What is the real value of personalised healthcare in cancer?

Wednesday, 3rd October 2018
09:00 – 10:30 | Room 302-303
Welcome

Louise Abbott
Roche Asia Pacific
Introduction

Prof. Thomas Szucs
Institute for Pharmaceutical Medicine, University of Basel
Aim of this session

1. Establish **WHY** personalised healthcare is important

2. Understand what the audience feels the benefits of personalised healthcare in cancer are to **YOU**

3. Identify **HOW** the cancer community can work together to realise the benefits of personalised healthcare together
# Session overview

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<td>What is personalised healthcare?</td>
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<td>Interactive polling (1)</td>
<td>How familiar are you with personalised healthcare?</td>
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<td>Panel discussion (1)</td>
<td><strong>WHY</strong> is personalised healthcare important, what are the benefits for different stakeholders?</td>
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<td>Interactive polling (2)</td>
<td>What is the value of personalised healthcare to you?</td>
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<td>Panel discussion (2)</td>
<td><strong>HOW</strong> can we realise the benefits of personalised healthcare?</td>
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Introduction

What is personalised healthcare?
**Personalise treatment through understanding of a patient’s tumour**

<table>
<thead>
<tr>
<th>Target population</th>
<th>Blockbuster medicines</th>
<th>Targeted therapies</th>
<th>Personalised treatments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large: unspecified</td>
<td>No specific biomarkers</td>
<td>Single disease marker</td>
<td>Comprehensive Next Generation Sequencing &amp; response monitoring</td>
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<tr>
<td>Medium: sub-group</td>
<td></td>
<td></td>
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<tr>
<td>Small: individual patient</td>
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<tr>
<td>One medicine fits all</td>
<td></td>
<td>Targeted agents</td>
<td>Targeted agents (single/combo)</td>
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</tbody>
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Increasing need for advanced data analytics capabilities
Precision medicine and digitisation will change the health system

**4P**
- Predictive
- Preventive
- Personalised
- Participatory

- From “one size fits all” and “trial and error” to individualised therapy
- Proactive approach instead of reactive medical treatment

- Better life quality at a lower cost
- Better treatment outcomes at a lower cost

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More evidence on the effectiveness of personalised and digital medicine will be needed
K. A. Philips, Value in Health 20 (2017)

The greatest challenges are economic, not scientific!
S. Jakka, The HUGO Journal 2013, 7:1
6 challenges

- Outcome measurement
- Patient training in care decision making
- Integration in eHealth systems and process adjustment
- Training for skilled personnel
- Transformation of the scientific findings into daily hospital routine
- Adaptation of the regulatory framework and funding
Find the balance act to a system which is...

available

affordable
Societies strive to find a balance between:

- Access to medicines
- Containment of costs
- Reward for innovation
Interactive polling (1)
Which of the following category best describes you?

- Patient
- Patient group representative
- Healthcare professional
- Researcher
- Government
- Regulator
- Payer (public or private, including insurers)
- Biotech/pharma industry representative
- Other
Which region do you represent professionally?

- Asia Pacific
- Europe
- Central or South America
- North America
- Middle East & Africa
- Global (three or more of the above)
How would you describe your understanding of personalised healthcare (PHC) / precision medicine?

- No understanding
- Some understanding
- Good understanding
- Excellent understanding
Introducing our panel
Opening statements

What does personalised healthcare mean to you?
Panel discussion

What is the real value of personalised healthcare?
Interactive polling (2)
What is the biggest benefit of adopting PHC / precision medicine?

• Patients get the right treatment at the right time
• Healthcare professionals can secure better outcomes for their patients
• Researchers can conduct trials for small patient populations across the world
• Governments build digital infrastructure to support high performing cancer services
• Payers can target resources on the most effective treatments
• The biopharma industry find cheaper and faster ways to develop new drugs
• Society benefits from people with cancer living longer and better lives
What is the biggest challenge in realising the benefits of PHC / precision medicine in your country?

- Poor patient knowledge about personalised testing and treatment options
- Insufficient expertise in precision medicine among healthcare professionals
- Lack of healthcare infrastructure to enable patient access to personalised testing and treatment
- Low ability and willingness to pay for personalised testing and treatment technologies
- Regulatory and access systems are not designed to support speedy access to new personalised technologies
- Suboptimal real world data collection and sharing on patient outcomes to support new trials and patient access
Panel discussion

How do we realise the benefits of PHC?
Q&A
Closing remarks

What do you want congress attendees to do when they leave Kuala Lumpur?
Close
Doing now what patients need next