

Mission Cancer in Romania

Marius Geantă, MD

*President and Co-Founder Centre for Innovation in Medicine
Founder of Kol Medical Media*

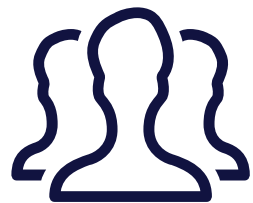
I SKATE TO
WHERE THE PUCK
IS GOING TO BE,
NOT WHERE IT
HAS BEEN.

Wayne Gretzky



CANCER POLICY PUZZLE

THE FOUNDATION FOR A DIFFERENT APPROACH: CANCER MOONSHOT



Burden of the Disease

Impact at all levels Micro (individual), Meso (Family) and Macro (Societal)



Cancer Innovation

From omics to data and new technologies available for prevention, screening, diagnostic and treatment

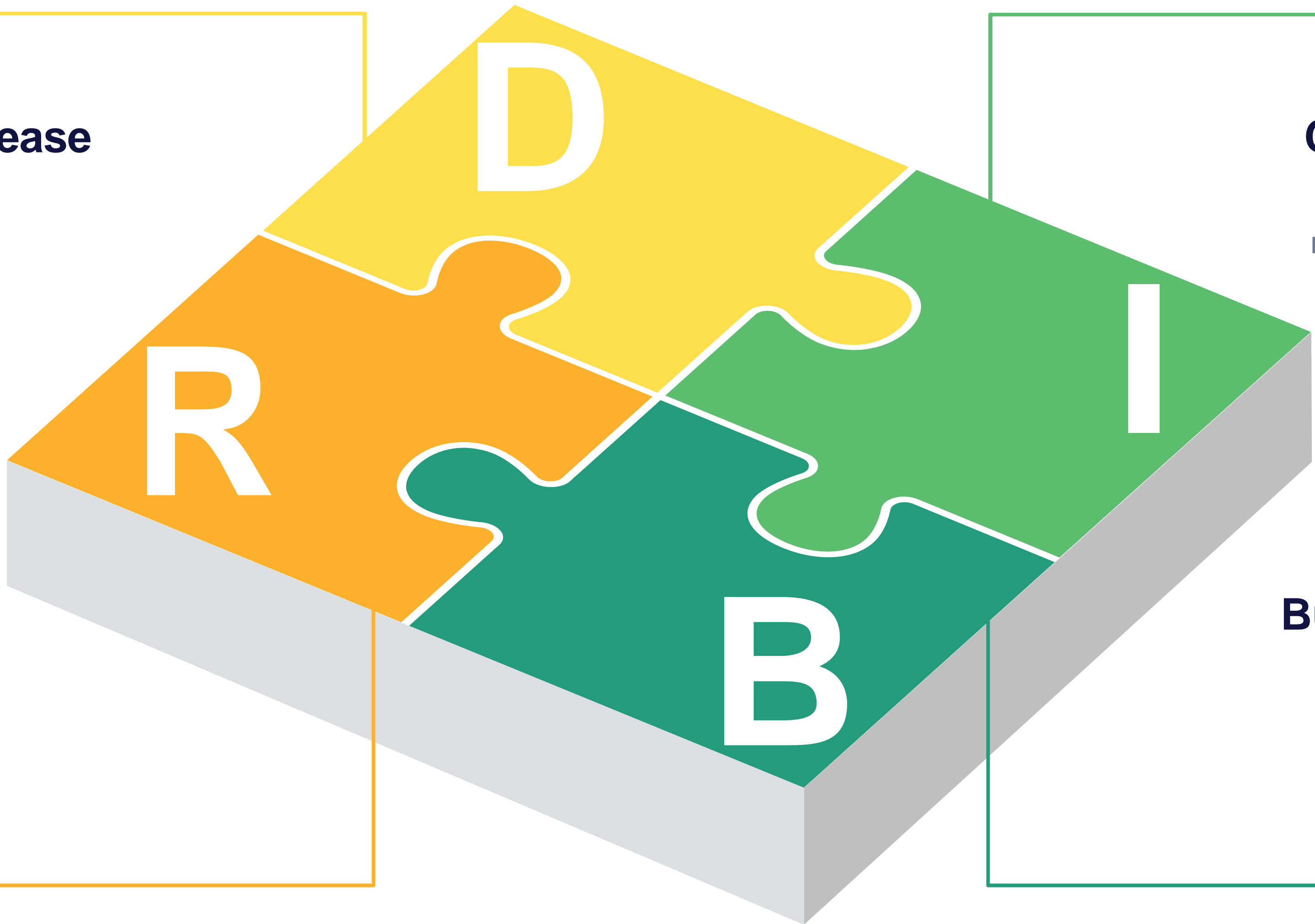
Resilience of health systems

The actual hospital-based system is no longer sustainable

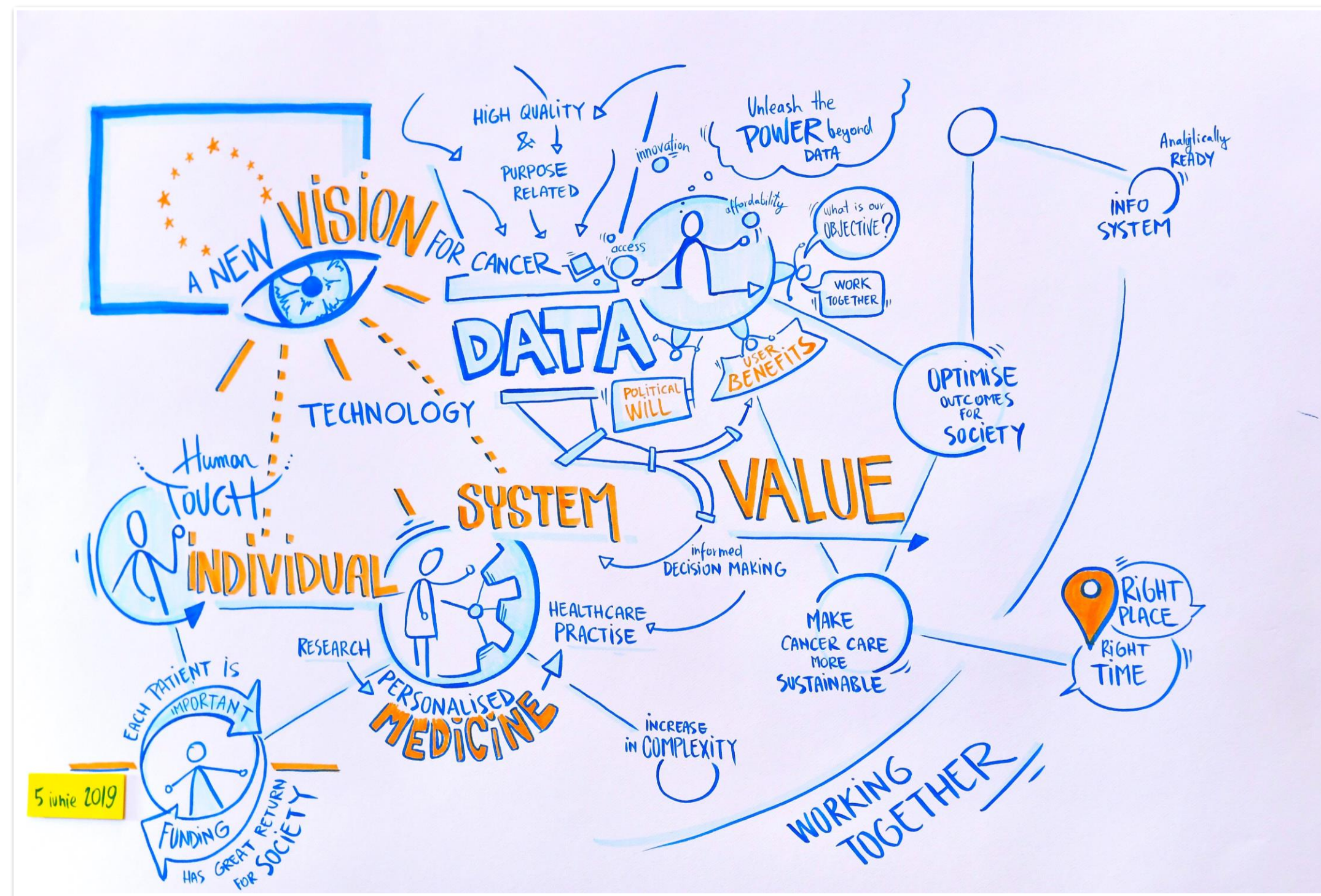


Budgetary pressure

Direct and Indirect Costs increasing every year



2019



A new vision for cancer in European Union. Data, technology and human touch



Position Paper
Published by Centre for Innovation in Medicine in the context of
Romanian Presidency of Council of European Union



Centre for Innovation in Medicine Position Paper on Europe's Beating Cancer Plan

Our vision for Europe's Beating Cancer Plan: citizen - centric, health systems - centric, EU-centric

- Recognizing the role of **new players:** NGO's
- Rethinking doctors' education: **common curricula**
- Use of data through direct **citizen involvement**
- European funds: **pay for value and control**
- Knowledge transfer through **twinning projects**

