

# Better for people, smarter for systems: the power of person-centred cancer care

## Cancer is on the rise and health systems are under pressure

**76%**

higher than  
in 2022

In 2050, the number of people **newly diagnosed with cancer is expected to be over 76% higher** than in 2022.<sup>1</sup>

Around 40% of countries cite **long wait times and staff shortages as the biggest challenges to their health system.**<sup>2</sup>

**40%**

cite wait times  
and shortages

Meeting growing demand requires care that delivers maximum value for both people and health systems.

## The ineffective approach: disease-centred care

Traditionally, cancer care focuses on biological causes and **treating the disease itself, not the person.**<sup>3</sup> Psychosocial and practical needs are often overlooked.

**50%**

didn't feel involved  
in decisions

Almost 50% of people living with cancer feel that they were **not sufficiently involved in decisions about their treatment.**<sup>3,4</sup>

This fragmented, **disease-centred approach** leads to poorer experiences and inefficient use of resources.

## A better approach: person-centred care

**Person-centred cancer care** recognises that every person's experience is different, by:<sup>5-7</sup>

tailoring care to an individual's needs and preferences

providing emotional and practical support

involving people in decisions about their care

This approach improves outcomes, enhances people's experiences and streamlines service delivery – ultimately making cancer care more efficient.<sup>7</sup>

## Putting **person-centred care** into practice

Policy- and decision-makers must embed **person-centred care** principles into national and regional cancer control plans, ensuring every intervention delivers the greatest benefit to people with cancer.

### Key actions include:

- Enabling swift and effective diagnosis with timely initiation of care.
- Coordinating multidisciplinary cancer care.
- Using digital technologies in the care pathway to optimise processes.
- Incorporating remote care and telemedicine care approaches in the cancer care pathway.
- Facilitating effective communication and shared decision-making between healthcare professionals, and people with cancer and their carers.
- Embedding supportive care and survivorship approaches along the cancer care pathway.
- Providing financial advice and support to people living with cancer and their loved ones.

Read more about opportunities for policy action in [Person-centred cancer care: improving outcomes, experiences and efficiency.](#)

### References

1. International Agency for Research on Cancer. 2024. <https://gco.iarc.who.int/tomorrow/en/dataviz/bars?populations=900&years=2050> 2. IPSOS. 2025. [IPSOS health service report 2025](#) 3. World Cancer Day. <https://www.worldcancerday.org/the-campaign/what-people-centred-care> 4. All.Can. 2019. [Patient insights on cancer care: opportunities for improving efficiency](#) 5. Epstein RM, Street RL, Jr. 2011. *Ann Fam Med* 9(2): 100-3 6. NHS England. <https://www.hee.nhs.uk/our-work/person-centred-care> 7. Health Innovation Network South London. [https://healthinnovationnetwork.com/system/ckeditor\\_assets/attachments/41/what\\_is\\_person-centred\\_care\\_and\\_why\\_is\\_it\\_important.pdf](https://healthinnovationnetwork.com/system/ckeditor_assets/attachments/41/what_is_person-centred_care_and_why_is_it_important.pdf)

All.Can is a global, multi-stakeholder initiative to inform and generate political and public engagement on the need to improve the efficiency of cancer care, by focusing on what really matters to patients and the society. All.Can seeks to make sure resources are directed towards achieving better health outcomes while contributing to health systems' overall sustainability.

Established in 2016, the All.Can initiative brings together a diverse membership base including patient organisations, healthcare professionals, academics and industry.



### Follow us



AllCanGroup

All-Can International

AllCanGroup

AllCan International

### Contact us



All.Can International ASBL  
Rue du Luxembourg 22-24  
BE-1000 Brussels

+32 2 761 66 73  
secretariat@all-can.org  
www.all-can.org

All.Can International is a not-for-profit organisation (ASBL) registered in Belgium. The person-centred cancer care pathway project is made possible with financial support from Bristol Myers Squibb, Roche, MSD, Johnson & Johnson, Pfizer, Illumina, Daiichi-Sankyo and Astellas.