

WAR ON CANCER MIDDLE EAST

May 1st
2018

Dubai, UAE

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INTRODUCTION

WAR ON CANCER MIDDLE EAST**Opening a new frontier**May 01st 2018 • Dubai

Cancer in the Middle East is on the rise. Poor healthcare access, late presentation and a change in lifestyles have meant that cancer incidence is due to rise faster than any region in the world by 2030, to almost double what it was in 2012. Yet poor data on cancer incidence, mortality and patient satisfaction, makes meeting the challenge all the more difficult. For patients, overcoming the fatalism and stigma surrounding cancer is an additional barrier to treatment.

In 2015, The Economist Events declared war on cancer at an inaugural summit in Hong Kong. Since then, we have taken the conversation from Boston to London, Singapore to Oslo, to explore the most pressing issues in policy and financing, treatment and care across the globe. Bringing together a diverse audience from the policy, finance, and medical communities, our aim has been to share best practice and to catalyse action; breaking down silos to confront the enormous challenge cancer presents.

War on Cancer Middle East 2018 aims to explore the state of cancer care in the region, sharing and comparing different approaches as well as exchanging insights from the region and the rest of the world. Through robust panel debates, case studies, and strategy sessions, we will explore the evolving policy solutions to the increase in cancer incidence, as well as the innovative financing models that can bridge the funding gap for treatment. From basic epidemiological data collection, prevention, screening and early detection to diagnosis, treatment and access to effective palliative care, it will mine cost-effective, results-driven strategies for mitigating the disease, with an emphasis on improving equity of access, the quality, delivery and affordability of care. Our case studies will tackle some of the issues surrounding fatalism and stigma, while also crucially ensuring that the patients themselves are front and centre of the discussion. We will bring together leaders from government, healthcare, academia and industry to assess how the Middle East can manage its cancer burden.

Conference chairs

Charles Goddard, editorial director, Asia-Pacific, **The Economist Intelligence Unit**
Vivek Muthu, chair, **The Economist Intelligence Unit Healthcare**

PROGRAMME

08.00 **Registration and networking refreshments**

09:00 **Chair's opening remarks: A global war on cancer**

In this opening session, the chair will explore some of the best practices gleaned from the global War on Cancer initiative, and set out the state of play in the Middle East. The chair will encourage participants to collaborate each other to break down silos and implement cancer control programmes that truly benefit the patient and deliver high-quality outcomes.

09.10 **The state of play: Cancer control in the Middle East**

What countries have effective cancer control plans in place, and how can others develop their own? This session will be a deep-dive into the state of cancer care in the region – areas of success, as well as where there is room for improvement.

H.R.H. Princess Ghida al-Talal

Chair, King Hussein Cancer Center

Rifat Atun

Professor of global health systems, Harvard University

H.R.H. Princess Dina Mired

President-elect, Union for International Cancer Control (UICC)

09.55 **Why we're here: The patient's perspective**

Through two spotlights, we will ground our discussion in what really matters – the patient. These brief and effective case studies will bring inspirational individuals and patient groups into the discussion, and inform the discussion and the plan for the way ahead.

Lama Riachi

Founder, Blessed support group

10.15 **Networking break**

PROGRAMME

10.45 Head to head interview: From a GC to a CEO

With a booming youth population and ambitious plans for the future, many Middle Eastern countries have set their sights on progress in the fight against cancer. Which national cancer control plans have been successful, and how can they improve? What can policymakers learn from each other, and are there opportunities for transnational cooperation in healthcare? How have policymakers adapted to a large number of migrant workers entering the healthcare system?

Dr. Maha El Rabbat

Executive director, MENA Health Policy Forum

11.35 Panel discussion: Early detection and screening

Late presentation is an acute problem in the Middle East, meaning that early detection must be a core part of any cancer control programme. Yet screening to detect disease early on requires a robust system of cancer treatment which is affordable and accessible. In addition, the evidence for effective methods has traditionally been unreliable. What are the advantages and disadvantages of different methods? How can healthcare resources manage an increase in cancer cases and false diagnosis?