InoMed
Centre for Innovation in Medicine

Focus Group - perspectiva pacienților, aparținătorilor și navigatorilor de pacienți din România, asupra recomandărilor Cancer Mission Board pentru Planul European de Luptă împotriva Cancerului

- **transcriptul întâlnirii** -

MG: Bună ziua sau bună dimineța! Mulțumesc mult pentru prezență. Numele meu este MG, reprezintă Centrul pentru Inovație în Medicină. Astăzi o să încerc să fiu moderatorul acestui focus grup, care-și propune să colecteze opiniile dvs., fie că sunteți sau ați fost, pacienți, pacienți cu cancer, fie că faceți parte din familia unui pacient cu cancer sau navigați pacienți cu cancer - oricum, aveți o experiență directă sau indirectă cu boala. Aceste opinii vor fi aduse la cunoștința board-ului misiunii de cercetare pentru cancer, în intenția de a contribui la formula finală a raportului pe care board-ul îl va face și îl va supune atenției Comisiei Europene pentru ceea ce înseamnă pașii următori, și anume, dezvoltarea Planului de acțiune, a Planului European împotriva Cancerului și a Misiunii de cercetare.

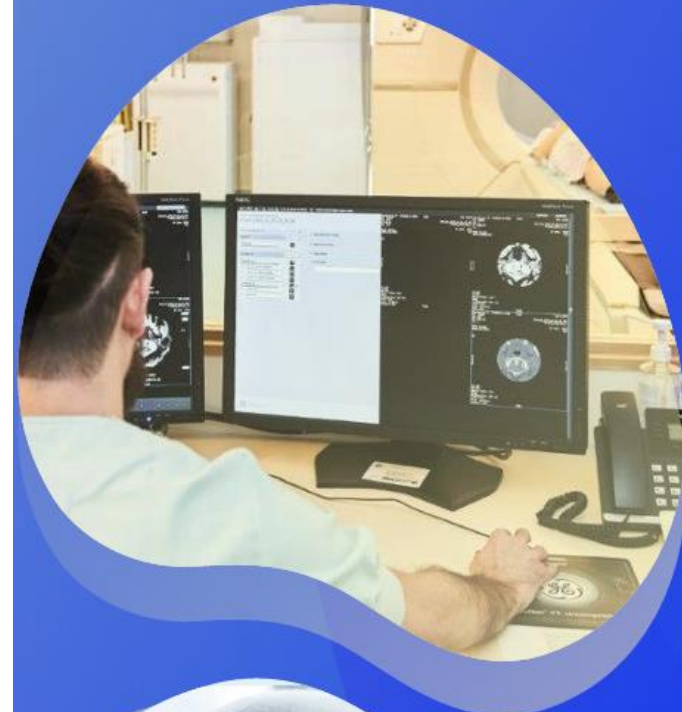
European Commission

Proposed Mission
**CONQUERING CANCER:
MISSION POSSIBLE**
Report of the Mission Board for Cancer

Independent Expert Report

Research and Innovation

2021



Europe's Beating Cancer Plan

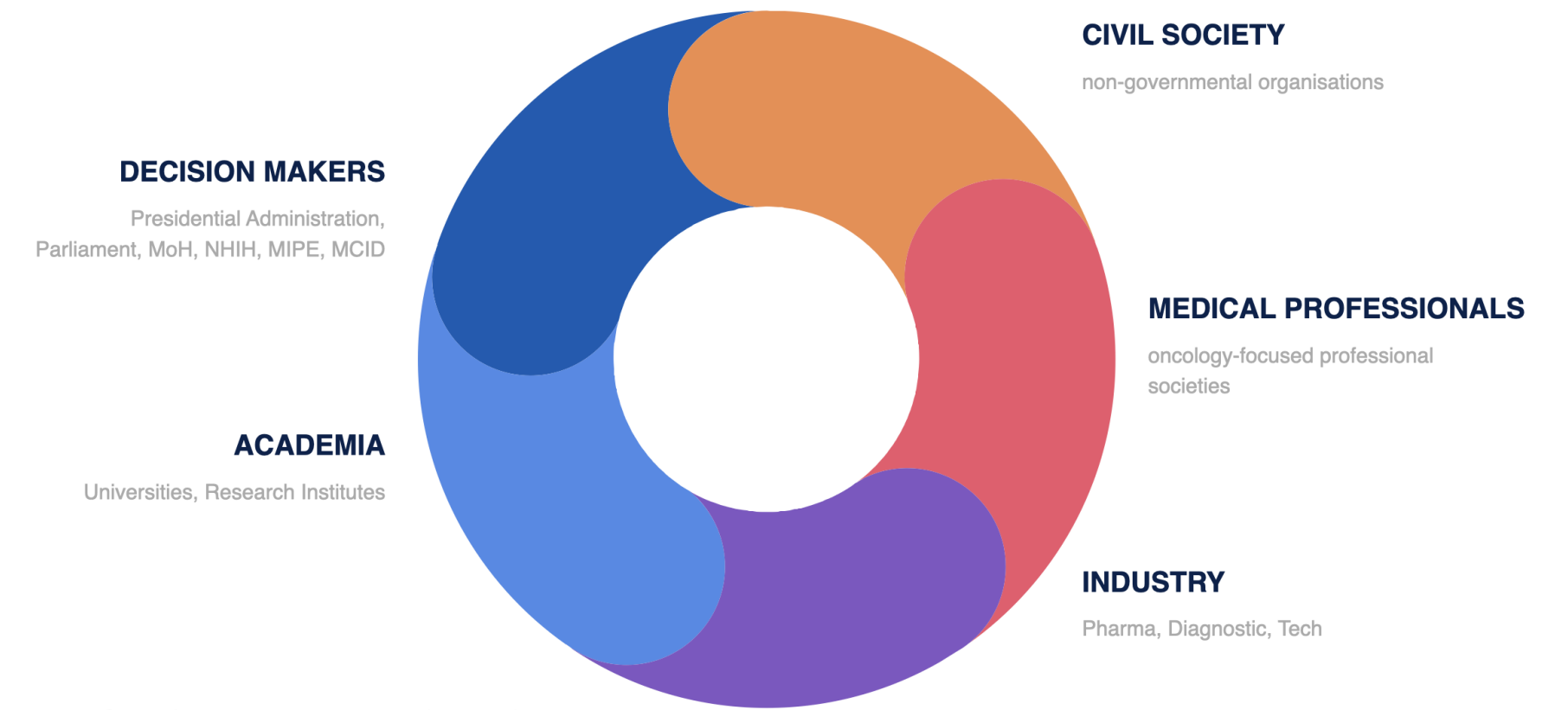
Communication from the
commission to the European
Parliament and the Council

