



10:30–11:00 30 min	REGISTRATION AND WELCOME COFFEE
11:00–11:10 10 min	Opening Remarks Framing the day: person-centred care as a sustainability strategy for health systems facing rising cancer incidence. Christobel Saunders, All.Can President; University of Melbourne · Bettina Borisch, All.Can Vice-President; World Federation of Public Health Associations
90-MINUTE BLOCK · IMPLEMENTATION & FINANCING, MODERATED THROUGHOUT BY BRIAN MAGUIRE, RAPPORTEUR	
11:10–11:50 40 min	Session 1: What Implementation of Person-Centred Cancer Care Pathways Actually Looks Like Ground-level evidence on what changes when reform moves from paper to practice: prevention, implementation and system diagnostics. Moderator: Brian Maguire, Rapporteur Bettina Borisch, All.Can Vice-President; World Federation of Public Health Associations · Marius Geantă, Centre for Innovation in Medicine (INOMED), Romania · Mathieu Morand, City Cancer Challenge (C/Can) · Jaime Ponce, All.Can Mexico · Kandeepan Ganeshalingam, BeOne Medicines
11:50–12:00 10 min	The Economic Case for Early Cancer Care Emerging findings from the Mission Early scoping review on the economic outcomes of early cancer care. Lucia Perez Kempner, Principal Consultant, Triangulate Health
12:00–12:40 40 min	Session 2: What It Takes to Finance and Sustain Person-Centred Cancer Care The enabling conditions for financing cancer care: from activity-based spending to value-based investment. Moderator: Brian Maguire, Rapporteur Andre Ilbawi, World Health Organization · Dr Danika Marmarà, Ministry of Health, Malta · Prof. Adrian Pană, National Centre for Public Health Statistics, Romania & All.Can Romania · Mario Daniel Gómez, All.Can Colombia · Adam Parnaby, BMS
12:40–13:30 50 min	LUNCH AND NETWORKING
13:30–14:30 60 min	Session 3: Beyond Awareness: From Information to Decision in the Breast Cancer Pathway INTERACTIVE SESSION SUPPORTED BY A fictional patient's pathway through breast screening tests how cancer literacy is built or withheld at each decision point. Moderator: Carina Dantas, SHINE 2Europe Evelyn Steintaler, ESR PAG · Bettina Borisch, All.Can Vice-President; ECiBC WG member · Daan Hellingman, Clinical Collaboration Manager in Women's Health, Siemens Healthineers
14:30–15:30 60 min	PINK DRINK RECEPTION SUPPORTED BY Marking Breast Cancer Awareness Month, and leading into Cancer Literacy Day, 14 October 2026.

ORGANISER



MEDIA PARTNER



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