

# Cancer Care Commission

## Welcome to Cancer Care Commission's Crowdsourcing event ..... the Quality Cancer Medicine Forum 2022

This innovative approach to gathering and harvesting expertise in a Crowdsourcing forum, poses four questions seeking insights, real world evidence and recommendations regarding enhancing delivery of quality cancer medicines:

<https://cancercarecommission.within3.com>

# Cancer Care Commission

Provides platform to exchange knowledge and experience among individuals and entities interested in delivery of quality cancer care [e.g., *CCC International Forum for Quality Cancer Care (IFQCC)* initiated in 2017]

## Focus

Understanding health systems and key reforms in cancer policy, with a particular focus on value

Sharing experience of existing initiatives to improve quality of cancer care at national levels and across borders

Analyzing positions of key stakeholders in relation to delivery of high-quality cancer care and their perceptions of the role of the healthcare industry in responding to the challenge of cancer

## Founders – Leading International Experts in Delivery Of Quality Cancer Care

**David Kerr**, CBE MA MD DSc FRCP FRCGP FMedSci

**A.R. Jazieh**, MD, MPH

**Calum Kerr**, BSc, MBA, CMP

# Global cancer medicine environment

**Evolved significantly over last several years** (*e.g., new technologies, developing markets, regulatory challenges, competition, pricing pressures and the changing nature of product development itself*)

**Global supply chain developed** – products sourced/manufactured/marketed/ sold from and to populations around the world

Steps enabling medicine to be available for use by healthcare professionals and patients often **require coordination and responsibility of many different organizations in many different countries**

## COVID-19

Question: What is the **impact of substandard quality oncology medicines** on patients and healthcare systems? and **what policies can be put forward** that mitigate negative consequences of substandard quality oncology medicines?



# CCC Actions

## Early 2021: Started Quality of Cancer Medicine Initiative

### Objective to Gather, Share:

- Real-world evidence and insights into substandard-quality cancer medicines
- Identify solutions and policy changes to protect patients and improve healthcare system efficiencies

## Step 1: July 1, 2021: Convened Expert Panel to Offer Perspectives/Insights on Initiative

- Two-hour virtual roundtable discussion of experts representing healthcare professionals, policy makers, industry, patient organizations)
- Two questions posed about the break down in the quality of medicines and the audiences that needed to know about it

# Expert Panel Summary

*Healthcare professionals, patient organizations, policy makers, industry*

## Expert Panel Members

- Dr. Isaac F. Adewole
- Dr. Ala Alwan
- Dr. Fatima Cardoso
- Dr. Robert W. Carlson
- Dr. Julie Gralow
- Dr. Hemant Malhotra
- Rajeev Nannapaneni
- Dr. Felipe Roitberg
- Kees Roks



## Questions Posed

- **Question 1:** Based on your experience, where can the most significant breakdown be in the delivery of cancer medicines to the patients who need them?
- **Question 2:** Who are the key audiences that should be aware of these potential issues; how do you think we can reach them and what would compel them to take action?



## Outcome Themes

- Access to affordable, quality medicines
- Reliable, verifiable and sustainable supply chain
- Guidelines and the rationale use of medicines
- Measuring and validating quality standards