2022



CANCER MISSION ROMANIA

INFORMAL GROUP



Secretariat: Centre for Innovation in Medicine (pro bono)



Contribution to the European Commission Call for Evidence regarding Council Recommendation on cancer screening

(22nd of February, 2022)

Key Recommendations:

- to include the **social innovation** in the screening programs design
- to take into consideration the **site agnostic testing** for screening
- to include **real-time real-world data**, digital-enabled screening

Background

Centre for Innovation in Medicine, an European research & innovation civil society organization, with interest in innovative health policies and health education and personalised communication, welcomes the invitation of the European Commission to contribute to the public consultation on the update and possible extension of the 2003 Council Recommendation on cancer screening.

The inequalities in cancer screening are a known reality in the EU

"It shouldn't matter where you're born and where you live. (...) A woman with cervical cancer who lives in Romania is 16 times more likely to die than a woman who lives in Italy" - President Ursula von der Leyen during the launch of the public consultation for Europe's Beating Cancer Plan (February 2020)(1).

"We have come a long way, but we still face differences between Member States. A recent Eurostat study showed that in one Member State, 62% of women between the ages of 50 and 69 have had mammograms in the last two years, while in another state the percentage is 0.2%. This is a huge difference and it is inadmissible in the Europe of the present" - Commissioner Stella Kyriakides (February 2020).

FROM VISION TO PLAN AND MISSION

MAJOR POLICY ACHIEVEMENTS IN LESS THAN 4 YEARS

8

2019

2020

2021

2022

2023

**Romanian Presidency of
the EU Council -
INOMED**

A new vision for cancer in
the EU: data, technology
and human touch

European Commission
Official announcement of
the Europe's Beating
Cancer Plan and Cancer
Mission

European Commission
Launch of the Europe's
Beating Cancer Plan and
Cancer Mission followed
by the launch of the WG
on NCCP

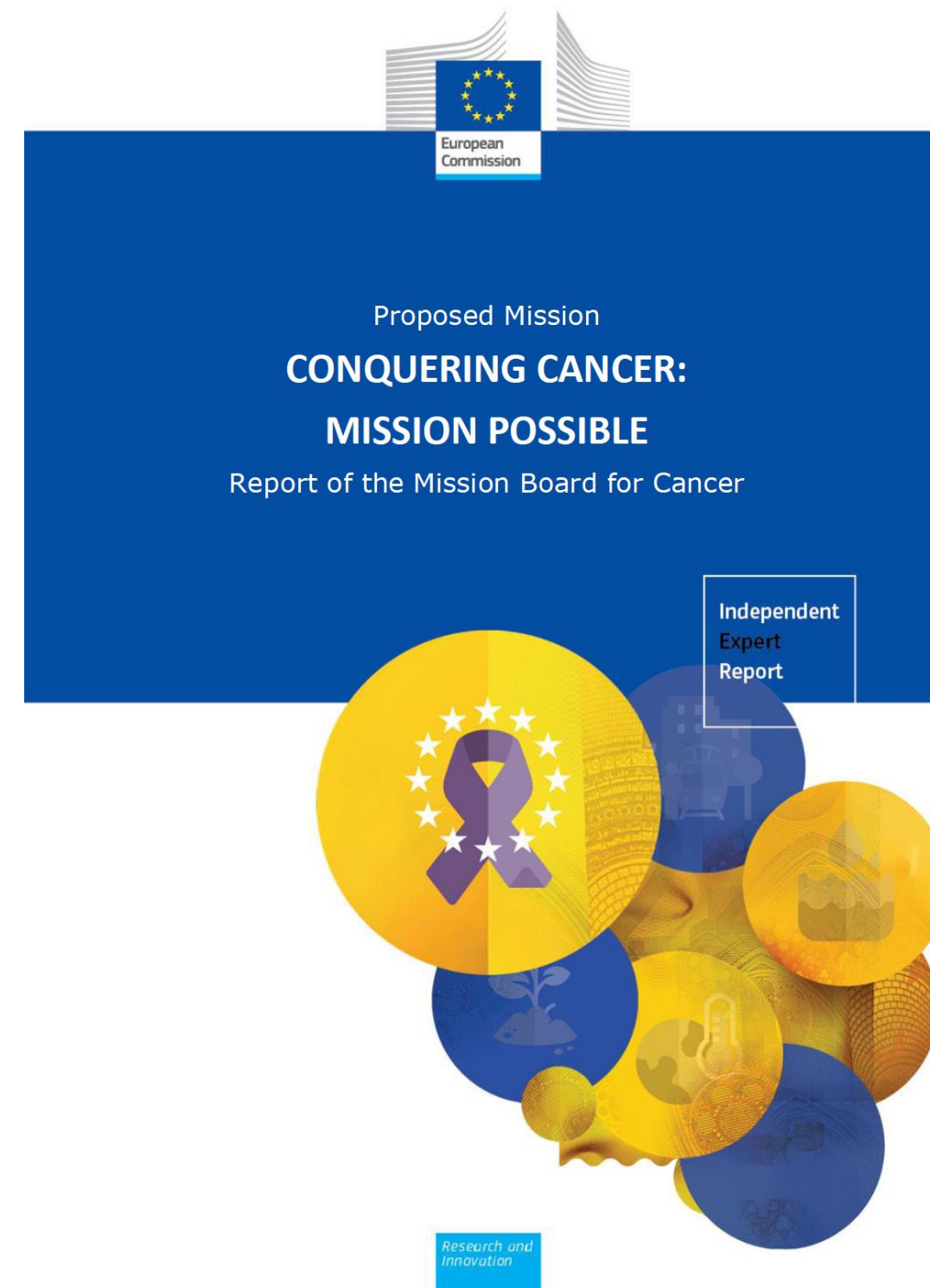
**Romanian President and
Romanian Parliament**
Law on the NCCP
promulgated in November
2021

First EU cancer-related
projects awarded

Launch of the National
Competency Center
associated to the Cancer
Mission

Expected: **Law on the
right of the Romanian
citizens to personalised
medicine**

4 DOCUMENTS. THE SAME VISION AND MISSION



LEGE nr. 293 din 3 noiembrie 2022
pentru prevenirea și combaterea cancerului
EMITENT **PARLAMENTUL ROMÂNIEI**
Publicat în **MONITORUL OFICIAL nr. 1077 din 8 noiembrie 2022**

Parlamentul României adoptă prezenta lege.

