MedTech Europe
from diagnosis to cure

Medtech Europe Cancer Sector Group Vision Paper:

TURNING THE TIDE ON CANCER PATIENT OUTCOMES AND IMPROVING HEALTHCARE SYSTEMS

Medtech Europe's Cancer Vision

Medical technologies have the potential to transform the battle against cancer and implement Europe´s Beating Cancer Plan. We do not have to wait. **Solutions are already available to prevent, detect, treat and manage patients as well as support crucial healthcare system changes.**

Our vision encompasses the widespread integration of medical technologies into EU health systems, aimed at significantly reducing the burden of Cancer. By swiftly identifying patients and providing precise diagnoses, utilising state-of-the-art treatment technologies to minimise side effects and enhance survivorship prospects, we aim to **enhance patient safety throughout the entire care cycle.** This approach not only reduces unnecessary complications and streamlines diagnostic and disease management workflows but also **harnesses digital technologies for more effective patient monitoring, identification, diagnosis, and management.** We endeavor to alleviate strain on both patients and healthcare professionals by enhancing efficiencies and reducing complications, and by doing so also contribute to building more sustainable healthcare systems.

We aim to collaborate with stakeholders and policymakers to make this vision a reality.

What role do Medical Technologies play in cancer care?

Medical technologies provide a comprehensive solution to cancer care, playing a crucial role in **preventing** and **detecting** cancer at early stages. They ensure timely diagnosis and treatment, which **increases survival rates, improves clinical outcomes, reduces hospital stays,** and **enhances the quality of life for cancer patients and survivors.** These technologies are generally grouped into Medical Devices (that prevent, diagnose, monitor, treat and care for people), In vitro diagnostics (non-invasive tests used on biological samples to provide information at different stages of disease) and **Digital Health** (tools that use Information and **Communication Technologies – ICTs** to improve prevention, diagnosis, treatment monitoring and patient management).[1] Studies indicate that early detection through medical technologies can lead to a **25% increase in survival rates,** significantly improving efficiency of the cancer pathway.[2]

Meeting the priorities of the Beating Cancer Plan

The European Union has set out a landmark plan to fight cancer.

The major priorities centre around:

1. Saving lives through sustainable cancer prevention;
2. Improving early detection of cancer;
3. Ensuring high standards in cancer care;
4. Improving the quality of life for cancer patients, survivors and carers;
5. Reducing cancer inequalities across the EU;
6. Putting Childhood Cancers under the spotlight.[3]

There are many actions needed to implement this vision, from reducing harmful population behaviour to developing innovative new medicines. However, **central to all of those changes is a healthcare system that has the core tools from which it can build on.** This is the role of medical technology, to allow us to prevent, early detect, treat and manage Cancer. It must be at the top of Europe´s priorities because if we cannot find patients through screening or diagnosis, if we cannot use new surgical technologies that represent the majority of first-line treatment options, if we cannot use technologies that keep patients safe along the full care cycle, and cannot use digital health tools to manage patient recovery, then we will always be a step-behind in the fight against cancer.[4] Despite the existence of these tools, and strong evidence of their ability to reduce the burden of cancer, medical technologies are often adopted slowly, late or not at all, leaving healthcare systems without the necessary tools to tackle cancer.

How to make the vision a reality

We are calling for a multi-stakeholder solution that can create policy frameworks to rapidly adopt new medical technologies. We recognise the need for a joined-up approach between academia, patients, industry, medical and clinical societies, healthcare providers and policymakers aimed at reducing siloed approaches. This solution should foster an alignment between patient needs, emerging technologies, clinical guidelines, cancer strategies and budget priorities.

We want an evidence-based and patient centric mechanism to prioritise medical technologies in the following ways:

1. Prioritisation of medical technologies to tackle the major challenges that healthcare systems face and a corresponding budget prioritisation towards interventions that will help us beat cancer here and now.

2. Integration of innovative medical technologies in cancer strategies and in clinical guidelines to support harmonised use, and increased training for HCPs.

3. More flexible and sustainable funding/reimbursement mechanisms that allow uptake of the newest generation of evidence-based innovations including through the use of Real-World Evidence.

4. Evidence-based inclusion of cancer prevention, screening and early detection programmes, emphasising collaboration and holistic approaches to meet the priorities of the Beating Cancer Plan.

5. Clear frameworks to protect privacy of patients while allowing the use of data that can greatly improve the outcomes of patients.

6. Integration of digital health solutions to empower the new European Health Data Space.

Medical technology innovation is fast and responds to societal needs quickly. We need to be agile in our ability to adopt these solutions and commit ourselves to work with all the stakeholders to build this new framework together.

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[1] Technology can revolutionize cancer care. 6 experts explain how | World Economic Forum https://www.weforum.org/agenda/2022/02/cancer-care-future-technology-experts/

[2] The future of early cancer detection | Nature Medicine - https://www.nature.com/articles/s41591-022-01746-x

[3] A cancer plan for Europe - European Commission - https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/promoting-our-european-way-life/european-health-union/cancer-plan-europe_en

[4] Innovations in Health Care - A Conceptual Framework - PMC - https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8508443/

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