



Changing cancer care together

All.Can Global Summit 2024


Taking actions: implementing efficiency in cancer care globally

Geneva and online,
16 September 2024 from 10:00-17:00 (CEST)


Summit Programme

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Programme

10:00-10:30

▶ All.Can's Global Summit 2024 Welcome & Introductions (30')

- **Christobel Saunders**, Melbourne University, All.Can Australia
- **Guests of Honour: Cary Adams and Jeff Dunn**, UICC (The Union for International Cancer Control)
- **Michael Oberreiter**, Roche

10:30-11:15

▶ Session 1: "Implementing efficiency measures (metrics) for better outcomes in cancer care" (45')

Moderator:

- **Matt Hickey**, The Health Value Alliance

Speakers:

- **Sofia Carvalho**, University of Amsterdam
- **Dionne Kringos**, University of Amsterdam
- **Christobel Saunders**, Melbourne University, All.Can Australia
- **Zofia Das-Gupta**, ICHOM

11:15-11:30

▶ Coffee break (15')

11:30-12:15

▶ Session 2: "Advancing Efficient Cancer Care through the care pathway": learnings on prevention & screening from the 4P-CAN Living Labs and All.Can/EOP screening Project (45')

Moderator:

- **Eduardo Pisani**, All.Can International

Speakers:

- **Marius Geantă**, InoMed
- **Isabelle Soerjomataram**, IARC (International Agency for Research on Cancer)
- **Ivana Cattaneo**, Novartis, EFPIA Oncology Platform
- **Ebba Hallersjö Hult**, Vision Zero Cancer & All.Can Sweden

12:15 to 13:45

▶ Lunch break (30')

13:45-14:30

▶ Session 3: "Advancing Efficient Cancer Care through the care pathway": Spotlight on early detection and care (45')

Moderator:

- **Darien Laird**, Global Coalition for Radiotherapy

Speakers:

- **Jesus Garcia-Foncillas**, Fundacion ECO
- **Marianna Cavazza**, SDA Bocconi School of Management, CERGIS Affiliate
- **Antonella Cardone**, Cancer Patients Europe
- **Leah Stephenson**, All.Can Canada



14:30-15:15

▶ **Session 4: “Advancing Efficient Cancer Care through the care pathway: optimisation of care and patient choice (45’)**

Moderator:

- **Alex Filicevas**, World Bladder Cancer Patient Coalition

Speakers:

- **Juan Gay-Molina**, All.Can Mexico
- **Ricky Allas**, Roche
- **Elena Miceli**, MNI (Medical Nutrition International Industry)
- **Hadi Mohamad Abu Rasheed**, Qatar Cancer Society

15:15-15:30

▶ **Coffee break (15’)**

15:30-16:15

▶ **Session 5: “Advancing Efficient Cancer Care through the care pathway”: spotlight on holistic and integrated care and quality of life for those affected by cancer (45’)**

Moderator:

- **Sara Martin**, Bristol Myers Squibb

Speakers:

- **Caroline Berchet**, OECD (Organisation for Economic Cooperation and Development)
- **George Kapetanakis**, All.Can Greece
- **Jan Depta**, All.Can Switzerland
- **Richard Price**, European Cancer Organisation

16:15-16:45

▶ **“Looking towards the future: efforts for efficient cancer care in 2025 and beyond” (30’)**

- **Eduardo Pisani**, All.Can International
- **Simona Potop**, All.Can Romania
- **Miguel Angel Herrera**, All.Can Colombia
- **Raffaella Casolino**, WHO (World Health Organization)
- **Christobel Saunders**, Melbourne University, All.Can Australia

16:45-17:00

▶ **Conclusions (15’)**



Biographies



Welcome & Introductions



Jeff Dunn AO, President, UICC

Prof. Dunn is also Chief of Mission and Head of Research at the Prostate Cancer Foundation of Australia, as well as Professor of Social and Behavioural Science and Chair of Cancer Survivorship at the University of Southern Queensland.

Having served on the Board of the UICC in various capacities over many years, Jeff took up the Presidency at the General Assembly that was held virtually on 11 October 2022. He is a Board Member and Chair of the Audit and Risk Committee for the West Moreton Hospital and Health Service.

