



# New Approaches in Patient-Focused Cancer Drug Development

## EMA 25th Anniversary Symposium

29 October 2020, 13:00 – 16:30 CET, Virtual meeting



EUROPEAN MEDICINES AGENCY  
SCIENCE MEDICINES HEALTH



## New Approaches in Patient-Focused Cancer Drug Development

---

Even in these exceptional times, when so much effort and so many resources are being dedicated to fighting the ongoing pandemic, cancer patients are not being forgotten.

The European Medicines Agency is hosting a symposium to explore themes such as the natural evolution of patients' role from interested stakeholders to advisors and decision makers, evidence-based methods of patient preference data collection. In addition, topics, such as collaborative research networks and registries for real-world data generation including in difficult areas such as rare cancers and palliative care, will be discussed.

The Agency shares the European Commission priorities of improving cancer prevention and care, and fully appreciates the opportunities brought by the rapid scientific and technological advances but also the challenges that these will bring.

Coupled with the digital transformation that features in many Commission policy areas, such as big data and digital platforms, there is a real opportunity to develop the impactful actions in the area of health data to speed up development and optimisation of cancer treatments while at the same time augmenting data generation to satisfy the evidentiary standards of patients, clinicians, regulators and payers.

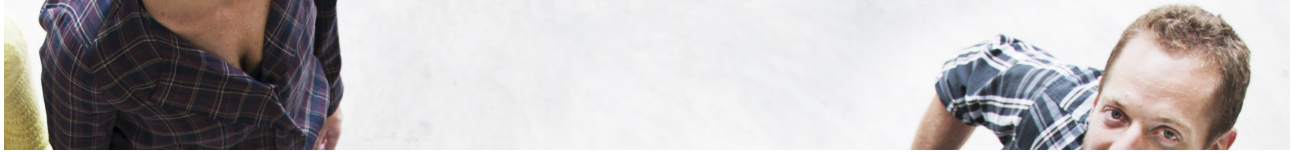
### Practical information

---

The symposium can be followed via live broadcast on the event page: [link](#).

Should you have any questions on the content of the event, please contact us via: [OncologySymposium2020@ema.europa.eu](mailto:OncologySymposium2020@ema.europa.eu)





# New Approaches in Patient-Focused Cancer Drug Development

## EMA 25th Anniversary Symposium

*Chaired by Jonas Bergh, Karolinska Institute, Sweden*

### Introduction

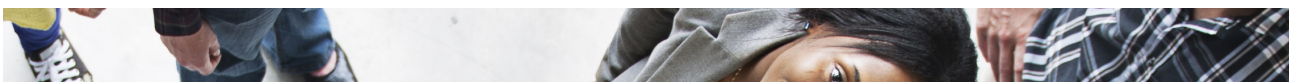
---

- 13:00 – 13:10** **Welcome and introduction**  
*Guido Rasi, Executive Director, European Medicines Agency (EMA), The Netherlands*
- 13:10 – 13:25** **The EU beating cancer action plan: Helping to drive and deliver innovation**  
*Stella Kyriakides, European Commissioner for Health and Food Safety, European Commission (EC), Belgium*
- 13:25 – 13:40** **25 years of cancer drug development and regulation: the challenges, the wins and the pathway for the next 25 years**  
*Solange Peters, European Society for Medical Oncology (ESMO), Switzerland*

### Presentations

---

- 13:40 – 14:00** **A journey of patient involvement in decisions about benefits and risks of drugs. Should patients be co-decision makers?**  
*Jan Geissler, PATient adVOCATES (Patvocates), Germany*
- 14:00 – 14:20** **Rare cancers in Europe: Opportunities from the reference networks involving healthcare providers across Europe**  
*Paolo Casali, Istituto Nazionale Tumori, Italy*
- 14:20 – 14:40** **How to elicit patients' preferences to generate robust evidence for evidence-based decisions**  
*Jorien Veldwijk, Erasmus School of Health Policy & Management (ESHPM) & Erasmus Choice Modelling Centre, The Netherlands*
- 14:40 – 15:00** **Collecting relevant real-world data towards a learning healthcare system**  
*Denis Lacombe, European Organisation for Research and Treatment of Cancer (EORTC), Belgium*





- 15:00 – 15:20** Evidence-based practice in palliative care: How to fill the gaps? High-quality research for integrating palliative care into healthcare systems  
*Giovanni Navalesi, Antea Foundation Research Center, Italy*

## Panel discussion and concluding remarks

---

- 15:20 – 16:10** Panel discussion – development recommendations, moderated by Jonas Bergh  
*Kathi Apostolidis, European Cancer Patient Coalition (ECPC), Belgium*  
*Elisabeth De Vries, University Medical Centre Groningen, The Netherlands*  
*Martin Dreyling, LMU Klinikum Munich, Germany*  
*Hans-Georg Eichler, European Medicines Agency (EMA), The Netherlands*  
*Bettina Ryll, Melanoma Patient Network Europe (MPNE), Sweden*  
*Gilles Vassal, University Paris-Saclay and Gustave Roussy Cancer Center, France*
- 16:10 – 16:30** Concluding remarks  
*Jonas Bergh, Karolinska Institute, Sweden*
- 16:30** End of meeting