Sawsan Al Madhi

Director general, Friends of Cancer Patients

Fatima Al Tahan

Director, national cancer control programme, Government of Saudi Arabia

Eman Almohawes

Head of early detection programme, Saudi Cancer Foundation

12.20 Networking Lunch**13.20 Strategy sessions: Multi-stakeholder collaboration**

Delegates will choose to attend one of two concurrent breakout sessions to brainstorm how stakeholders can collaborate to solve some of the regional issues that are hampering progress. Delegates can choose which subject is most relevant to their own experience, and sessions will be led by an Economist editor and guest speakers.

PROGRAMME

Strategy session 1: Filling in the data gaps

Data forms the bedrock of our cancer control programmes, allowing us to assess where improvement is needed, from policymaking to pricing, access to treatment. Yet data is woefully patchy in the Middle East – how can this be improved? More difficult than incidence is measuring coverage, as well as patient satisfaction and mortality. What does it take to develop effective cancer data, and how can we accelerate this development?

Strategy session 2: Taxing tobacco and other strategies

Lung cancer is the most common form of cancer amongst men in the Middle East, and tobacco smoke causes more than 85% of lung cancer cases. An effective strategy for reducing lung cancer incidence in other countries has been to implement a ban on smoking in public places, but there are also calls to go further – and bring into a force a tobacco tax to disincentivise consumers from purchasing cigarettes. What other strategies could be brought to bear in order to reduce lung cancer incidence?

14.00 Panel discussion: Treatment and palliation

Access to treatment for cancer is vital, yet it is a highly specialised and costly affair. For those in remote areas, this poses a problem – how can access to care be improved? On the other hand, while treatment must be a priority, palliation cannot fall to the wayside. Palliation is critical for patient wellbeing, and is too often overlooked. How can access to treatment and palliation be delivered in the region, what is currently available, and where is there need for improvement?

Hamdy Azim

Founder, Cairo Oncology Center

Mohammad Bushnaq

President, Jordanian Palliative Care and Pain Management Society

Samer Hallaq

Area vice president, AstraZeneca Middle East

14.40 Why we're here: The patient's perspective

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Yuthar Al-Rawahy

Founder, Oman Cancer Association

PROGRAMME

15:00 Networking break**15.30 Panel discussion: Financing the gap**

Many countries in the region boast universal health coverage for nationals, yet migrant workers make up large proportions of the workforce—close to 50% in GCC countries. How can governments engage private-sector insurers and investors to ensure that cancer control is affordable throughout the region, reducing high out-of-pocket payments? How can public-private partnerships play a role in doing so? What regulatory constraints are currently in place?

Michael Bitzer

Chief executive officer, Daman

Ehab Yousef

GM, Roche Middle East

16.15 Middle East 2050

In this session, we imagine the Middle East healthcare landscape in 2050. What previously unimaginable innovations in cancer care will have come to fruition? What will the state of healthcare be, from access to outcomes? This conversation will give us insight into the technologies that will revolutionise the way we live over the coming decades.

Richard Sullivan

Professor of cancer and global health, KCL

PROGRAMME

16.35 Panel discussion: Innovation in health systems

Following on from a futuristic look into 2050, we gather a panel to explore the innovations in healthcare that we can implement today. Mobile health (m-health) offers huge potential for difficult-to-reach areas, while a growing population will require countries to innovate in order to create a more flexible health system, fit for purpose in the 21st century. How can we improve access and affordability through technology? Is the personalisation of medicine the new frontier for oncology? How can policymakers ensure they are open to new developments, while ensuring such technologies are adequately regulated?

Shamsheer Vayalil

Managing director, VPS Healthcare

Pamela Paulk

President, Johns Hopkins Medicine's International Enterprises

Sinan Atlig

Regional leader, Innovative Health Business (PIH) , Africa and Middle East, Pfizer

Özlem Düzen Fidanci

Chief executive, Middle East and Turkey, Philips

17.10 Closing keynote interview: Middle East and the world

How can the learnings from today's event be brought to bear in future events, both in the region and across the world? How could The Economist develop its programme in the region, as well as bring global insights to the Middle East? This session will consider the major takeaways from the day's event, and where the discussion goes next in order to make progress.

17.30 Closing remarks

In his closing remarks, the conference chair reflects on key messages discussed during the day, and describes next steps the cancer ecosystem must take to move the mark forward in the war on cancer.

17.40 Networking reception: Meet the moderators

* Please note agenda and speakers are subject to change.

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