

DITTA session @ WCC

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Location: @ WCC 2016 in Paris (click [here](#) to access to programme/DITTA session)

Date: Wednesday 2 Nov. 2016 from 12:40 to 13:40
(lunch boxes available for 60 people)

Title: The Role of Medical Technologies in Integrated Cancer Care

Abstract: The rise of cancer poses a significant burden on public health systems across the globe, which are ill equipped to meet this challenge. Existing health care systems are fragmented, and cannot adequately handle the complexity of diseases such as cancer. Integrated care is essential for health systems striving to address the burden of cancer, for which the dimensions of care – prevention, screening, diagnosis, treatment, palliation – are inherently intertwined. Medical technology has a vital role to play in addressing the growing burden of cancer. Over the past century, innovations in imaging and radiotherapy have systematically advanced healthcare integration and personalization of care. Medical imaging drives precision medicine – targeting the right patient with the right therapy at the right time, and allowing doctors to track the patient outcomes along the care pathway. Integration of imaging into the treatment process enhances effectiveness and reduces side effects. In parallel, advances in radiotherapy now enable such precise delivery that many patients who could only have been treated in a palliative manner in the past can now be treated with curative intent. In an era of personalized medicine, radiotherapy can be customized in every step along the care pathway to the unique needs of each patient. By advancing integrated, personalized care, medical technologies have the power to transform our healthcare systems – a transformation that is needed in order for us to adequately fight the rise of cancer by improving patient outcomes and saving lives.



Structure of the session:

Welcome and Introduction	Nicole Denjoy , <i>DITTA Vice-Chair and COCIR Secretary General</i>
Keynote speech	Pf Valentini , <i>Prof. Vincenzo Valentini, Chairman of Oncology and Hematology Department, Policlinico Universitario A.Gemelli, Università Cattolica S.Cuore, Rome. Former ESTRO President (2011 – 2013)</i>
Panel discussion	<p><u>Moderator:</u> Nicole Denjoy</p> <p><u>Speakers:</u></p> <p>Pf Valentini, <i>former ESTRO President</i></p> <p>Gisela Abbam, <i>DITTA WHO WG Chair and Global Executive Director Government Affairs & Policy GE Healthcare</i></p> <p>Andras C Fehervary, <i>DITTA WHO WG Vice-Chair and Vice President Government Affairs EMEIA-CIS Region, Varian Medical Systems</i></p> <p>Dr Jochen Dormeier MD, <i>Medical Office Oncology, Strategy and Innovation, Siemens healthineers</i></p> <p>Ben Pais, <i>Vice-President for Medical Affairs, Elekta</i></p> <p><i>7 min impulse statement by panelists followed by 20 min Q&A</i></p> <p><u>Topics to be covered:</u></p> <ul style="list-style-type: none">• Challenges and barriers to implement Integrated Cancer Care models• Opportunities and Building blocks of Integrated Care• Concrete examples on value add of medical technologies in cancer care