Articolul 1

Se aprobă Planul național de prevenire și combatere a cancerului în România, prevăzut în anexa care face parte integrantă din prezenta lege, ale cărui obiective și măsuri de aplicare se realizează în condițiile [Legii nr. 95/2006](#) privind reforma în domeniul sănătății, republicată, cu modificările și completările ulterioare.

Articolul 2

(1) Ministerul Sănătății, în calitate de autoritate centrală în domeniul sănătății publice, este responsabil de planificarea, inițierea, coordonarea, monitorizarea și evaluarea tuturor măsurilor necesare pentru prevenirea și combaterea cancerului. Casa Națională de Asigurări de Sănătate și Ministerul Finanțelor sunt responsabili de îndeplinirea măsurilor cuprinse în [anexa](#) care face parte integrantă din prezenta lege.

(2) Planul național de prevenire și combatere a cancerului în România se implementează pentru perioada 2023-2030 și reprezintă principalul document de politică publică ce fundamentează măsurile de prevenire și combatere a cancerului la nivel național. Planul național de prevenire și combatere a cancerului în România se actualizează în funcție de rezultatele obținute și în acord cu direcțiile strategice din domeniul prevenirii și combaterii cancerului stabilite de Organizația Mondială a Sănătății și la nivelul Uniunii Europene.

Articolul 3

Îndeplinirea tuturor obiectivelor și a măsurilor cuprinse în Planul național de prevenire și combatere a cancerului constituie o obligație a tuturor autorităților administrației publice centrale și locale, precum și a tuturor persoanelor fizice și juridice.