His work in cancer control spans 30 years, in which time he has dedicated his career to the development of strategies that underpin cancer survival and improve awareness of the disease with a special focus on the social and behavioural aspects of cancer and has over 200 publications, including peer-reviewed manuscripts, chapters, books and reports.

In 2014 Jeff was appointed an Officer in the Order of Australia (AO) for distinguished service to medical administration through leadership of cancer control organisations and promotion of innovative and integrated cancer care programmes.



Cary Adams, Chief Executive Officer, UICC

In 2009, Cary made a career change, moving from the management of international businesses in the banking sector to become CEO of UICC, based in Geneva – the largest international cancer NGO of its kind. UICC unites the cancer community to reduce the global cancer burden, to promote greater equity, and to integrate cancer control into the world health and development agenda. Dr. Adams and his team focus on global advocacy, convening the cancer community (through World Cancer Day, the World Cancer Congress and the World Cancer Leaders' Summit) and running significant global capacity building projects that address global cancer issues



Michael Oberreiter, Head of Global Access, Roche

Michael Oberreiter is Head of Global Access at Roche, based in Basel. He is an economist by training and completed a post-graduate diploma and master studies in International Politics and Communications. Michael has been involved in the field of health policy, patient access, capacity building and health economics for over 25 years. His experience spans across different therapeutic areas, countries – including Austria, Germany, China, and Asia Pacific (APAC) where he was responsible for driving the development of sustainable Policy, Access and System Capacity solutions to strengthen the Healthcare system and improve access to innovative treatments.

Session 1: “Implementing efficiency measures (metrics) for better outcomes in cancer care”



Christobel Saunders, AO, MB BS, FRCS, FRACS, FAAHMS, James Stewart Chair of Surgery, Head of Department of Surgery at the University of Melbourne (Royal Melbourne Hospital precinct), Director of Medical Research at Melbourne Medical School

Professor Christobel Saunders AO, MB BS, FRCS, FRACS, FAAHMS is the James Stewart Chair of Surgery, the Head of the Department of Surgery at the University of Melbourne (Royal Melbourne Hospital precinct), Director of Medical Research at Melbourne Medical School, and a Director on many boards including All.can International and All.can Australia. She is Consultant Surgeon in the Department of General Surgery at Royal Melbourne Hospital and the Peter MacCallum Cancer Institute. Christobel is internationally recognised as one of Australia’s most prominent research-orientated cancer surgeons – in the past five years Christobel has published over 200 peer-reviewed journal articles

Christobel is closely involved in strategic planning and management of health and cancer services in Australia including being a member of the Medicare Review Advisory Committee, panel member of the Medical Services Advisory Committee, Cancer Plan Navigation sub-committee, past President of the Breast Surgical Society of ANZ, and past Advisory Council member of Cancer Australia. She was the Inaugural Chair of the state Health Service Provider, PathWest Laboratory Medicine. In 2016 she was elected to the Australian Academy of Health and Medical Science.



Matt Hickey, CEO, The Health Value Alliance

Matt is a Senior Medical Radiation Therapist, board-level director and entrepreneur. Matt founded the multi-award-winning Health Value Alliance (HVA), a company dedicated to the design and delivery of a standardised model for the assessment of cancer service, innovation and funding ‘performance’ (quality, outcomes and value). Matt is also Visiting Lecturer at the University Citi Paris, on the Value-Based Healthcare Graduate Programme. For All.Can, Matt is co-chair of the All.Can Research and Evidence Working Group and was co-author of the All.Can Cancer Data Paper and the All.Can Cancer Efficiency Metrics Report. Previously Matt career included senior and director positions in major global cancer care networks and health insurers.



Dionne Kringos, Principal Investigator and Associate Professor in Health Systems and Services Research, Research Group Leader in (Primary) Health Care System Development and Evaluation, Chair of the Quality and Organisation of Care Section, University of Amsterdam (Medical Centre) UMC

Dr. Dionne Kringos holds a B.Sc. degree in Health Policy and Management, a M.Sc. degree in International Health Economics, Policy and Law, a M.Sc. degree in Health Services Research, and a PhD degree in Health Systems Research. From 2005 till February 2012, she worked as an International Health Services Researcher at the Netherlands Institute for Health Services Research (NIVEL). She currently is working as Principal Investigator and Associate Professor in Health Systems and Services Research, as Research Group Leader in (Primary) Health Care System Development and Evaluation, as Chair of the Quality and Organisation of Care Section at the Department of Public and Occupational Health of Amsterdam UMC (University of Amsterdam), and as Vice-Director of the Amsterdam Public Health research institute (APH). In 2014-2015, she was a Commonwealth Fund Harkness Fellow in Health Care Policy and Practice at Harvard School of Public Health (Boston, USA).

