

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:

in	All.Can Colombia 36 seguidores 1 semana - Editado
	Avances y desafíos en la atención del cáncer en Colombia: reflexiones del Congreso Internacional INC 2025 Instituto Nacional De Cancerología
	En el marco de los 90 años del Instituto Nacional de Cancerología (INC), expertos nacionales e internacionales discutieron avances y retos en oncología. Desde AllCan Colombia, reafirmamos nuestro compromiso con la eficiencia en cáncer, optimizando recursos para una atención de calidad y centrada en los pacientes.
	All.Can Colombia 3.04 septidores 2. septidore
	¿Los centros de cáncer en Colombia deben contar con una acreditación específica para asegurar la calidad de la atención?
	El Mientras algunos hospitales están acreditados, no todos los centros oncológicos cumplen los mismos estándares de calidad.
	Conversemos sobre esto en el Congreso del Instituto Nacional De Cancerología



Presence and relationship

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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.



