

SAFEGUARDING THE FUTURE OF CANCER CARE IN EUROPE DEMANDS DIFFERENT THINKING: OPTIMISING THE USE OF RESOURCES

Do you think it is time to make better use of resources in cancer care?

Join the discussion with our panel of experts

7th October 2016
Vienna Auditorium

Welcome reception
6:30–7:00 pm

Interactive symposium
7:00–8:30 pm

THE DEBATE

This session will highlight some of the barriers to optimal resource allocation and inefficiencies in cancer care at both a European and national level. We'll be discussing how to take action in order to respond to growing pressure on healthcare systems while improving outcomes for patients and society.

- ▶ **The landscape of cancer care in Europe**
- ▶ **Policies for sustainable cancer care**
- ▶ **Patient input on value and outcome assessments**
- ▶ **Cancer care inefficiencies and resource allocation**
- ▶ **Industry perspective on transforming patient outcomes in a sustainable way**

Come and have your say in the debate

THE PANEL

Discussions will be led by a panel of experts in cancer care, providing perspectives from:

- ▶ **Scientific and clinical**
- ▶ **Health policy and economics**
- ▶ **Industry**
- ▶ **Patient advocacy**

Prof. Bengt Jönsson

Professor Emeritus of Health Economics, Stockholm School of Economics

Kathy Oliver

Chair and Co-Director, International Brain Tumour Alliance (IBTA)

Dr. Vivek Muthu

Chair, The Economist Intelligence Unit Healthcare

Prof. Peter Selby

President of the Association of Cancer Physicians and the European Cancer Concord

Lieve Wierinck, MEP

Group of the Alliance of Liberals and Democrats for Europe

Amadou Diarra

Head of Global Policy, Advocacy & Government Affairs, Bristol-Myers Squibb



Bristol-Myers Squibb