Dr. Kringos is project leader of the All.Can funded project on the development of an All.Can Action Guide for efficient cancer care. From 2016 to 2022 she was an appointed member of the European Commission's Expert Panel on Effective Ways of Investing in Health. From March 2017, she is Head of the WHO Collaborating Centre for Quality and Equity in Primary Health Care Systems, based at the Dept. of Public and Occupational Health of the University of Amsterdam, Amsterdam UMC. In her research work, she works closely with international organisations (e.g. World Bank, OECD, WHO, European Commission) and national governments (e.g. Luxembourg), to study and advise on health system strengthening and resilience.

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Sofia Carvalho, MD, Researcher PhD Candidate, University of Amsterdam (Medical Centre), UMC

Sofia Carvalho is a PhD Candidate at the University of Amsterdam within the Healthcare Services and Systems Research Unit of the Department of Public and Occupational Health. She has a background as a Medical Doctor, Internal Medicine Specialist (Lisbon, Portugal) and holds a Research Master in Public Health Epidemiology (NIHES, Erasmus University Rotterdam, Netherlands).

Carvalho's research focuses on the identification, development, and implementation of performance indicators related to non-communicable diseases, aiming to strengthen health information systems and support decision-making at the policy and managerial levels.

Carvalho collaborates with the OECD Health Division in projects related to cancer as well as is involved in an EU-funded project to develop a resilience assessment tool for European cardiovascular care pathways.

Carvalho led the development of the Action Guide to implement Cancer Efficiency Metrics, a collaborative project developed by her Amsterdam UMC research group, with and on behalf of All.Can International.



Zofia Das Gupta, PhD, Senior Director, ICHOM

Zofia Das-Gupta manages the strategic direction of research priorities at ICHOM and collaborates closely with key research partners to advance the development of ICHOM's Sets of Patient-Centered Outcome Measures. As the operational lead for the Breast Cancer Learning Collaborative, she ensures alignment and integration across clinical activities and stakeholders. Additionally, Zofia manages relationships with clinical partners engaged in the ICHOM Accreditation program. Her responsibilities include supporting the creation of ICHOM digital sets and developing FHIR guides.

Zofia holds a PhD in Immunology from UCL. She is a Harvard-trained Research Scientist, an EMBO Fellow at TUM Munich, and has completed leadership training at the London Business School.



Session 2: "Advancing Efficient Cancer Care through the care pathway": learnings on prevention & screening from the 4P-CAN Living Labs and All.Can/EOP screening Project



Eduardo Pisani, CEO, All.Can International

Eduardo Pisani is the CEO of All.Can International since 2020. He has contributed to advancing public policy discussions from a close vantage point, having over three decades of international experience in senior roles for global healthcare companies and associations. He spent most of his professional life in Brussels and Geneva, where he gained an in-depth knowledge of the functioning of the European Union and of multilateral organisations, particularly in the area of health and pharmaceutical policy and legislation. He served or is currently active on the board of international and European groups and on various advisory boards. Eduardo has a degree in Law from the University of Catania, Italy.



Ebba Gunilla Melville Hallersjö Hult, Co-founder and Head, Vision Zero Cancer

Ebba Hult is the co-founder and Head of the Innovation hub Vision Zero Cancer and its flagship initiative Test Bed Sweden Precision Health Cancer. Vision Zero Cancer is a mission-oriented innovation hub financed by the Swedish Innovation Agency, Vinnova, and coordinated by a team at Stockholm School of Economics with a long term vision of transforming cancer from a deadly to a curable or chronic disease. Together Vision Zero and Test Bed have laid the foundation for a Swedish mission on cancer uniting various stakeholders to engage in strategic collaborations toward system innovation to eliminate cancer as a life-threatening disease. Hallersjö Hult is also involved in several EU projects focusing on implementing Europe's Beating Cancer Plan and the EU Mission on cancer and is a member of the Lung Cancer Policy Network and All.Can.

