



European Alliance for  
Personalised Medicine



# ***EAPM Roundtable: "Bringing innovation into EU healthcare systems"***

***ESMO Congress  
27 September, 2019, Barcelona***

***(Room Morella, Hotel Santos Porta Fira, Plaza Europa,  
45 – 08908 – Hospitalet de Llobregat, Barcelona.  
Two minutes walk from Congress venue)***



## EAPM roundtable arrives at ESMO

For the 4th year in succession, EAPM is hosting a satellite meeting as part of the ESMO Congress. Similar to our own recent events, the focus will be on bringing innovation into healthcare systems, but with very specific items on the Alliance agenda.

The drivers of personalised medicine are clear: for patients (and physicians) – more options, durable clinical benefit, reduced exposure to non-effective drugs and potential to leverage current scientific and technological advances; for the pharmaceutical industry and molecular diagnostics industry – the potential to tackle core challenges in discovering and developing more effective medicines, to reduce rates of attrition in drug development, and to reduce the associated escalating costs which are central to a more sustainable future and delivery for healthcare needs; for healthcare systems and payers – improved efficiency through the provision of efficacious and cost-effective care through the avoidance of ineffective and redundant interventions, are again key to a more sustainable and deliverable future system.

The debate has focussed to a large extent on the cost of 'doing something' – the spiralling cost of developing drugs, the extra cost of providing innovative diagnostics, the hidden costs of supportive care. But what about the cost of *not* doing something?

If we ration healthcare we must do so in a logical way. This will mean making tough decisions but these decisions must be made on rational evaluation of and evidence base that evaluates both cost and value. We need to prioritise approaches that will deliver cost effective quality care that will improve the lives of European citizens and societies.

While we need to reward innovation in this context, it must be innovation that gives value to patients.

Diagnostic and therapeutic innovation must be implemented in a structured cost-effective approach that emphasises measurable improvements in outcome for the patient in the

personalised healthcare era. Resourcing and pricing issues must be addressed in a tangible and transparent fashion to ensure best value in the delivery of optimal quality care for patients.

What is abundantly clear is the urgent need to address the cost/value axis associated with personalised healthcare and develop financially viable but effective solutions.

Just as many patients may require a combination of treatments (surgery, radiotherapy, medicines, targeted therapies) and supportive care to achieve long term cure, so the healthcare policy solutions that evolve must reflect the need to address all stages of this cancer continuum.

The different sessions will deal with various aspects of this in the context of the oncology arena from our now-usual multistakeholder perspective.

### **Expected outcomes**

It is necessary to formulate a personalised healthcare strategy involving medical specialists, decision makers and regulators in the arena of oncology public health, to enable the EU and Member States to contribute to integrating personalised healthcare into clinical practice while enabling much-greater access for patients.

In order to provide a clear focus and to devote sufficient space to analysis, discussions during our event will concentrate on how:

- To assess and address obstacles to the integration of personalised healthcare into Europe's healthcare systems

- To identify best practices and their added value

- To outline the potential benefits of personalised medicine on public health and its impact on policymaking in the EU

Each session will comprise panel discussions as well as Q&A sections to allow best possible involvement of all participants.

# Bringing innovation into EU healthcare systems

Barcelona

27 September, 2019

## Welcome speech:

**Denis Horgan**, Executive Director, EAPM

**14:00-15:00**

## Session One: Oncology and real-world evidence

Following a short overview of obstacles and enablers identified as of today to the integration of personalized healthcare into clinical practice, this session will focus on the way forward and possible solutions at EU and national level.

- Safe and timely access to medicine, data, molecular diagnostics/pan-cancer registry
- Training of healthcare professionals: continuous professional development
- No personalised medicine without access to data
- Real-world evidence for personalised healthcare
- Evidence framework needed

## Panel Discussion

**Co-chaired by: Denis Horgan**, Executive Director, EAPM and  
**Stefan Foser**, Head of PHC Medical Market Development, Global Pharma Development Medical Affairs,  
F. Hoffmann - La Roche AG

## Stakeholder perspectives

**Paolo Casali**, Head of the Adult Mesenchymal Tumour Medical Oncology Unit, Istituto Nazionale Tumori, Milan, Italy

**Jan Korbel**, Group Leader and Senior Scientist, EMBL

**Fabien Calvo**, Chief Scientific Officer, Cancer Core Europe

**Ralf Herold**, Scientific Officer, Pediatric Medicines, European Medicines Agency

**Caridad Pontes**, Servei Català de la Salut

Followed by Q&A and conclusions

**15:00-15:10 Networking**

**15:10-16:10**

## Session Two: Putting personalised medicine into practice: the value of prognostic testing for breast cancer and prostate cancer in Europe

The objective of this session is to highlight the role prognostic molecular testing has in bringing Personalized healthcare closer to Europe's patients and which furthers the principle of equal and universal access to high quality healthcare. Issues discussed will be::

