

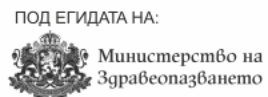


ОБЩЕСТВЕН ФОРУМ

НАЦИОНАЛНИЯТ ПЛАН ЗА БОРБА С РАКА - ДА СПУСНЕМ БАРИЕРА ПРЕД БОЛЕСТТА

www.ecpc.oncobg.info

24 ноември 2023 г., София



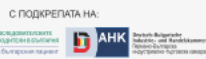
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Digital Health and Innovation
Cluster Bulgaria

Европейският опит в управлението на данни за формиране на политики за рака

Мира Ганова, изпълнителен директор на Български клъстер
за дигитални решения и иновации в здравеопазването



GLOBAL WELLNESS ECONOMY: \$4.4 trillion in 2020



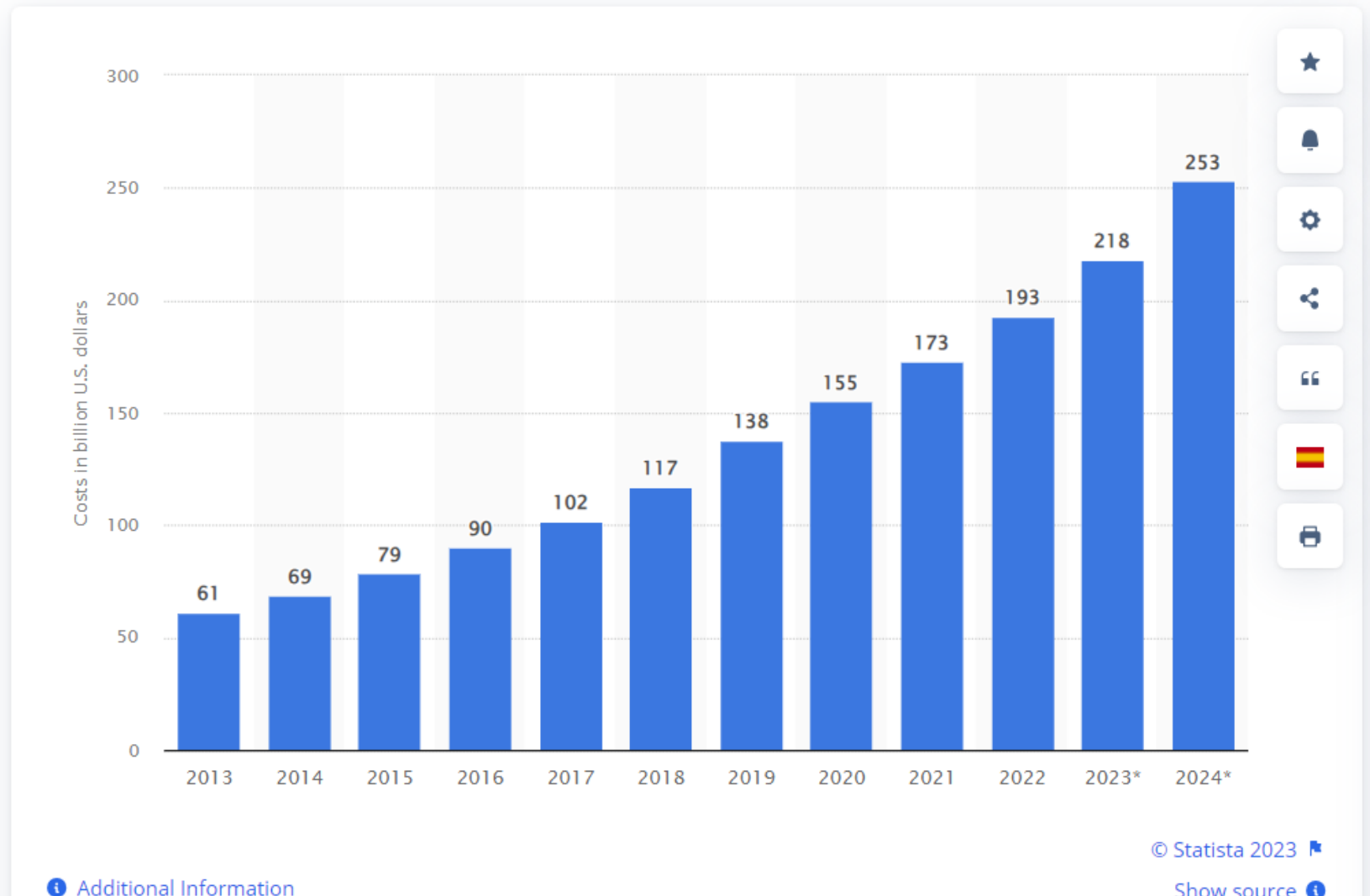
Note: Numbers do not add to total due to overlap in sectors.
Source: Global Wellness Institute