Prior to establishing Vision Zero Cancer in 2019, Hallersjö Hult served as Global Head of Health Care & Life Sciences at the Swedish Trade & Invest Council, Business Sweden, and before that as Trade Commissioner and First Secretary at the Embassy of Sweden in Ukraine. She is a member of the Lung Cancer Policy Network, All.Can International, and the board of All.Can Sweden, as and represents Vision Zero Cancer as an Associated Member of DigiCore, Swecare Foundation, the European Cancer Organisation, and Community 365. Hallersjö Hult holds a BSc in Political Science and International Relations from the University of Gothenburg.

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Isabelle Soerjomataram MD, PhD, MSc, Deputy Head, Cancer Surveillance Branch, International Agency for Research on Cancer (IARC)

Isabelle Soerjomataram is a medical epidemiologist with special interest in the causes, and prevention, of cancer. She has been working at IARC since 2011 where she assesses international variation of the cancer burden and survival, and how health systems and policies contribute to mitigate the rising burden of and inequality in cancer occurrence and outcome using mainly population-based databases. In addition to her research activities, she (co)coordinates several large projects funded by various institutions. Today she is leading an international benchmarking project to assess the determinants of cancer survival, and national and global projects to assess the contribution of various risk factors on the burden of cancer. She also co-leads the global consortium to impact of crises and health system resilience to mitigate impact on cancer services and cancer outcome across countries, and co-chairs the Lancet Commission on Women, Power and Cancer.



Ivana Cattaneo, Executive Director, Therapeutic Area Advocacy and Precision Medicine, Novartis, Chair, EFPIA

Ivana is Executive Director Therapeutic Area Advocacy and Precision Medicine at Novartis and serves as Chair of the Oncology Platform of EFPIA (European Federation of Industry and Association Fighting cancer (efpia.eu)). She is a member of the Advocacy Panel of Cancer Grand Challenges, founded by Cancer Research UK and the US National Cancer Institute to foster research.

Cattaneo has an MSc in International Health Technology Assessment from the University of Sheffield, Faculty of Medicine, Dentistry and Health, a master's in management and a degree in foreign literature from Italian Universities.

She is passionate about cancer policy, and she serves on different steering committees focusing on policy advocacy on cancer research, cancer challenges, access, and inequalities.



Marius Geantă, CEO and Founder, INOMED

Marius Geantă is President and Co-Founder of the Center for Innovation in Medicine, a leading European research, innovation, implementation and policy not for profit organisation. Dr. Marius Geantă act as well as Coordinator of the Horizon Europe Cancer Mission 4P-CAN project (Personalized CANcer Primary Prevention research through Citizen Participation and digitally enabled social innovation), Co-Lead of Policy Advisory Group at International Consortium for Personalised Medicine (ICPerMed), Member of 1+ Million Genomes Member States Group representatives. As Co-Founder and President of the Centre for Innovation in Medicine, Marius Geantă is coordinator or principal investigator in multiple cancer-related innovative projects (such as 4P-CAN, ReThinkHPVvaccination, PRIME-ROSE, GUIDE.MRD) aiming to implement EBPC and Cancer Mission at National, Regional and European Level.



Session 3: “Advancing Efficient Cancer Care through the care pathway”: Spotlight on early detection and care



Darien Laird, Executive Director, Global Coalition for Radiotherapy

Darien Laird is the Executive Director of the Global Coalition for Radiotherapy (GCR), working to advance the coalition's mission to enhance global access to radiotherapy services and improve cancer treatment outcomes worldwide. Under her guidance, GCR has expanded its initiatives to reach the global radiotherapy workforce, build a radiotherapy task force to support cancer patients in global crises, and foster partnerships with advocacy and healthcare organizations, government agencies and non-profit organizations. Darien has a Masters in Global Affairs and Management from Thunderbird School of Global Management and a Bachelor's degree in Broadcast Journalism. Her early roles include working as a journalist, reporter and producer for media organizations like CNN. She is also the CEO and Founder of DLC Strategy, a communications strategy and marketing firm. Darien is a passionate storyteller and advocate for equitable healthcare, immigrant rights, media literacy, and female entrepreneurship. She is also dedicated to supporting the future generation of global leaders through mentorship.



