The Economist Events

HEALTH CARE FORUM

WAR ON CANCER

SEPTEMBER 28TH 2016 • BOSTON

Founding sponsor

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The Economist Events

THE WAR ON CANCER: SCALING PROGRESS

While advances in cancer treatment have come a long way, the disease remains among the leading causes of death worldwide. Though the promise of technology is allowing for faster, more precise treatment and more collaborative health care models are inching us closer to victory, unencumbered access to innovative cancer medicines is among the principal barriers to providing quality cancer care to patients in need.

In the United States, it costs over two billion dollars to bring a new cancer drug to market. While the return on investing in some of these therapies remains a largely polarized issue, in an age of infinite technological possibilities, delivery and access to life-enhancing medicines becomes more of a reality. How can health care stakeholders come together in the interest of cancer patients and advocate for pro-patient and pro-innovation policies that advance our regulatory and healthcare delivery systems? What can be learned from oncologists and pioneering genomic researchers from outside the United States working with sparse budgets? How can stronger dialogues and partnerships among the public sector, civil society, patient association groups and the private sector be used to catalyze breakthrough innovation and speed up the delivery of new cancer medicines, better prevention, better diagnostics, and better patient care?

On September 28th in Boston, Economist editors and thought leaders from across the health-care ecosystem will answer these questions and debate how innovation can be scaled across policy and financing, prevention, early detection, treatment and long-term management of this deadly disease.

CONFIRMED SPEAKERS

Amy Abernethy, Chief medical officer and senior vice-president of oncology, Flatiron Health
Christina Åkerman, President, International Consortium For Health Outcomes Measurement (ICHOM)
Peter Bach, Director, center for health policy and outcomes, Memorial Sloan Kettering
David Bartlett, Vice-chairman, Surgical Oncology and Gastrointestinal Services UPMC and vice-chairman, David C. Koch Regional Perfusion Cancer Therapy Center
Roy Beveridge, Senior vice-president and chief medical officer, Humana
Hans Bishop, Chief executive, Juno Therapeutics
Amitabh Chandra, Director, health policy research, Harvard Kennedy School of Government
Sally Cowal, Former Ambassador, US Government and senior vice-president of global cancer control, American Cancer Society
Robert Grossman, Director, NCI Genomics Data Commons
Kathleen Kaa, Global head of pricing and market access, Oncology, Roche
Kelvin Lee, Chair, department of immunology, Roswell Park Cancer Center
Vivian Lee, Chief executive, University of Utah Health Care
Greg Matthews, Managing director, MDigital Life
Scott Ramsey, Director, Hutchinson Institute for Cancer Outcomes Research (HICOR) and full member, cancer prevention research program, Fred Hutchinson Cancer Research Center
Kyu Rhee, Chief health officer, IBM
Lowell Schnipper, Chair, value in cancer task force, ASCO

PROGRAMME

8.45 am Opening remarks

9.00 am The economics of cancer

Part I

An Economist's perspective: what are the cost components of cancer and what is their impact on the health care system at large?

Part II

The amount of R&D required to develop a new cancer drug is rising. As that drug is put on track for FDA approval, the time a drug-maker must wait before going to market adds to its cost and once available, insurance providers face the challenge of how to make costly new cancer drugs accessible to patients without driving up premiums. How can this entire process be improved and made less costly? How can drug companies work more closely with the FDA to accelerate approval time, without compromising on safety? How can both public and private insurers stay within budget while offering patients the best treatment available? Where is the current system failing, and how can it be improved?

9.30 am Scaling value– new challenges and approaches to drug pricing

Following an industry shift towards a more value-driven health care system, value-based pricing is an approach to commercialization that incentivizes pharma companies to create drugs that maximize value. Under this system, payers and pharma companies agree to link payment for a medicine to its achieved value, relative to its performance, though ambiguities surrounding the definition of "value" have clouded its mainstream implementation. How does value-based pricing compare with accountable care, comparative effectiveness research, evidence-based medicine and other industry initiatives to improve the cost to value ratio of cancer drugs? What are the major obstacles surrounding value-based pricing, and how can it be used to drive down the cost of cancer drugs? Should all new cancer drugs are subject to this process?

10.15 AM Policy – catching up to technology

Our technology to detect, treat, and prevent cancer has far outpaced our policy. How has this served market disruptors, and how has it impeded further advancement? How has greater sharing improved cancer care and what kind of legislation is needed to enable more standardized access to patient data without compromising privacy? What is the relationship between disruptors and policy makers; what can they learn from one another and what role will disruptors play in shaping future policy? What has the impact of the programmes like the FDA's Fast Track, Breakthrough Therapy, Accelerated Approval and Priority Review been on the availability of cancer drugs, and can these models be applied to other aspects of cancer care?

11.00 am Networking break

11.30 am Precision– making individual cases part of a larger solution

Cancer is not one disease and its treatment cannot be procured through a one-size-fits all model. As a result, personalized, precision therapies that are tailored to the particular genetic profile of a tumor are gaining popularity. What does the future of cell-based therapy look like and what role do T-cells play in it? How can combination therapies help merge new immunotherapies and traditional therapies yield more targeted, effective, cancer treatments? What financial challenges do the added diagnostics required by these therapies pose, and can we expect personalised, targeted treatments like immunotherapy to become more of a mainstream solution?

12.05 pm Early detection – the best medicine

How can technologies like liquid biopsies help improve cancer detection and how close are we to adopting them as a standard form of early cancer detection? How can companion diagnostics, genetic tests and laboratory services help scale and improve our ability to treat cancer in its early stages and what business models must be developed to address the cost of prevention, early detection and screening?

12.45 pm Lunch

2.00 pm Patient outcomes and centricity – fostering desired outcomes

This session explores how clinicians might better serve their patients by shifting the focus of cancer care from "what's wrong with you?" to "what's important to you?" It takes a hard look at protocol and asks: are health systems geared towards facilitating the outcomes that matter most to individual patients? Is the system too focused on disease status at the expense of overall quality of life? How can less adversarial, more collaborative relationships be fostered among patients and clinicians to ensure that patients are being provided with the outcomes that are of greatest value to them? What are the obstacles that impede the scalability of this more bespoke approach to cancer care?

2.45 pm Empowerment through numbers – social media and technology

What steps have big pharma companies taken to analyze social media data and better inform themselves of patient needs? On which platforms are patient organizations forming and how are they using technology and social media to share information and innovative solutions that give them a more active role in their cancer recovery process? How is this information impacting the industry by helping to identify areas of unmet clinical need, and has it yielded scalable insights? How is it influencing the evolution of R&D and product life cycle management?

3.30 pm Networking break

4.00 Going Global –examples of cancer advances from around the world

What can be learned from oncologists in Cuba who developed a lean lung cancer vaccine that is in a phase 3 trial? Or from pioneering genomics researchers in Botswana working with sparse budgets? What can be learned from Finnish cancer epidemiologists working with six decades of comprehensive cancer statistics or from the Israeli developers of breakthrough immunotherapy drugs? This session looks at cancer research developments around the globe and assesses prospects for international partnerships.

4.30 pm VC Perspectives – following the money

How and where is capital being invested in cancer R&D in the United States? What are the latest investment trends in biotech and blue chip pharma? Has a slowing stock market led to the decreased availability of seed capital and impacted the number of disruptive startups in the cancer care space?

5.00 pm Closing keynote interview: Moon shot for a cure – the road ahead

In October 2015, Vice-president Joe Biden called for a "moon shot" for a cancer cure. But will small steps or giant leaps yield the highest returns?

5.15pm Final remarks and cocktail reception

Contact Us

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