
Quality of Medicines Campaign Proposal 2022

Background on the Cancer Care Commission and its Mission

The Cancer Care Commission (CCC) was founded in 2016 by leading international experts with a mission to provide a platform for the exchange of knowledge and experience among individuals and entities interested in delivery of quality cancer care. The CCC does so by understanding health systems and key reforms in cancer policy, with a particular focus on value; sharing the experience of existing initiatives to improve quality of cancer care at national levels and across borders; and 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.

In support of its mission, the CCC has organized an annual *International Forum for Quality Cancer Care (IFQCC)* since 2017 (COVID-19 pandemic precluded holding the 2020 forum) that focuses on the quality and safety of cancer care across borders.

Emerging Challenges to Quality of Medicines

Over the last several years, the global pharmaceutical environment has evolved to address several market dynamics (e.g., new technologies, developing markets, regulatory challenges, competition, pricing pressures and the changing nature of product development itself). A specific outcome of this change is the development of a global supply chain in which products are sourced and manufactured from around the world and then marketed and sold to an equally large proportion of the global population. As a result of this globalization, the steps undertaken to enable a medicine to be available for use by healthcare professionals and patients often require coordination and responsibility of many different organizations in many different countries. The questions prompted by globalization of the supply chain of medicines – underscored during the pandemic – is *how is quality of the medicines ensured and determined? 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?*

Expert Panel Identifies Specific Themes to Quality of Medicines

The CCC brought these questions before an Expert Panel in early July 2021. The Expert Panel included representatives from ASCO and NCCN, former ministers of health from Iraq and Nigeria, patient organization representatives and advisors to WHO, and leadership from pharmaceutical companies and trade organizations. (Expert Panel participant list attached).



The two-hour discussion covered a range of topics encompassing health systems' issues such as pricing, financing and insurance; sourcing, validation and handling that can result in substandard quality cancer medicines in the global supply chain; and patient, healthcare professional and healthcare facility awareness of the issue. (Expert Panel overview attached). The responses underscored the importance of the issue and the scope of audiences impacted, as well as validated the need to address the issues.

To begin addressing the issue and providing sustainable, real-world solutions for the key audiences impacted, the Cancer Care Commission will conduct a Crowdsourcing* Campaign, referred to as the:

Quality Cancer Medicine Forum

- enhance quality cancer medicines from manufacturing to patient use

This will provide an online platform by which multiple audiences around the world can contribute to addressing the quality of cancer medicines primarily in low- and middle-resourced countries. The CCC is seeking funding for this Forum and initial outcomes as follows:

*A **Crowdsourcing** model is one in which individuals and/or organizations are invited to provide ideas and answers to specific questions on a topic organized through an online platform. Crowdsourcing events often take place over several weeks/months for the participants to provide robust information to the specific questions. The platform also enables rapidly evolving discussions among participants. The submissions will be judged by a committee.

Cancer Medicine Quality Forum Proposal

Objective:

- Gather and share
 - Real-world evidence and insights into substandard-quality cancer medicines
 - Identify solutions and policy changes to protect patients and improve healthcare system efficiencies
- The expectation is that healthcare professionals and policymakers will not only better understand the implications of substandard delivery of oncology cancer care but be provided real-world recommendations on how to mitigate them and even measure the impact

Based on the Expert Panel insight, the Forum will be structured to solicit feedback from a broad audience including patient organizations, healthcare professionals, healthcare facilities, policy makers, pharmaceutical organizations and payors. The outcomes of this Forum will include white paper/s, review article in the *Global Journal on Quality and Safety in Healthcare*, and potential presentations at major conferences and other venues based on the feedback.

The Cancer Care Commission has enlisted the virtual engagement organization, [Within3](#), to conduct the Forum. *Within3* has extensive experience in this platform technology and engaging with leaders in the healthcare environment.

The Forum will open officially following ASCO – June 8 – and we intend to keep the Forum open for 1 month – with the proviso that we could extend it for another 1-2 weeks depending on volume of activity. The timing is important because ASCO has invited us to announce the Cancer Medicine Quality Forum at its inaugural, invitation only, Access to Essential Cancer Medicines meeting scheduled for Friday, June 3, 1:30 pm to 3:30 pm CST. We will have a few moments to introduce the Initiative and the Forum –acknowledging the contributions of the Expert Panel and sponsors – and the overall value of the Initiative. Critically, this represents another opportunity to highlight the issues surrounding quality of cancer medicines and garner further interest and participation in the Forum.



The **timeline** is as follows:

Q2 2022:

- Launch Forum June 8 (leveraging awareness at ASCO), open for approximately 1 month

Q3-4 2022

- Review feedback and identify outcomes opportunities
- Share outcomes opportunities with Expert Panel and sponsors
- Begin developing white paper/s and other outcome materials

Q4 2022 - 2023

- Initiate outcomes opportunities

Sponsorship

The costs associated directly with this kind of event include the creation, management and oversight of the Forum; CCC strategic guidance; and development of the initial outcomes materials (e.g., White paper, Review Article and presentation/s). CCC is requesting sponsorship of this Quality Cancer Medicine Forum at the levels below.

