



Patient Advocates play a crucial role in supporting and informing Cancer patients and caregivers and in providing valuable input into healthcare decision-making processes. In this setting, education of patient advocates becomes critical to both ensure that patients are provided with accurate information and their input into healthcare decision-making processes is relevant.

Since ESMO2016, the ESMO Patient Advocacy Track has been fully integrated in the Congress programme, enabling patient advocates to attend the scientific sessions that are relevant to them as well as the patient advocacy sessions.

The Patient Advocates Track Sessions are designed by the ESMO Patient Advocates Working Group (PAWG) and represent an opportunity for all Congress delegates to learn, share and explore areas of collaboration while discussing topical issues for patients and survivors that directly impact cancer care and medical research.

## ESMO 2018 - Securing access to optimal cancer care Patient Advocacy Track – Advanced Programme

### Friday, 19 October 2018

**14:30-15:45**      **Knowledge is power: Educating patients and advocates**  
*Chairs: Jan Geissler, DE and Bettina Ryll, SE*

14.30-14.45      Welcome to ESMO2018, *Bettina Ryll, SE and Josep Tabernero, ES*  
14.45-15.05      Reaching patients: The podcast experience, *Fredric Johansson, SE*  
15.05-15.25      The Myeloma Access Atlas: Training programme, *Ananda Plate, BE*  
15.25-15.45      The CML ECABs: Educating for excellence, *Jan Geissler, DE*

**16.00-17.30**      **Immune therapies going adjuvant: benefits versus risks**  
*Chairs: Bettina Ryll, SE, John Haanen, NL,*

16.00-16.20      Immunotherapy checkpoints: what to tell your patients, *Bettina Ryll, SE*  
16.20-16.40      Benefits of adjuvant therapies, *John Haanen, NL*  
16.40-17.00      Risks of adjuvant therapies, *James Larkin, UK*  
17:00 – 17:30      Discussion: To risk it or not

**17.45-19.15**      **Life after cancer**  
*Chairs: Isabelle Lebrocq, NL, Tanja Spanic, SL*

17.45-18.00      When is a cancer patient cured? *Luigino Dal Maso, IT*  
18.00-18.15      Big Data Analysis about Socio-economic Consequences of Cancer, *Martin Ludwig, NL*  
18.15-18.30      The right to be forgotten, *Agnes Dumas, FR*  
18.30-18.45      Advocating for survivors' rights, *Isabelle Lebrocq, NL*

## Saturday 20 October 2018

**12.30-14.00**      **Pillars of an effective healthcare system in Europe** (Late Lunch Networking 14.00-14.30)  
*Chairs: Ananda Plate, BE, Vlad Voiculescu, RO*

12.30-12.45      Key components of a well-functioning healthcare system, *Wilm Quentin, BE*  
12.45-13.00      Special focus on healthcare in CEE, *Vlad Voiculescu, RO*  
13.00-13.15      Civic participation: how citizens shape the society they live in, *Giovanni Moro, IT*  
13.15-14.00      Discussion

**18.00-19.30**      **Cancer prevention**  
*Chairs: Fredrik Johansson, SE, Gilberto Morgan, SE*

18.00-18.15      Defining non-cancer, *Clifton Leaf, USA*  
18.15-18.30      Tobacco control: saving lives and driving development, *Gilberto Morgan, SE*  
18.30-18.45      Behavioral aspects of health-related prevention measures, *Arja Leppaenen, SE*  
18.45-19.00      Cancer awareness and screening: the challenges, *Zorana Maravik, SRB*

## Sunday, 21 October 2018

**12.30-14.00**      **The cancer drugs we need: incentivizing innovation in cancer** (Late Lunch Networking 14.00-14.30)  
*Chairs: Bettina Ryll, SE, Charlotte Roffiaen, IT*

12.30-12.45      Shaping Policies to drive innovation in cancer, *Richard Sullivan, UK*  
12.45-13.00      Incentivizing innovation, *Jack Scannel, UK*  
13.00-13.15      Innovating for Impact- a cancer patient advocacy perspective, *Bettina Ryll, SE*  
13.15-14.00      Discussion

**18.00-19.30**      **Snake oil sold as science: how to protect patients from pseudoscience**  
*Chairs: Gilliosa Spurrier, FR, Matthias Preusser, AT*

18.00-18.15      Pseudoscience and having to destroy false hope: the oncologist's perspective, *Pascal Wolter, BE*  
18.15-18.30      Characteristics of pseudoscience, *Edzard Ernst, UK*  
18.30-18.45      the responsibility of journalism in science reporting, *Herny Scowcroft, UK*  
18.45-19.00      Preventing pseudoscience on patient forums, *Gilliosa Spurrier, FR*  
19.00-19.30      Discussion

## Monday, 22 October 2018

- 12.30-14.00** The Hans Keulen Memorial Debate (Late Lunch Networking 14.00-14.30)  
**Cancer heroes: do they exist? And who are they?**  
Chair: Kathy Oliver, UK
- 12.30-12.50 (caregiver) Anita Waldmann, DE, (patient) Martin Inderbitzin, CH  
12.50-13.10 (clinician) Florian Strasser, CH (nurse) Andreas Charalambous, CY  
13.10-13.50 Discussion with the audience and presentation teams  
13.50-14.00 conclusions