2019

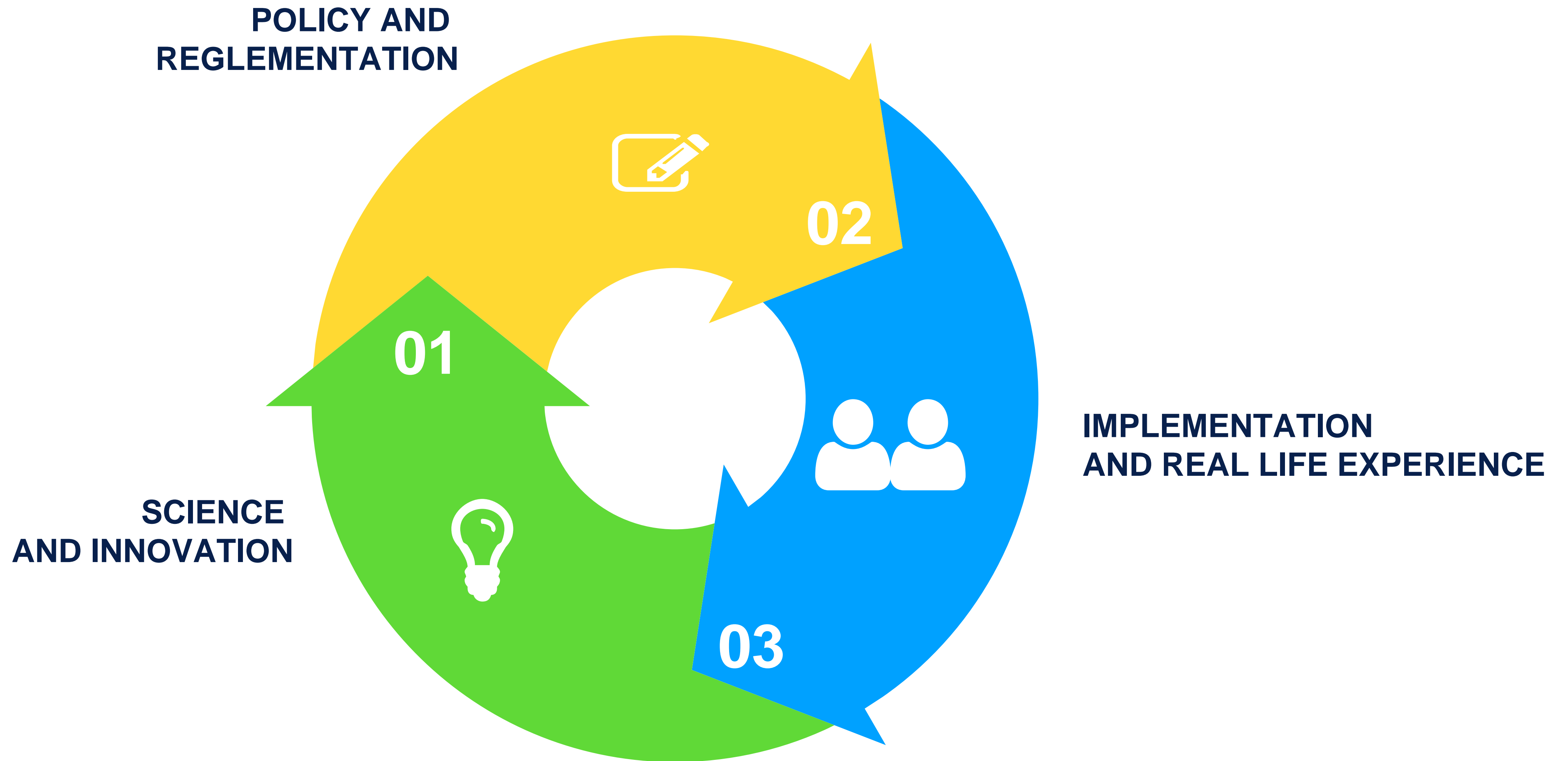
2020

2021

2022

TRIPLET OF CANCER INNOVATION

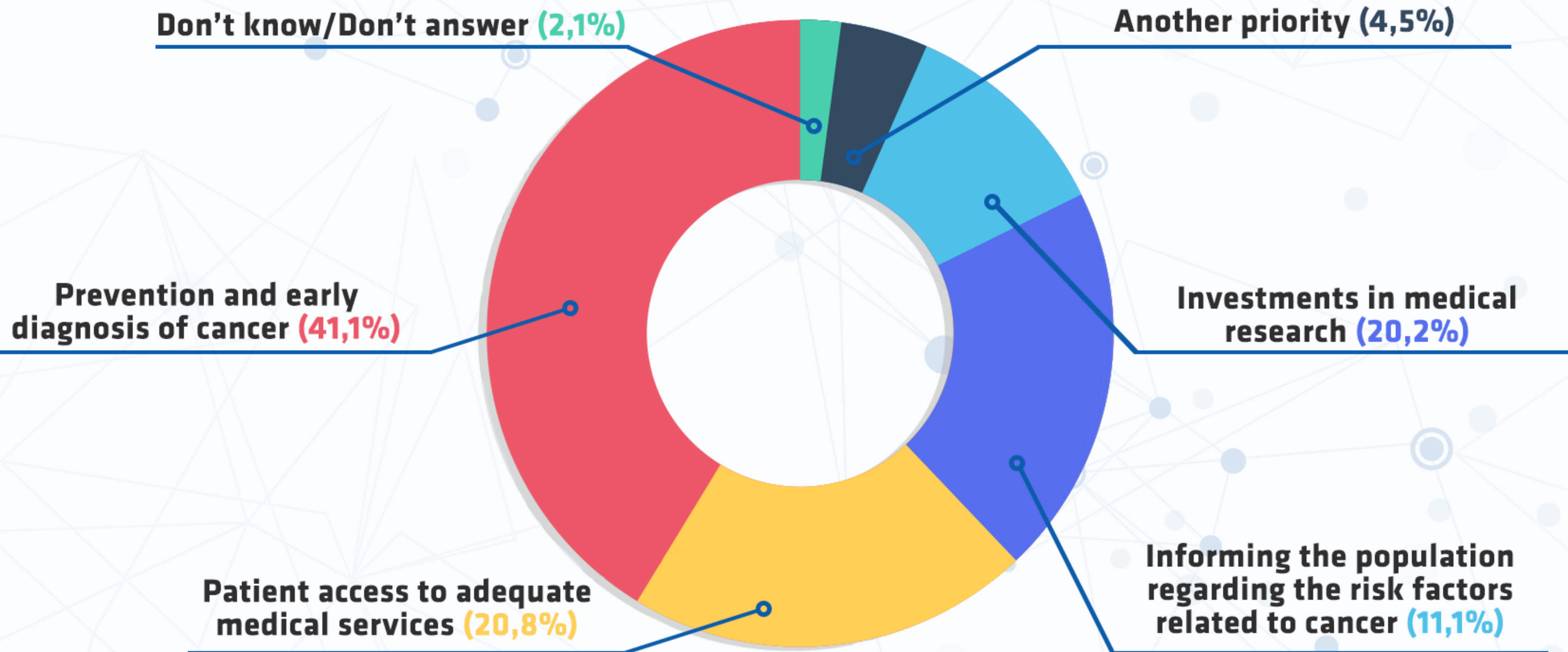
SCIENCE - POLICY - IMPLEMENTATION



cancer with what we – policy makers or scientists – think is important. We need t

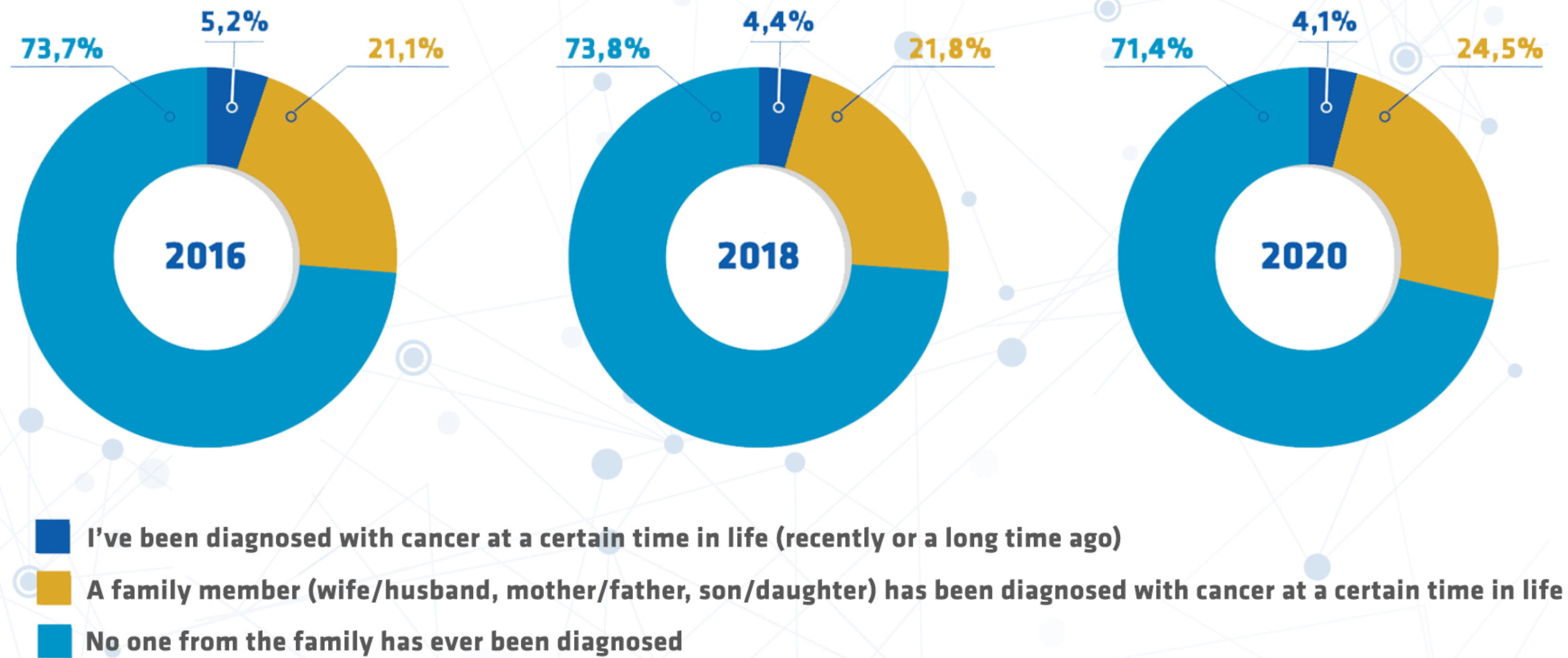
Professor Christine Chomienne, February 2022

WHAT SHOULD BE THE TOP PRIORITIES OF EUROPE'S BEATING CANCER PLAN?



1 out of 4 citizens impacted by cancer

IN WHICH OF THESE SITUATIONS DO YOU FIND YOURSELF?



Diagnosis of cancer infodemia (before the pandemic)

HAVE YOU EVER HEARD OF BIOMARKERS?

Don't know/
Don't answer
(0,5%)

Yes
(42,2%)

2018

No
(57,3%)

Don't know/
Don't answer
(0,9%)

Yes
(42,8%)

2020

No
(56,2%)

HAVE YOU EVER HEARD OF IMUNO-ONCOLOGY?

Don't know/
Don't answer
(0,8%)

Yes
(37,1%)

2016

No
(62,1%)

Don't know/
Don't answer
(0,5%)

Yes
(42,5%)

2018

No
(57,0%)

Don't know/
Don't answer
(0,6%)

Yes
(39,1%)

2020

No
(60,3%)

HAVE YOU EVER HEARD OF PERSONALIZED MEDICINE?