GLOBAL WELLNESS
INSTITUTE™

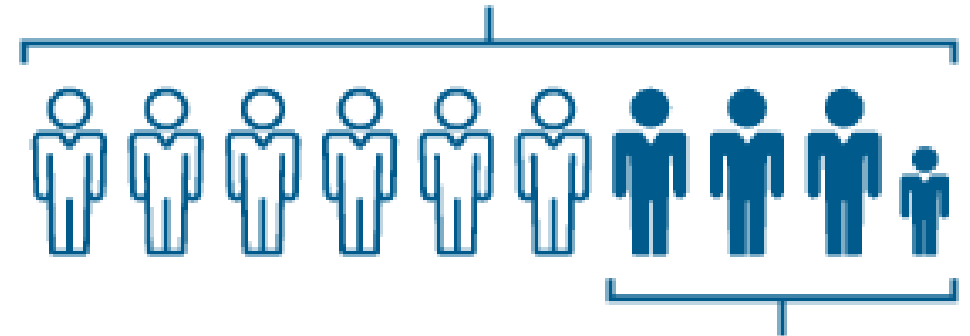
Global oncology spending from 2011 to 2024

(in billion U.S. dollars)



- New cancer cases in 2022 rose by 2.3 % compared to 2020.
- Cancer deaths went up by 2.4 % compared to 2020, according to the European Commission's estimates published in the European Cancer Information System (ECIS).

9.6 million people die from cancer each year.