Prof. Jesus Garcia-Foncillas, Director, University Cancer Institute and Department of Oncology at the Fundacion Jimenez Diaz University Hospital

Jesus Garcia-Foncillas is the Director of the University Cancer Institute and the Department of Oncology at the Fundacion Jimenez Diaz University Hospital, Full Professor of Oncology at the Autonomous University of Madrid, and director of the Professorship on Molecular Individualized Medicine Autonomous University-Merck. He combines this with the roles of Director of the Translational Oncology Division at the Health Research Institute FJD-UAM (Autonomous University of Madrid) and Chairman of the Comprehensive Cancer Program of four University Hospitals at Madrid (Fundacion Jimenez Diaz University Hospital, Infanta Elena University Hospital, Rey Juan Carlos University Hospital and Villalba University General Hospital).

Prof Garcia-Foncillas is also currently the President of ECO Foundation (Excellence and Quality in Oncology) and since June 2023 member of ASCO Care and Quality Improvement Committee (CQIC). He is conducting many clinical trials from phase-1 to phase-3, and is the author of more than 320 articles (PubMed) and several books on Cancer.

Prof. Garcia Foncillas has held several positions both nationally and internationally, such as Vice-President for the National Medical Oncology Commission, Ministry of Health, Council on Medical Specialties, President of the Tenth National Congress sponsored by the Spanish Cancer Research Association. Recently,

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professor García-Foncillas was awarded the 2020 National Prize of the Royal National Academy of Medicine of Spain, being elected as member of the same institution, and has also been distinguished as the best researcher in Oncology 2020 ("La Razón" Award).



Antonella Cardone, CEO, Cancer Patients Europe

Antonella Cardone is the CEO of Cancer Patients Europe, a pan-European all-cancer patient association. She's a Patient Advocacy Expert and Advisor to the Board of Pancreatic Cancer Europe (PCE), uniting physicians, patients, politicians, journalists, academia, and industry, and she is a member of Inspire2Live. Antonella led the European Cancer Patient Coalition (ECPC) and served as Executive Director of the Fit for Work Global Alliance. With 25 years of non-profit experience in health, social, and employment sectors, she also directed the Global Smoke-free Partnership of the American Cancer Society. Antonella holds master's degrees in science and business administration. She has been on the Boards of All.Can and Pancreatic Cancer Europe, where she was vice-chair.



Leah M. Stephenson, Strategic Lead, All.Can Canada

Motivated by her experiences as a caregiver for her late mother, a physician who overcame poverty, war, gender discrimination, and meningioma before losing her battle against recurrent endometrial cancer, Leah Marie Stephenson has cultivated her consulting expertise to improve how we address complex systems change. She is the Strategic Lead of All.Can Canada, a patient-led, multi-stakeholder network focused on improving earlier cancer diagnoses in Canada.

For almost twenty years, Leah has been working to improve healthcare systems to better address the needs of people using them, including structurally underserved communities. Nationally, she has previously supported advocacy and improvements in treatment access and continues to advocate for interoperable health information. She worked for five years in Ontario's healthcare system advocating for equity-focused and community-governed primary healthcare teams as well as integrated, responsive, and accessible community health hubs. On top of All.Can Canada's efforts towards earlier cancer diagnoses, she has been the backbone support and pen behind numerous transformational common agendas, including the Declaration of Personal Health Data Rights in Canada endorsed by 30 patient groups and a Diversity and Inclusion Charter endorsed by over a 100 institutions across Peel Region, both of which continue to be brought to life through advocacy, education, and knowledge mobilization.



Marianna Cavazza, Associate Professor of Practice in Health Policy, SDA Bocconi

Marianna Cavazza is an Associate Professor of Practice in Health Policy at the SDA Bocconi School of Management and a Research Fellow at CERGAS – SDA Bocconi. Previously, she was a research fellow at the Antenna on Welfare Policies of the European Institute of Public Administration (EIPA), as well as at various private and public research centers specializing in healthcare economics and policy.

Her research interests focus on the analysis of health policies from both national and comparative perspectives, emphasizing public policy organization that involves a diverse range of stakeholders and the associated governance tools. Additionally, she has experience conducting cost surveys using micro-costing approaches.