Don't know/
Don't answer
(0,7%)

Yes
(38,6%)

2016

No
(60,7%)

Don't know/
Don't answer
(0,5%)

Yes
(44,0%)

2018

No
(55,5%)

Don't know/
Don't answer
(0,9%)

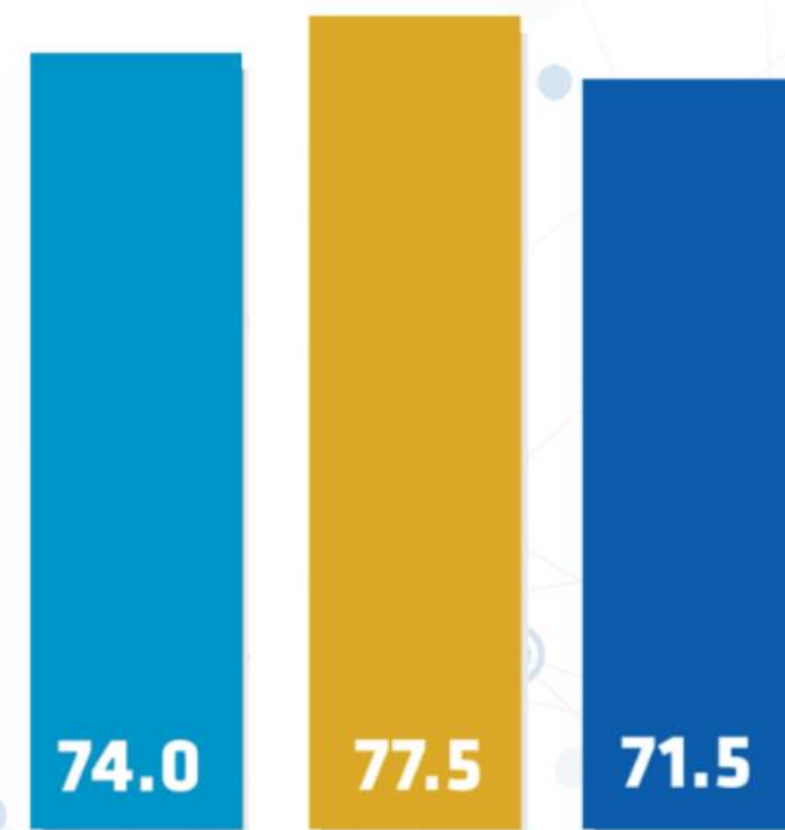
Yes
(41,9%)

2020

No
(57,2%)

A major barrier: cancer fatalism

ARE THERE CANCERS THAT
CAN BE CURED?



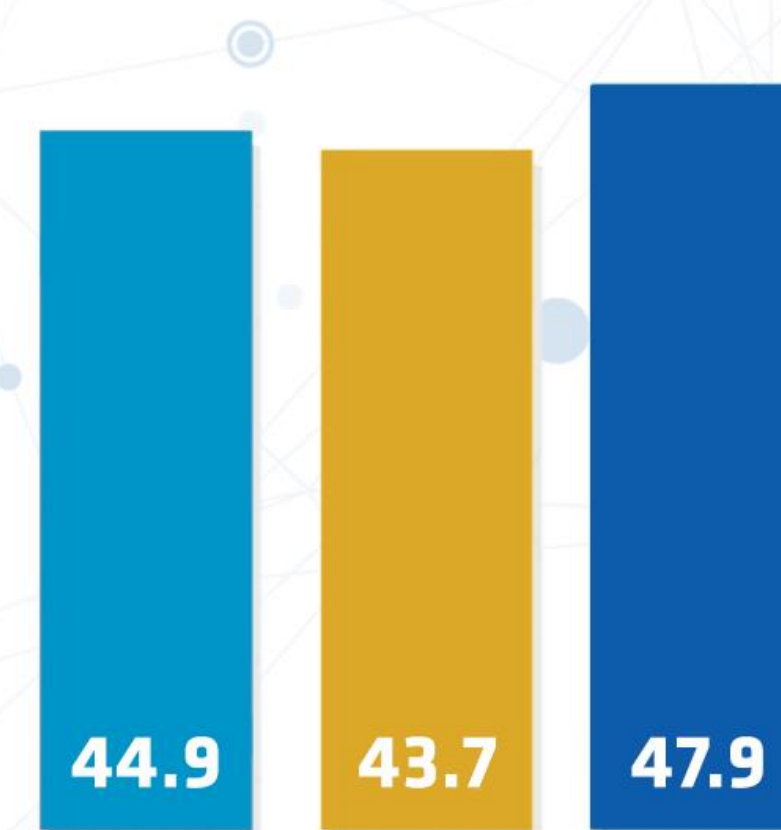
Agree

2016

2018

2020

DOES A CANCER DIAGNOSIS
ALWAYS LEAD TO DEATH?