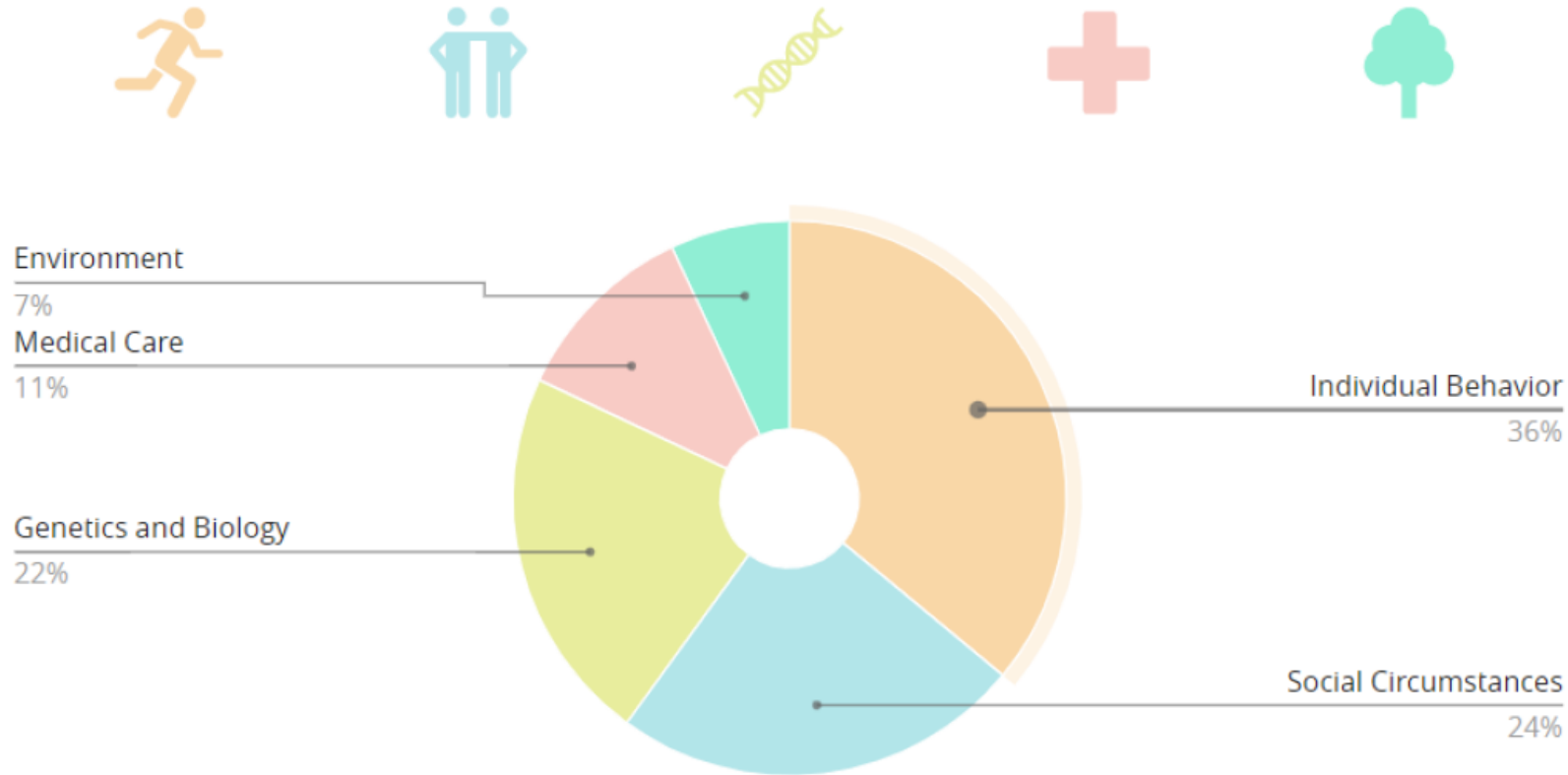
3.7 million lives can be saved

One-third of the most common cancers are preventable **through early detection and timely treatment.**



(worldcancerday.org)

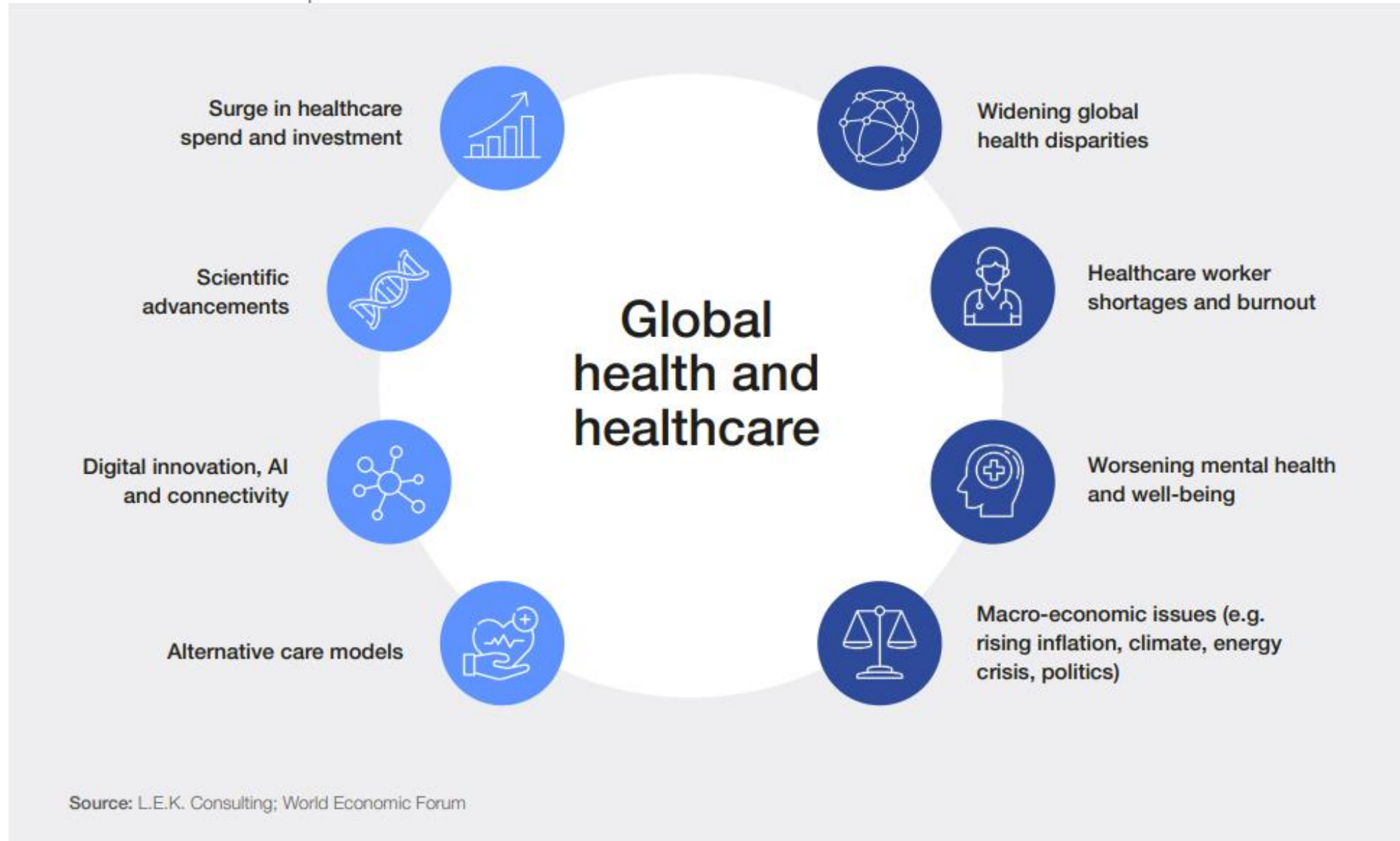
Determinants of Health: Health is more than medical care