Level	Amount	Benefits
Leading Supporter	\$50,000	<ul style="list-style-type: none">• Reference as Leading Supporter in materials (e.g., CCC website, programs, social media, presentations, review articles and other outcomes of Forum)• Primary logo placement with link to company descriptors/website (CCC website, Forum as available) with link to company descriptors• Inclusion of short statement from company on its commitment to quality in cancer medicines in line with objective of program• Representatives (2) invited to presentations of outcomes (in-person/virtual) at conferences (2)• Identification as Leading Supporter on company/organization website [for 1 year from launch of Forum (June 8, 2022)]



Supporter	\$35,000	<ul style="list-style-type: none"> • Logo placement with reference as Supporter in materials (e.g., CCC website, social media, presentations, review articles and other outcomes of Forum) • Secondary logo placement with link to company descriptors/website (CCC website, Forum as available) • Inclusion of short statement from company on its commitment to quality in cancer medicines in line with objective of program • Representatives (1) invited to presentations of outcomes (in-person/virtual) at conferences (2) • Identification as Supporter on company/organization website [for 1 year from launch of Forum (June 8, 2022)]
Associate Supporter	\$15,000	<ul style="list-style-type: none"> • Logo placement with reference as Associate Supporter in materials (e.g., CCC website, social media, presentations, review articles and other outcomes of Forum) • Logo placement with link to company descriptors/website (CCC website, Forum as available) [After Leading Supporter, Supporter] • Representative invited (1) to presentations of outcomes (in-person/virtual) at conferences (1) • identification as Associate Supporter on company/organization website [for 1 year from launch of Forum (June 8, 2022)]
Contributor	\$10,000	<ul style="list-style-type: none"> • Logo placement with reference as Contributor in materials (e.g., CCC website, social media, presentations, review articles and other outcomes of Forum) • Inclusion of logo in Contributor location (after Leading Supporter, Supporter, and Associate Supporter) • identification as Contributor on company/organization website [for 1 year from launch of Forum (June 8, 2022)]
All		<ul style="list-style-type: none"> • Ability to provide emails of potential participants in Forum

The members of CCC have extensive backgrounds in raising awareness of and addressing the impact of quality of cancer medicines among the oncology community:

David Kerr, CBE MA MD DSc FRCP FRCGP FMedSci

- Professor of Cancer Medicine, University of Oxford; Adjunct Prof of Medicine, Weill-Cornell, New York
- Internationally recognized researcher in colorectal cancer care and research. Published over 350 papers, authored over 20 books; awarded 4 prestigious, international research prizes, including the NHS's first Nye Bevan award for Innovation. Fellow of Academy of Medical Sciences in 2000; awarded CBE by HM The Queen for services to cancer
- President of the European Society of Medical Oncology (2009-2011) and Founding Fellow of the European Academy of Cancer Sciences (2010).
- Built two new Institutes of Cancer Medicine and associated Clinical Centres in Birmingham and Oxford, UK; Established SIDRA, an international center for medicine and research in Qatar, serving on Supreme Health Council
- Built two cancer clinical trial networks: National Translational Cancer Research Network (UK) and IndOx cancer research network (India)
- Developed National Health Plans for Qatar, Scotland, Ghana
- Thought leader in healthcare policy and served as Health Advisor to Prime Ministers David Cameron and Tony Blair in the UK
- Entrepreneur who has raised \$30 million for health-related start-up companies

A.R. Jazieh, MD, MPH

- Director of Innovation and Research, Cincinnati Cancer Advisors, Cincinnati, OH, USA
- President and CEO, Innovative Healthcare Institute, Cincinnati, OH
- Former Professor and Chairman of Department of Oncology at King Saud bin Abdulaziz University for Health Science, Riyadh, KSA. As first chairman of newly established Oncology Department, Dr. Jazieh grew the department to be one of the top leading cancer centers in the region and first center to obtain the ASCO QOPI Certificate in the MENA region and Asia
- Former Professor and Head of the Hematology Oncology Division at University of Cincinnati where he restructured and expanded the division significantly, earning him a proclamation by the city of Cincinnati to name a day after him
- Led a statewide project for screening mammography in the state of Arkansas
- Founded and led the MENA-NCCN Coordinating Center, the first outside the US to adapt NCCN guidelines to the region and lead the MEAN NCCN Lung Cancer Guideline Group
- Established and led the Saudi Lung Association and Lung Cancer Academy and the Saudi Lung Cancer Guidelines Committee
- Obtained American Boards in Internal Medicine, Hematology and Oncology and Masters Degree in Public Health, Health Education and Communication
- Established the Association of VA hematology Oncology (avaho.org)
- Former member of the ASCO International Affairs Committee, the IDEA Selection Committee, and Faculty at ASCO University
- Abstract review committee chairman for the 2018 Annual Patient Safety Forum. Forum proceedings published in the *British Medical Journal*
- Editor-in-chief of the *Global Journal on Quality and Safety in Healthcare*
- Editor of a book, "*Foundation of Evidence Based Medicine: Concepts and Principles of Evidence Based Medicine*"
- Editor of a book, "*Pharmacoeconomics Principles and Best Practices: A Practical Guide*"

Calum Kerr, BSc, MBA, CMP

- Senior NHS healthcare strategist with 30+ years experience
- Led Service Redesign Team for a national healthcare organization, which included strategic planning, operational modelling, leadership, managing change and organizational culture
- Worked with UK & Scottish government Health Depts, including high profile Ministerial visits to Botswana, South Africa and Zimbabwe providing consultation on organizational development and operational policies and procedures
- First National (UK) adviser to the Royal College of Surgeons on ambulance paramedic issues
- College lecturer in Business Studies and Organisational Psychology, experienced Executive coach and change agent

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