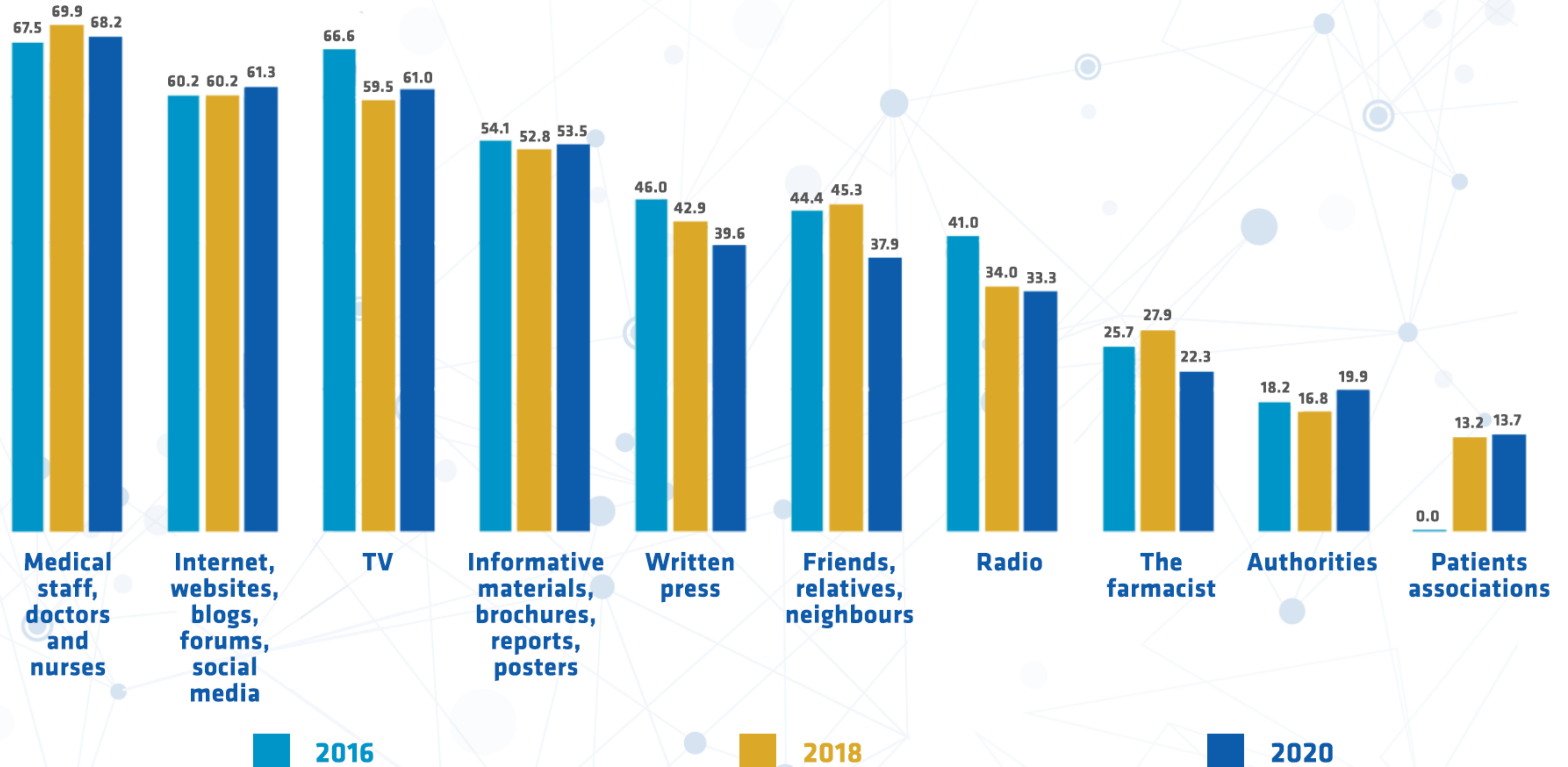
Agree

2016

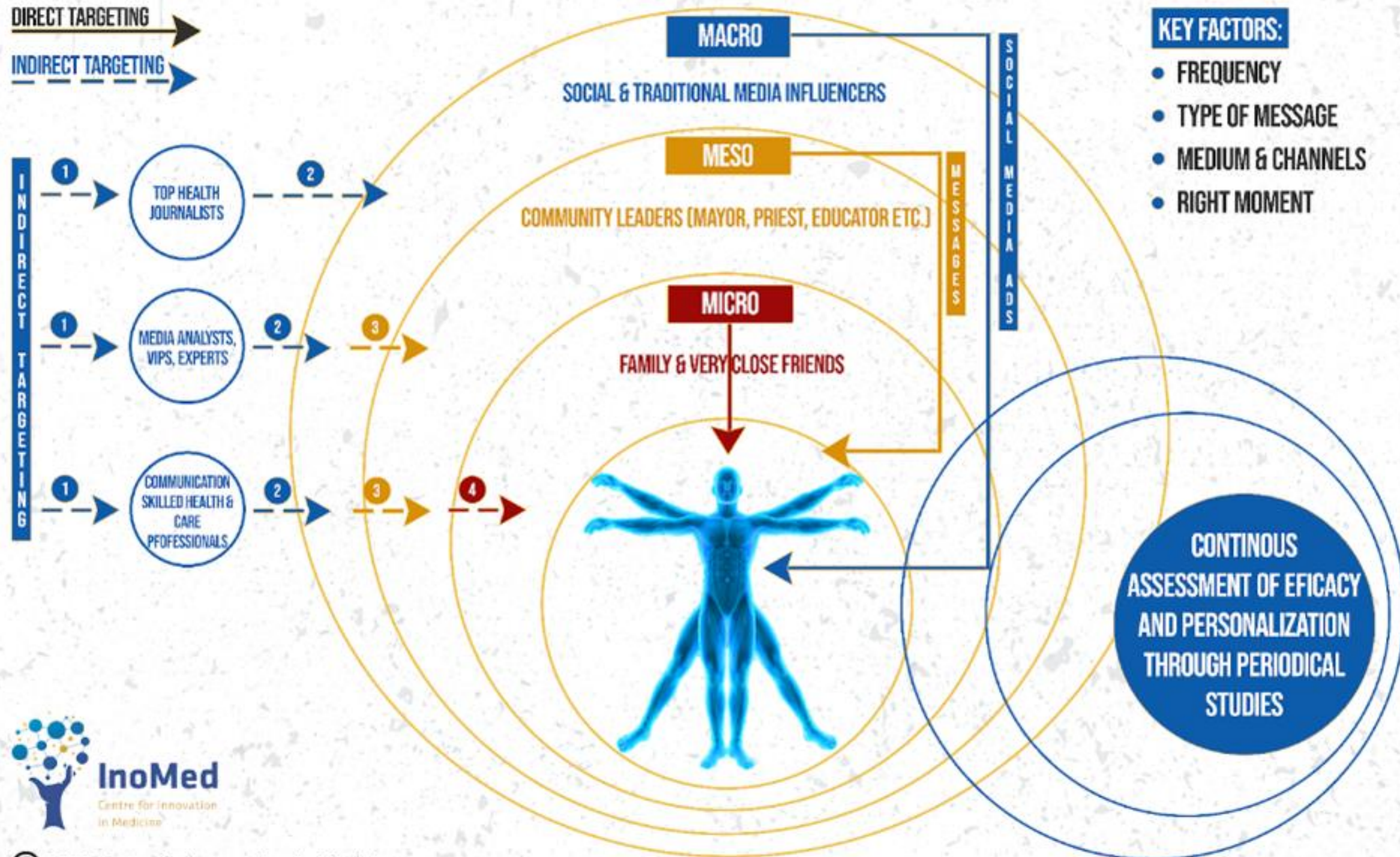
2018

2020

WHERE DO YOU GET YOUR INFORMATION ABOUT THE PREVENTION, DIAGNOSIS AND TREATMENT OF CANCER?



PERSONALISED COMMUNICATION MODELS CONCEPT (BASED ON THE CITIZEN MATRIX)



A unique chance to influence the cancer research agenda

ORIGIN OF THE PROJECT

CANCER: The Cause Or Death in the WORLD increasing

CHALLENGE: Save Millions of LIFE

UNDERSTAND CANCER

kick-off: 8-5 SEP 2022

PLANNING WORKSHOPS

10 NOV 2023: BLUE PRINT

DELIVERABLE of the PROJECT

EUROPEAN COMMISSION

DATA HUB

EXPERTS

STAKEHOLDERS

PATIENTS AND CITIZENS

4.UNCAN.eu online survey

Available in multiple languages!

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Polski • French • English

creating a FEDERATED CANCER RESEARCH DATA HUB

fed with RESEARCH USE CASES

involving PATIENT ADVOCATES EU CITIZENS

solving INEQUITIES BETWEEN MEMBER STATES

6 AREAS of CANCER RESEARCH CHALLENGES

- CANCER PREVENTION
- EARLY DIAGNOSIS
- SENSITIVITY & RESISTANCE
- SURVIVORSHIP
- PEDIATRIC CANCER
- CANCER & AGING

LIFE



RAPORTULDEGARDA.RO

SPUNE-ȚI PĂREREA în cercetarea cancerului din UE. Completează chestionarul UNCAN.eu (Inițiativa pentru înțelegerea cancerului)