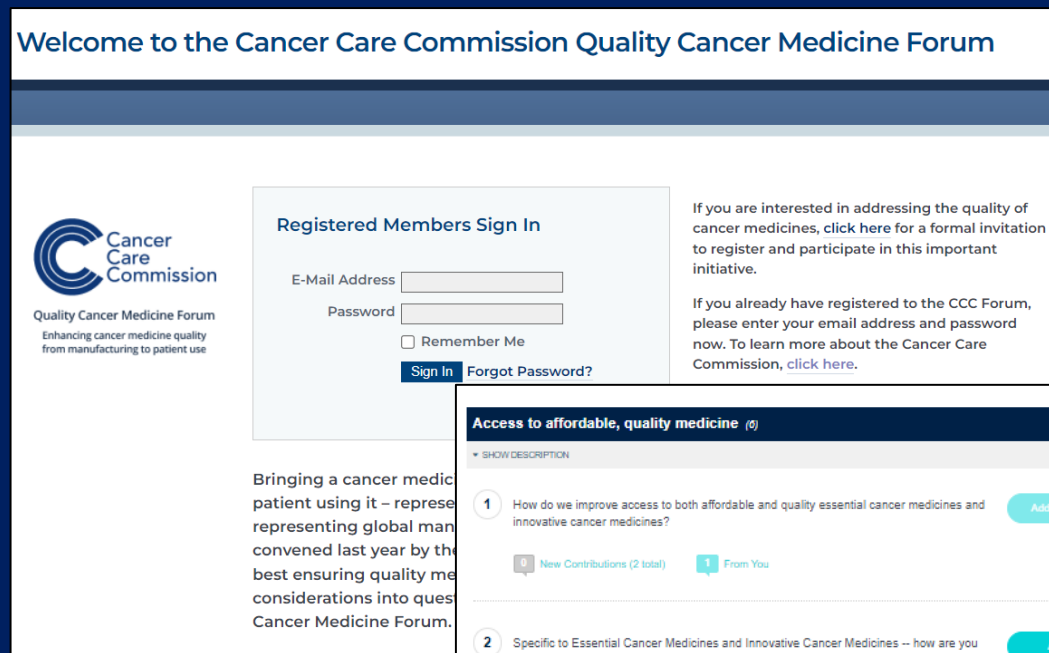
# CCC Actions

## Step 2: Develop Quality of Cancer Medicine Forum – *a crowdsourcing platform*

- May 2022: Outreach to professional associations (ASCO, ESMO, etc), academia, industry, patient organizations, policy makers to solicit feedback on a global scale
- June 3, 2022: Announce forum at ASCO Access to Essential Medicines Meeting
- June 8, 2022: Forum open through July 8, 2022
- Crowdsourcing forum poses four questions seeking insights, real world evidence and recommendations regarding enhancing delivery of quality cancer medicines:
  1. How do we improve access to both affordable and quality essential cancer medicines and innovative cancer medicines?
  2. How do we ensure the quality of cancer medicines across the entire drug supply chain?
  3. How do we develop and deliver treatment guidelines based on the WHO Essential Medicines List in a way that is most useful to the practitioner?
  4. How do we measure quality of cancer care and validate quality standards?

# Crowdsourcing

- Individuals and/or organizations are invited to provide ideas and answers to specific questions on a topic organized through an online platform
- Often takes place over several weeks/months for the participants to provide robust information to the specific questions
- Platform also enables rapidly evolving discussions among participants. The submissions will be judged by a committee



An issue or 'challenge' is provided via a series of questions in an online platform

People are invited to the platform to answer the questions or challenges

Rewards are offered for the best responses

# CCC Actions

## Step 3: Conclude Quality of Medicine Forum [@July 8]

- Produce white paper

## Step 4: Take Action on Quality of Medicine Forum Outcomes

- Review all feedback, identify best recommendations and reward prizes
- Implement best outcomes into action plans
  - Develop working group to solidify best recommendations into action plans
  - Implement, track outcomes of action plans



# CCC “Ask”

## Our Request to You:

Please invite colleagues, associates to participate at (Register today to participate – go to <https://cancercarecommission.within3.com>)

## Please follow us and share information that will be available on:

- CCC website: <https://www.cancercarecommission.com/>
- CCC LinkedIn: <https://www.linkedin.com/company/cancer-care-commission/about/>
- Twitter: [@CancerCareCom1](https://twitter.com/CancerCareCom1)
- Forum Hashtag: [#QCMForum](https://twitter.com/hashtag/QCMForum)

## Contact Information

- David Kerr: [David.kerr@ndcls.ox.ac.uk](mailto:David.kerr@ndcls.ox.ac.uk)
- AR Jazieh: [jaziehoncology@gmail.com](mailto:jaziehoncology@gmail.com)
- Calum Kerr: [calum.kerr@cancercarecommission.com](mailto:calum.kerr@cancercarecommission.com)

# Cancer Care Commission

Register to participate :

<https://cancercarecommission.within3.com>