Her work has been published in several journals, including the European Journal of Health Economics, the European Journal of Public Health, Health Policy, PLOS ONE, BMC Health Services Research, and the Journal of Public Administration Research and Theory, among others.

Marianna holds a BA in Political Science from the University of Milan (Italy), an MSc in Economics from the University of York (UK), and a PhD in Economics from the Catholic University of Milan (Italy).

Session 4: “Advancing Efficient Cancer Care through the care pathway: optimisation of care and patient choice



Dr. Hadi Mohamad Abu Rasheed, MD, PMP, Scientific Advisor and Head of the Professional Development and Scientific Research Department, Qatar Cancer Society (QCS)

Dr. Hadi is the Scientific Advisor and the Head of the Professional Development and Scientific Research Department at the Qatar Cancer Society (QCS).

Dr. Hadi is the representative member of the QCS in the National Cancer Governance Board in Qatar, the Gulf Federation for Cancer Control, the Union International for Cancer Control, the World Cancer Day Advisory Group, the World Ovarian Cancer Coalition, and the All.Can International.

Dr. Hadi is an Adjunct Lecturer at the College of Health Sciences at The University of Doha for Science and Technology and a preceptor at the Department of Public Health, College of Health Sciences, Qatar University, as well as at the Psychology and Social Work Master’s Program at the Doha Institute for Graduate Studies, and at Hamad Medical Corporation community medicine residency program.

Dr. Hadi graduated from the University of Aleppo – Faculty of Medicine in Syria in 2004 and completed his post-graduate training at the University of Iowa in the USA in 2008.



Elena Miceli, Deputy Executive Director, MNI

Elena Miceli is a pharmacist by training, a nutritional therapist and holds a Master of Science in Nutrition & Dietetics. Based in Brussels since 2003, she has served several EU and International associations in relation to food and pharma contributing to EU policy debates on health-related matters.

She currently serves as Deputy Executive Director of MNI, Medical Nutrition International Industry, aiming at integrating nutritional interventions in cancer care to lead to better health outcomes for oncology patients.



Dr. Juan Gabriel Gay-Molina, Medical Doctor from Anahuac Founder, Mexico and Founder and CEO of TIS

Jaun Gay-Molina, M.D., is the founder and CEO of TIS, a consultancy firm specializing in Health Economics and Health Policy in Mexico and Latin America. He is also the Founder and Medical Director of ESPAMEDIC, a network of primary care clinics in Mexico. He possesses extensive experience in various health institutions, including roles in the Federal Government of Mexico as Chief of Staff to the Secretary of the General Health Council and as Deputy Director of Sustainability



at the Directorate General of Health Planning and Development. Additionally, he has developed research and analytical projects for the OECD (Organization for Economic Cooperation and Development) and the London School of Hygiene and Tropical Medicine. He is the co-author of two books on hospital administration and health infrastructure planning.

Dr. Gay-Molina works as a Medical Doctor at Anahuac University, Mexico, and holds a Master of Public Health from the London School of Hygiene and Tropical Medicine (LSHTM) and a Master of Economics and Health Policy from the London School of Economics and Political Science (LSE).



Ricky Alas, Global Value Stream Strategy Lead, Roche

Ricky joined Genentech in 2019 and currently works as a Global Value Stream Strategy Lead as part of the Global Supply Chain and Technical Product Strategy organization at Roche.

Ricky leads the Technical Customer Centricity work which is focused on collaborating with healthcare ecosystems to design the supply chains that enable patients to most conveniently access medicines and co-leads the global Decentralized Care (e.g. out of hospital administration) initiative, which has supported the launch of out-of-hospital administration solutions in 15+ geographies to date.



Alex Filicevas, Executive Director, World Bladder Cancer Patient Coalition, Past-President, All.Can International

Alex Filicevas is a passionate cancer patient advocate focused on driving meaningful change in cancer research, policy and care. Alex is the Executive Director of the World Bladder Cancer Patient Coalition, Past-President of All.Can International, Co-Chair of the Global Cancer Coalitions Network, member of EFPIA Patient Think Tank Steering Committee and an EUPATI fellow. He leads the efforts to foster an international community of strong bladder cancer patient advocates and organisations around the world, empowering patient voices across the research and care continuum.