HIV **RETHINK**
VACCINATION

HPV RETHINK VACCINATION

ATTITUDES, PERCEPTIONS AND BEHAVIOURS ON HPV VACCINATION ASSESSMENT

PERSONALIZED COMMUNICATION AND TRAINING

SOCIAL INNOVATION INTEGRATION

PILOT PROJECTS

EU INITIATIVES SYNERGIES AND DISSEMINATION

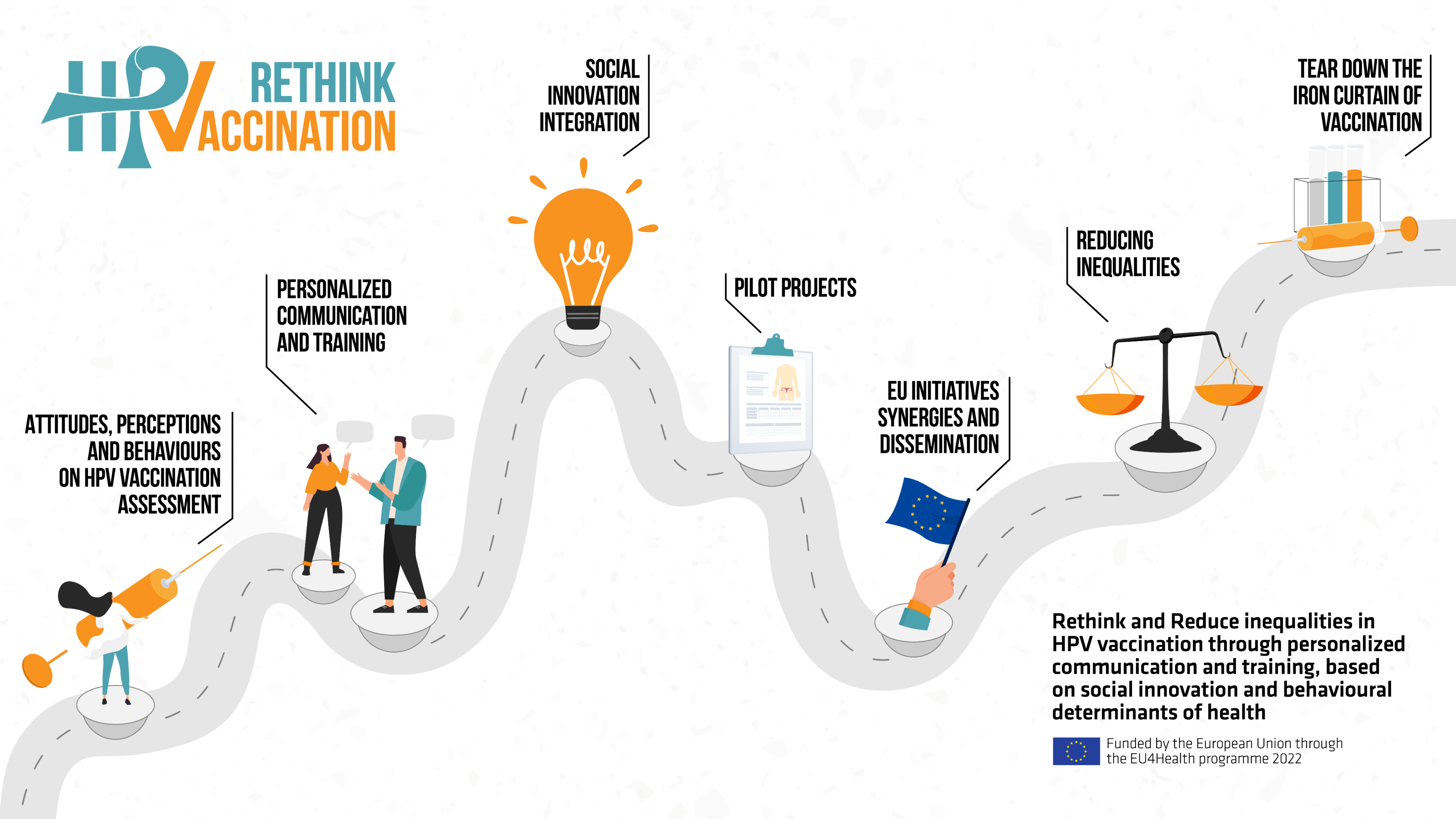
REDUCING INEQUALITIES

TEAR DOWN THE IRON CURTAIN OF VACCINATION

Rethink and Reduce inequalities in HPV vaccination through personalized communication and training, based on social innovation and behavioural determinants of health



Funded by the European Union through the EU4Health programme 2022



The future: Cancer Mission Hub in Romania



CNCC - Centrul Național de Competență în domeniul Cancerului



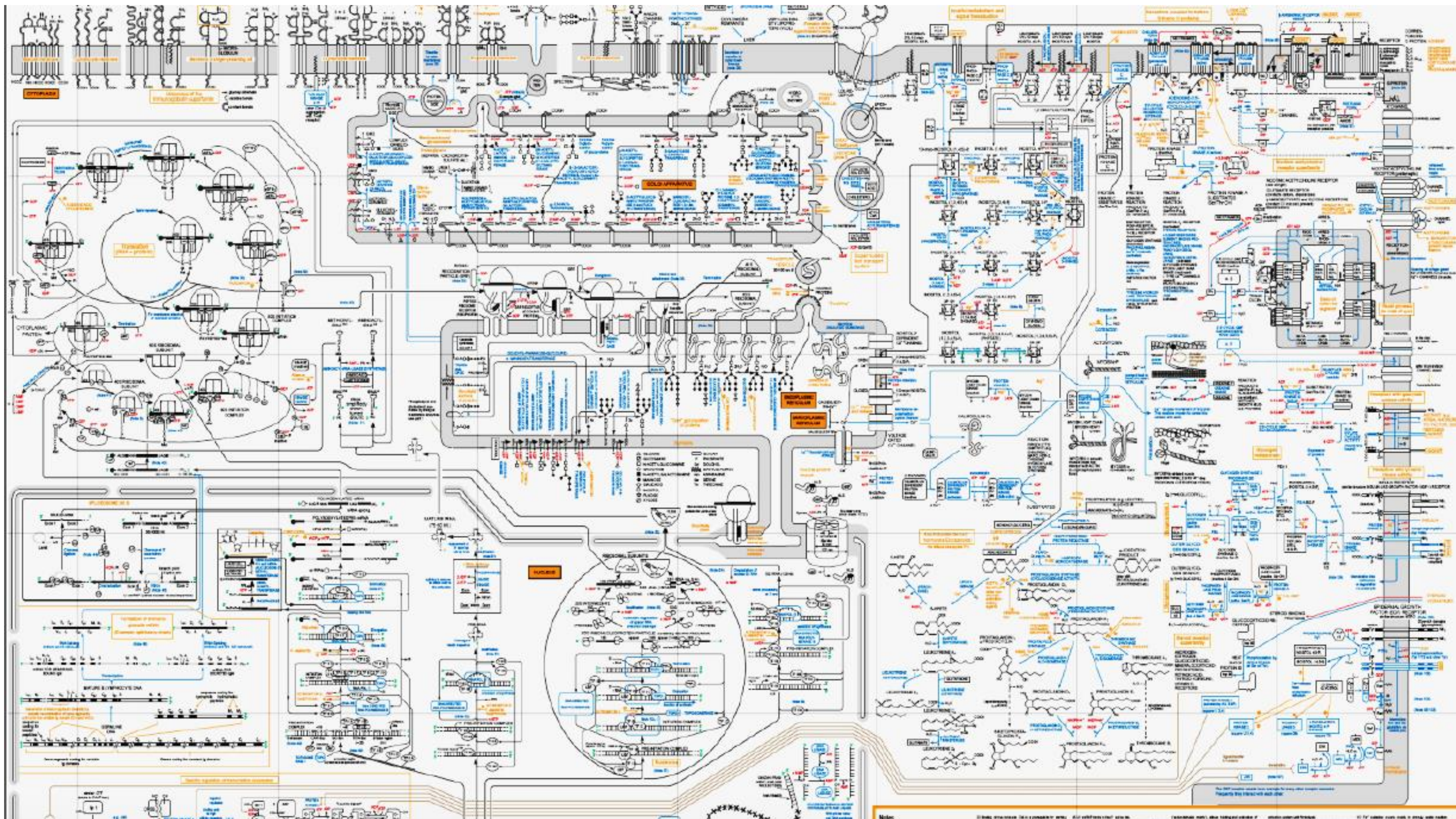
Kick-off meeting CNCC
31 ianuarie 2023, 13:00 - 15:00
Bulevardul Eroii Sanitari 8, București



ECHOS

Establishing of National Cancer Mission Hubs: Networks and Synergies





Thank you for your attention!

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