- The value of innovative molecular diagnostics in the clinic and to healthcare systems
- Policy and regulatory frameworks to support greater adoption of innovative diagnostics
- Limited access to advanced diagnostics early in a patient's journey to improve better/rapid patient identification and impact of the treatment

**Co-chairs: Denis Horgan**, Executive Director, EAPM, and  
**Karen Copeland**, Medical Science Liaison III, Myriad

## Multi-stakeholder panel discussion: The "value" argument

**Karen Copeland**, Medical Science Liaison III, Myriad

**Frederique Penault-Llorca**, Director, Centre de Lutte Contre le Cancer de Clermont-Ferrand

**William Cross**, Leeds Teaching Hospitals NHS Trust, Department of Urology

## Discussion and conclusions

**16:10-16:20 Networking**



16:20-17:20

**Session Three: Biomarkers - EU Policy recommendations for patient access to high-quality testing and molecular diagnostics**

For personalised healthcare to succeed and for healthcare innovations to fulfill their true potential, an informed, engaged and empowered healthcare system is crucial. Personalised healthcare often calls for an enhanced need of information and advice. This session looks at the role of biomarkers role, expectations and priorities with regard to personalised medicine.

- Patient empowerment
- Shared decision making
- Data sharing - data protection
- Value of Diagnostic information
- Access to molecular diagnostics

**Chair: Mark Lawler**, *Chair in Translational Cancer Genomics, Queen's University Belfast*

**Scene setter: Denis Horgan**, *EAPM Executive Director*

**Joe Clune**, *Diagnostic Director, Immuno Oncology, Astra Zeneca*

**Max Schravendeel**, *Health & Research Officer, European Cancer Patient Coalition*

**Benedikt Westphalen**, *Koordinator Molekulare Onkologie, Comprehensive Cancer Centre, University of Munich*

**Giuseppe Curigliano**, *New Drugs and Early Drug Development for Innovative Therapies, IEO*

**Nuria Malats**, *Head, Genetic and Molecular Epidemiology Group, CNIO*

**Followed by Q&A**

17:20-17:25 Networking

17:25-18:15

**Session Four: Translating policy into practice - The value of personalised medicine for public health, its impact on EU health policy, and its global dimension**

**Chair: Giovanni Codacci Pisanelli**, *Assistant Professor in Medical Oncology in the University of Rome "La Sapienza"*

This session aims to put personalised healthcare into the wider context of public health policies and outcome centered approaches, as well as to give an insight into the EAPM's and stakeholders further plans in this field.

- PM and Public Health Policy
- PM and EU Health Policy
- Putting personalised healthcare into practice
- EU and Member State roles

**Scene setter: Denis Horgan**, *Executive Director, EAPM*

**Discussion**

What are the requirements for a country to be able to move towards personalised healthcare?  
How can this be tracked?

• **Translational Research Perspective**

**Denis Lacombe**, *Director General, EORTC*

• **Economic Perspective**

**Bengt Jönsson**, *Professor emeritus at Department of Economics, Stockholm School of Economics*

• **Patient Perspective**

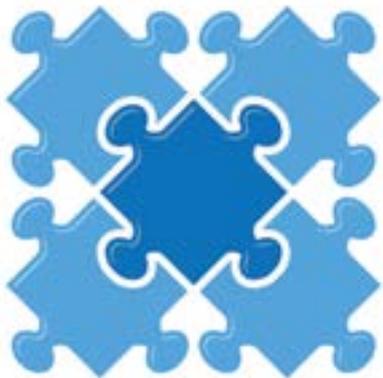
**Peter Kapitein**, *Inspire2Live*

**Followed by Q&A**

18:15-18.25 Closing remarks

**Denis Horgan**, *EAPM Executive Director*, and

**Benjamin M. Horbach**, *Health Systems Strategy Leader - Personalised Healthcare (PHC), Roche*



# European Alliance for Personalised Medicine

## About EAPM

The European Alliance for Personalised Medicine was launched in March 2012, with the aim of improving patient care by speeding development, delivery and uptake of personalised medicine and earlier diagnostics, through consensus.

EAPM began as a response to the need for a wider understanding of priorities in personalised medicine and a more integrated approach among stakeholders. It continues to fulfil that role, often via regular major events and media interaction.

Our stakeholders focus not just on the delivery of the right treatment for the right patient at the right time, but also on the right preventative measures to ensure reliable and sustainable healthcare.

The mix of EAPM members and its broader outreach, provides extensive scientific, clinical, caring and training expertise in personalised medicine and diagnostics, across patient groups, academia, health professionals and industry.

Relevant departments of the European Commission have observer status, as does the EMA, and our engagement with MEPs and Member State health ministries in key policy areas is a crucial part of our ongoing work.

**Contact: Denis Horgan**  
EAPM Executive Director  
Avenue de l'Armee/Legerlaan 10, 1040 Brussels  
Tel: + 32 4725 35 104  
Website: [www.euapm.eu](http://www.euapm.eu)

*EAPM's Barcelona event made possible through the generous support of:*