Passionate about high-quality, equitable cancer care for all, and the role of efficiency in achieving it, he champions evidence generation and sharing and multi-stakeholder collaboration. Prior to his current roles, he was the Head of EU Affairs at Europe's largest cancer patient umbrella organisation, where he focused on advocacy activities, capacity building and policy initiatives with a particular focus on overarching issues faced by cancer patients and their carers in Europe. As a healthcare consultant, Alex has supported a number of private and non-governmental organisations in successful advocacy efforts at the EU level on a range of disease areas and issue-specific public health challenges.

Session 5: “Advancing Efficient Cancer Care through the care pathway”: spotlight on holistic and integrated care and quality of life for those affected by cancer



Caroline Berchet, Health Economist, OECD

Caroline Berchet (PhD) is a health economist at the OECD Health Division, working on a broad variety of topics related to both data and policy analysis. Her work on data focuses on health system performance assessment framework and how to improve the current health information system. On the policy side, Caroline manages the OECD work on primary care and cancer care, and has also been working on quality and health care policies, and on health system efficiency across OECD countries.



George Kapetanakis, President, Hellenic Cancer Federation – ELLOK, Steering Committee Chair, All.Can Greece

George Kapetanakis is the Hellenic Cancer Federation – ELLOK President and All.Can Greece Boarding Committee Chair. He is also the President of the Pieria Cancer Patients Association.

His experience with cancer 13 years earlier was the catalyst for starting a process of active participation and involvement in supporting oncology patients. Since 2015, he has worked consistently with other patients with the same vision to create and develop the Hellenic Cancer Federation as the Umbrella organization for the Cancer Patient Associations in Greece.

George Kapetanakis is convinced that a European perspective is crucial for addressing contemporary cancer care challenges and reducing existing inequalities. He advocates for the cooperation of all stakeholders in cancer care at a global level, believing that it can provide practical solutions to the severe problems that cancer patients face every day. He is an active volunteer and member of the Association of Bone Marrow Donation Volunteers “Orama Elpidas”, promoting the national awareness campaign for voluntary Bone Marrow Donation. In addition to his advocacy work, Kapetanakis is also professionally active in the field of financial services.



Jan Depta, Head Market Access & Public Affairs, Novartis Switzerland, President, All.Can Switzerland

Dr. Depta is a pharma leader with a science background. He has more than 20 years multi-disciplinary, local and international experience in the bio-pharmaceutical sector with a passion for health policy and access to innovation. Jan currently holds the position of Head Market Access & Public Affairs at Novartis Switzerland and as such acts as a member of the board of directors. He



currently is the acting Chair of the Market Access Working Group of Interpharma and President of All.Can Switzerland. Jan studied Biochemistry at the University of Fribourg, holds a PhD in Immunology from University of Bern and post-graduate certificate in Leadership Capabilities from Caledonian University of Glasgow.

During his free time Jan enjoys continuous learning, cooking, photography, his family with 3 daughters and walking the dog.



Richard Price, Head of Policy, European Cancer Organisation

Richard Price is Head of Policy at the European Cancer Organisation, an umbrella federation of 42 European and international organisations active in the cancer care field. He supports the policy project activities of the Organisation's 10 Focused Topic Networks and helps to lead the organisation's representations to the EU institutions, WHO and national governments. Previously was the policy and advocacy officer of the European Association of Hospital Pharmacists and a policy advisor to the Pharmaceutical Society of Northern Ireland.



Sara Martin, Senior Director, Global Policy Partnerships, Bristol-Myers Squibb

Sara Martin is Senior Director in the Global Health Equity and Policy Partnerships team at Bristol-Myers Squibb (BMS). In this role in the BMS Global Policy & Government Affairs function, Sara leads strategic collaboration with global health stakeholders, including All.Can, with a view to deliver improved patient outcomes, health system strengthening and sustainability, and stimulate policy change to secure these gains for the future. Sara is Board member of All.Can International and responsible for BMS engagement in this important global multi-stakeholder platform.