89% of health occurs outside of the clinical space

<https://www.goinvo.com/vision/determinants-of-health/>

FIGURE 1 | Recent trends in global health and healthcare – while COVID-19 triggered growth, it also brought about health, economic, political and environmental challenges



The diverging health trends (including cancer) in Europe are a testimony to both the successes and failures of health policy in Europe.

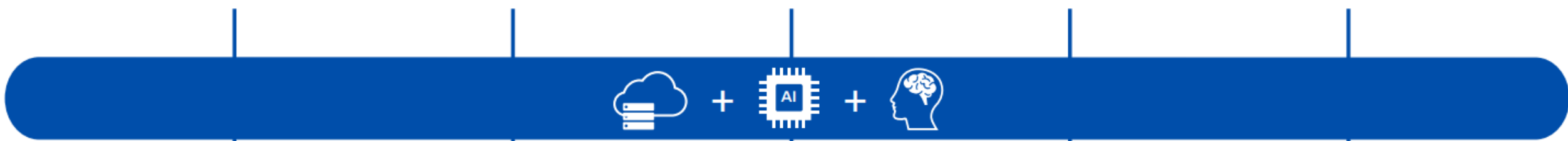
Johan Mackenbach, Professor of Public Health at Erasmus MC, and
Martin McKee, Professor of European Public Health at the London School
of Hygiene and Tropical Medicine

FIGURE 2

The vision for health and healthcare in 2035 is formed of four main strategic pillars, with equity as the foundational goal



Source: L.E.K. Consulting; World Economic Forum



Personalized lifestyle support

Targeted prevention

Precision diagnosis

Personalized therapy and predictive care

Proactive patient monitoring

EU oncology Initiatives

01.

EU Bating
cancer Plan

02.

eCan

03.

ECHoS

04.

EHDS

A MODERN APPROACH TO CANCER

NEW TECHNOLOGIES, RESEARCH AND INNOVATION AT THE SERVICE OF PATIENT-CENTRED CANCER PREVENTION AND CARE (EU beating cancer plan)



1

Driving change through knowledge and research

2

Making the most of data and digitalization in cancer prevention and care

3

Saving lives through sustainable cancer prevention

4

Improving early detection of cancer

5

Ensuring high standards in cancer care

6

Improving the quality of life for cancer patients, survivors, and carers

7

Reducing cancer inequalities across the EU

8

FUNDING

9

International collaboration and coordination

10

Implementation and governance: delivering together

eCAN JA – Main objectives

- Explore the role of telemedicine with
teleconsultation and
telemonitoring
in the cancer field by focusing on quality, users' needs and expectations
- Improve the health workforce preparedness
- Support the development of modular and interoperable telemedicine solutions

ECHoS in Brief



How?

