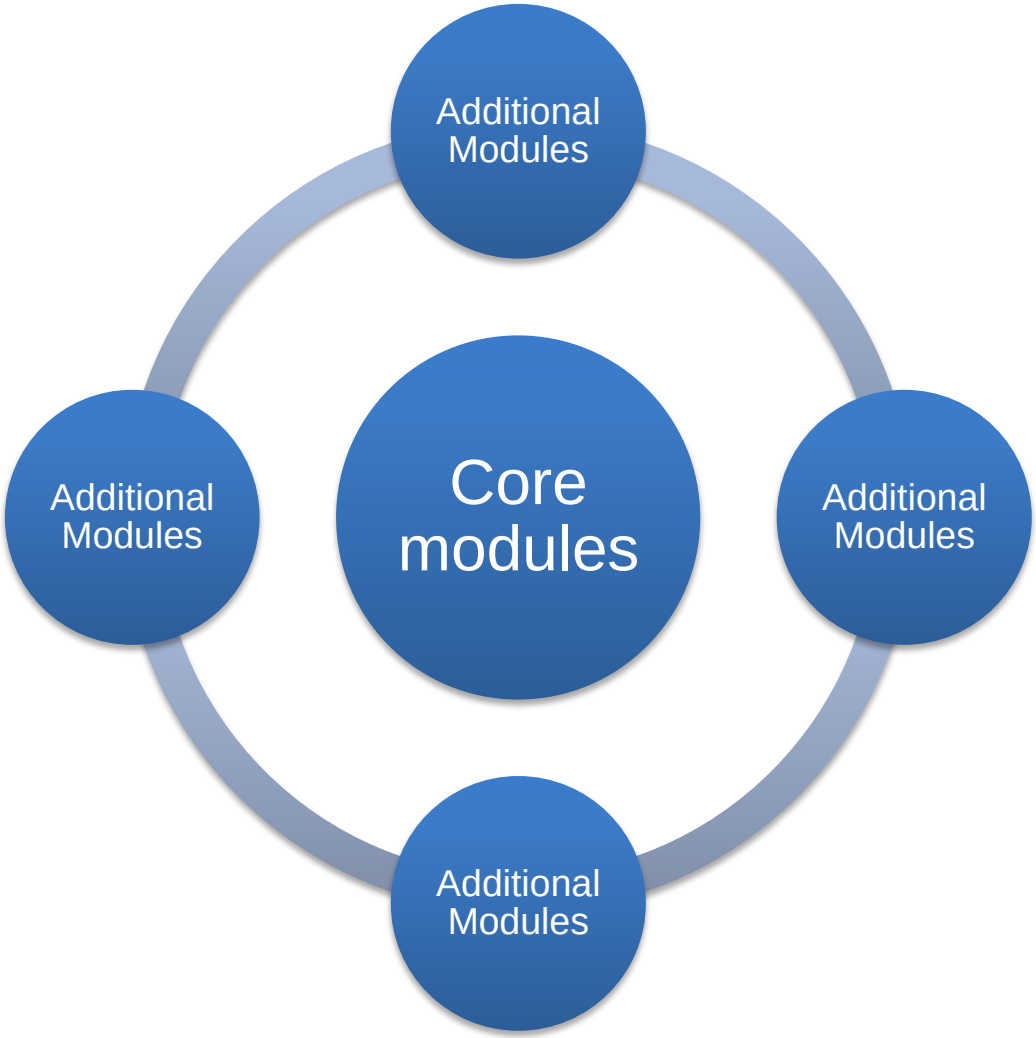
EUROPEAN CANCER PATIENT COALITION

Independent information on IO

- The platforms follows ECPC strict criteria for funding
  - Independence
  - Transparency
  - Unconditionality
  - Mutual respect
  - Sustainability
- Multi-industry support
  - AstraZeneca
  - BMS
  - Merck Serono
  - MSD
  - Pfizer
  - Roche
- On an equal basis

EUROPEAN CANCER PATIENT COALITION

Useful information on Immuno-Oncology



EUROPEAN CANCER PATIENT COALITION

Useful information on Immuno-Oncology
Core modules

- What is immuno-oncology?
- Why immuno-oncology is so important?
- How can the immune system fight cancer?
- For which cancers does immuno-oncology work?
- What are the risks of immuno-oncology?
- How do I access immuno-therapies?
- Are there clinical trials available?

Useful information on Immuno-Oncology Additional modules

Information that are useful not only for patients and their advocates, but also to general practitioners

- Interaction between cancer and immune system
- Functioning of differen immuno-therapeutic strategies
- Measuring the value of immuno-oncology

EUROPEAN CANCER PATIENT COALITION

Useful information on Immuno-Oncology Learning method

"The medium is the message"

Herbert Marshall McLuhan

- We will keep it simple
  - Animations
  - Interactive
  - Lay language, but scientifically correct
  - Support of expert medical writers and COMM
  - Translation-friendly content (future steps)

EUROPEAN CANCER PATIENT COALITION

Conclusions… Or a new start?

- Educational project are also fundamental to empower patient for policy action
  - ECPC will continue to ask for the implementation of the policy recommendations of the Policy Action Framework
  - To follow Sir Watson's suggestions it is useful to know more about IO (or any other topic you want to lobby about…)
- Launch: Autumn 2015

- Is there something missing?

- What do YOU want to know about IO?

EUROPEAN CANCER PATIENT COALITION