Looking towards the future: efforts for efficient cancer care in 2025 and beyond



Eduardo Pisani, CEO, All.Can

Eduardo Pisani is the CEO of All.Can International since 2020. He has contributed to advancing public policy discussions from a close vantage point, having over three decades of international experience in senior roles for global healthcare companies and associations. He spent most of his professional life in Brussels and Geneva, where he gained an in-depth knowledge of the functioning of the European Union and of multilateral organisations, particularly in the area of health and pharmaceutical policy and legislation. He served or is currently active on the board of international and European groups and on various advisory boards. Eduardo has a degree in Law from the University of Catania, Italy.



Raffaella Casolino, Technical Officer, WHO

Raffaella Casolino, MD, Ph.D, is a medical oncologist and researcher who combines clinical practice with translational science and health policy to improve lives of people with cancer in equitable manner and impact on global cancer control. She is currently Technical Officer at the WHO headquarters in Geneva, as part of the Cancer Control team, and honorary clinical senior lecturer at the School of Cancer Science of University of Glasgow.

Dr. Casolino joined the WHO as Technical Officer in February 2023 where she is working on several projects aimed to support countries in reducing the burden of cancer through better prevention and control policies.

Dr. Casolino graduated from medical school at the University of Bologna (Italy) in 2010 and qualified as medical oncologist at the University of Verona (Italy) in 2016. During her residency, she has primarily focused on clinical and translational research in pancreatic cancer in the context of the Pancreas Institute of Verona. After completing her residency, she worked for two years at the Scientific Research Hospital (IRCCS) Sacro Cuore Don Calabria (Italy) and given her strong interest in research, in 2018 she started a Ph.D program in cancer science in partnership between the University of Verona and the University of Glasgow.



Simona Potop, All.Can Romania | Point Public Affairs - Community Manager

Simona holds a degree in Communication and Public Relations from the University of Bucharest and brings twenty years of experience in marketing, communication, and project management. Her professional journey includes both local and international experience, with a strong emphasis on corporate client management. Since the beginning of this year, she has been coordinating the local All.Can initiative as part of the health and pharma department at Point Public Affairs – the company that was selected to be in charge with the Technical Secretariat of All.Can Romania project.



Miguel Angel Herrera Garzon, Leader of the Technical Secretariat of All.Can Colombia

A distinguished strategist in Public Affairs and Strategic Communication with over twenty years of experience across diverse Latin American markets. His extensive career encompasses industries such as pharmaceuticals, infrastructure, finance, and consumer goods, with significant projects led and executed in Colombia, Mexico, Puerto Rico, and the United States.

Before becoming President of Ágora Colombia, he made a notable impact at Burson-Marsteller as General Manager and leader of the Healthcare Practice for Latin America. His expertise in managing intricate strategies was further demonstrated during his tenure as Country Manager for Puerto Rico and as an Associate in Miami. He also played a pivotal role in leading the Spanish firm Llorente & Cuenca in Colombia.

His strong academic credentials include a degree in Social Communication from the Universidad Externado de Colombia and an MBA from Instituto Tecnológico Autónomo de México and Arizona State University. In addition to his professional achievements, he actively contributes to academia as a postgraduate lecturer at the Universidad de La Sabana and the Universidad Pontificia Bolivariana, where he teaches courses in Stakeholder Management, Strategic Communication Planning, Crisis Management, and Corporate Reputation.



Christobel Saunders, All.Can Australia

Professor Christobel Saunders AO, MB BS, FRCS, FRACS, FAAHMS is the James Stewart Chair of Surgery, the Head of the Department of Surgery at the University of Melbourne (Royal Melbourne Hospital precinct), Director of Medical Research at Melbourne Medical School, and a Director on many boards including All.Can International and All.Can Australia. She is Consultant Surgeon in the Department of General Surgery at Royal Melbourne Hospital and the Peter MacCallum Cancer Institute. Christobel is internationally recognised as one of Australia's most prominent research-orientated cancer surgeons – in the past five years Christobel has published over 200 peer-reviewed journal articles

Christobel is closely involved in strategic planning and management of health and cancer services in Australia including being a member of the Medicare Review Advisory Committee, panel member of the Medical Services Advisory Committee, Cancer Plan Navigation sub-committee, past President of the Breast Surgical Society of ANZ, and past Advisory Council member of Cancer Australia. She was the Inaugural Chair of the state Health Service Provider, PathWest Laboratory Medicine. In 2016 she was elected to the Australian Academy of Health and Medical Science.



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