



All.Can Colombia

International Congress: 90
years of transformation for
cancer control in Colombia

March
2025

On **February 26, 27 and 28**, All.Can Colombia **was invited to participate in the most relevant oncology event in Colombia in 2025** and, possibly, one of the most important in the region.



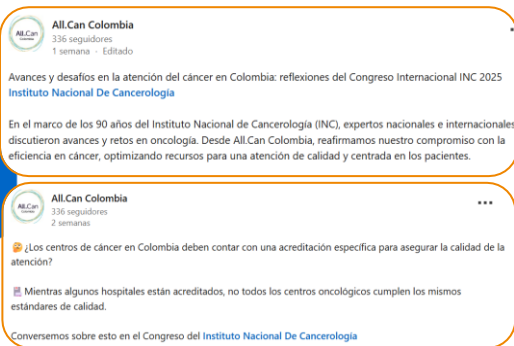
From the Technical Secretariat of All.Can Colombia, we are proud to share with you the highlights interventions on the participation of our coalition in the Congress.

Dissemination of the Congress



We designed and executed a content grid in coordination with the INC's (the Colombian state entity that directs public policy on cancer) communications area, with the objective of highlighting the importance of the event and promoting attendance to the strategic panels.

As a result, a **significant reach was achieved in social networks:**



Presence and relationship



We had a **strategic stand** located in the patients' section, which allowed for **greater visibility and participation in the event.**

In this way, we strengthened the **relationship with key players in the healthcare ecosystem**, including patient representatives, sector professionals, members of the industry and other sector leaders. **This allowed us to gather key inputs for future strategies and alliances.**



We were invited to participate in the **cocktail party celebrating the event.**

This space for **strategic relations strengthened the presence and positioning of the coalition among key actors in the health sector.**

During the event, strategic approaches were established with representatives of various organizations and entities, including the Embassy of the Netherlands, as well as with different areas and members of the INC.



Monitoring of strategic panels

At the same time, essential panels on the cancer situation in the country were monitored and covered. With these inputs, important inputs were produced for the initiative's social networks.

Section of Medical Liability and Guardianship Action:

- Medical History Panel: medical and legal support.

Section of Administrative Management in Oncology:

- Conference Interoperability of clinical history in oncology.
- Conference Cyberhealth and artificial intelligence, the digital shield.
- Conference From 0 to 100: Analysis of diagnostic images with artificial intelligence and foundational models.
- Conference The use of AI in health as a tool to optimize service delivery.

Health services contracting models section:

- Conference on Contracting models for the provision of services.
- Conference Background and context of PGP cancer.
- Conference Experience in PGP.
- Conference Contracting and payment models.
- Health Efficiency Panel.

Health services contracting model section:

- Conference on Service Procurement Models.
- Conference Background and context of PGP cancer.
- Lecture Experience in PGP.
- Lecture Contracting and payment models.
- Health Efficiency Panel.