Building on existing structures or by creating new ones

Integrating Mission Activities in **National / Regional / Local** levels

That...

All Relevant Stakeholders:
Citizens
Patients
Researchers
Innovators
Health Organisations
...

Target

Raises **Awareness** to Mission on Cancer

A Challenge to...

Go beyond research and innovation

Go beyond health systems

How?

Implement **New Participatory Formats**

Engage all relevant stakeholders in **Policy Dialogues**

Get Support from... Build Synergies with...

Network to support Mission on Cancer

EBCP
NCP network
NFP network
EU4Health Missions
TRAMI

User perspectives

Empower citizens to have control over their health data



Better diagnosis and treatment, improved patient safety, continuity of care and improved healthcare efficiency



Health data from apps and medical devices



Assist policymakers and regulators in accessing relevant health data

Better health policy, greater opportunities for research and innovation



Health data in registries



Facilitate access to health data for innovators in industry

Enable healthcare professionals to have access to relevant health data



Electronic health records



Grant access to health data for researchers

Disease prevention in the Digital World



01. Big Data and AI

02. Genomic
Medicine

03. Behavioral Impact

TABLE 1 Applications, effects, and examples of digital medicine

Application fields	Effects	Examples
Tumor prevention	Promoting healthy behavior	Weight loss software
		Ultraviolet monitoring device
Tumor screening	Increasing screening awareness	Education, awareness, and reminder software
	Personalized screening	Web-based risk-assessment chatbot
	More biomarkers	Digital biomarkers detected by sensors or inferred by algorithms
Tumor diagnosis	Remote diagnosis	Mobile tele dermatology
	Auxiliary diagnosis algorithms	Skin disease diagnosis mobile application
Tumor treatment	Remote management	Breast cancer self-management game
		Web-based self-management mobile application
Clinical trial management	Precise patient recruitment	IT platform using AI and NLP to select patients
	Promoting patient management	Patient-centered and real-time data recording DCT
Tumor big data	New digital phenotype	Features derived from continuous monitoring data of patients
	Scientific research	Finding more evidence
	Clinical quality control	Quality control platforms to help make public decisions

Abbreviations: AI, artificial intelligence; DCT, decentralized clinical trial; IT, information technology; NLP, natural language processing.

CALL TO ACTION...



01. GOVERNANCE &
INFRASTRUCTURE

02. QUALITY OF DATA

03. PRIMARY AND
SECONDARY DATA USAGE

04. PRACTICAL APPROACH

A focus on health IT rather than digital health

Failure to understand the need for a cultural transformation

Policymakers don't know enough about digital health tech



3 Reasons Why National Digital Health Transformations Fail Bertalan Meskó;
Available at:
<https://www.linkedin.com/pulse/3-reasons-why-national-digital-health-transformations-mesk%25C3%25B3-md-phd/?trackingId=KuXDqkm7MxICDguls3U2NA%3D%3D>; Published on March 10, 2021

Bulgarian Digital Health and Innovation Ecosystem

<p>Value Based Healthcare</p>  	<p>Legal</p> 	<p>Media Medical Platforms</p> 	<p>Track & Trace</p> 	<p>Robotization & Automation</p>  	<p>Imaging & Diagnostic</p>   
<p>Clinical Trial Management</p>     	<p>Pharmaceutical Industry & Pharma Enablers</p>          	<p>Cyber Security</p> 	<p>Patient Engagement & Self-care</p>     		
<p>Telemedicine & Telehealth</p>      	<p>Information Management System</p>         	<p>Remote Patient Monitoring</p>      			
<p>Analytics & Big Data</p>        	<p>Education & Health Consultancy</p>     	<p>Complex IT & Cloud Based Solutions</p>        			



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Thank you for your attention!

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