

Health Care Forum: War on Cancer

March 17th 2016 • The Ritz-Carlton Millenia, Singapore

Health-care systems around the world are struggling to cope with the growing cancer burden. In its 2014 World Cancer Report, the World Health Organisation (WHO) predicted that the number of cancer cases in Asia would increase by 75% over the next two decades. Rapidly ageing populations and the rise in costs for cancer care will only deepen the financial strain on low- to middle-income countries across Asia as they look to manage the economic and social costs of this deadly set of diseases. The need to rethink how cancer is fought across the region has never been more apparent.

There is good news, though. Cancer is neither inevitable nor untreatable. The WHO estimates that roughly one-third of cancers are preventable and another third treatable. Advances in data and technology are providing clearer pictures of the cancer burden, and the chance to make evidence-based decisions in formulating policy, allocating investment and developing cohesive national plans. These advances could improve access to and delivery of care, and help countries in providing better, more holistic cancer control. Perhaps most importantly, cancer is receiving increased focus on national government agendas. Governments in the region are starting to pay close attention to cancer and are demonstrating the political will to take significant steps in fighting it.

In 2015, The Economist Events' Health Care Forum event declared war on cancer and discussed how policy, financing, capacity-building and partnerships in cancer control can be mobilised to confront the massive challenge this group of diseases will present in the near future. In 2016, Health Care Forum: War on Cancer will take a closer look at financing cancer control and examine cost-effective, results-driven strategies to manage the cancer burden. Leaders from government, academia and industry will assemble to highlight the measures being used to attack cancer in Asia and discuss how they can be refined, improved and implemented more effectively for the benefit of patients.

Chairman

Charles Goddard, editorial director, Asia-Pacific, **The Economist Intelligence Unit**

Moderator

Vivek Muthu, chief health adviser, **The Economist Intelligence Unit**

8.00am Registration**9.00am Chairman's remarks**

In 2015, *The Economist* declared war on cancer. One year on, the event chairman reflects on the changes that have occurred since and examines the state of cancer control in the region.

Speaker

Charles Goddard, editorial director, Asia-Pacific, **The Economist Intelligence Unit**

9.30am In conversation: Evaluating the cost of cancer control

The WHO predicts that the number of cancer cases in Asia will rise by 75% in the next two decades. The human cost will be tragic, and to create greater awareness and stimulate investment and sound policy development to combat it, the discussion will need to focus on cancer's long-term economic impact. As working people grow older and cancer incidence increases, families, businesses and whole economies will increasingly feel the effects of this complex set of diseases.

How can controlling the spread of cancer deliver economic value? And, if effective control sees more people survive cancer, how will it pose a new set of financial challenges as a chronic disease rather than a fatal one?

In this session, we examine a future where cancer rates in Asia continue to rise while policy and investment trends continue as they are.

Speaker

Richard Sullivan, professor of cancer policy and global health, **King's College London**, and director, **King's Institute of Cancer Policy**

Moderator

Charles Goddard, editorial director, Asia-Pacific, **The Economist Intelligence Unit**

9.55am Keynote panel: The price of policy

It is no secret that money helps in the fight against cancer. The countries in Asia that have proved most successful in building effective national cancer-control plans (NCCPs) and combatting cancer also tend to be the wealthiest: Australia, Singapore and Hong Kong, for example.

But wealth alone is not the determining factor in a country's success at fighting cancer. How funds are allocated forms a crucial part of the efficacy of NCCPs, and of other policies and strategies. Thailand, for example, shows that good policy can make budgets stretch further—according to a recent Economist Intelligence Unit study, its cancer-control performance is better than that of Malaysia and China, which both have higher GDP per person. Legislation also has a distinct and important role to play. Taiwan and South Korea both have cancer-control laws that secure budgets and reduce cost-management

challenges.

This session will invite ministers and policymakers from across Asia to give an update on the state of cancer control, examining and sharing insights on how they manage their country's unique expression of cancer's economic and social costs.

- How does each country finance cancer care and control? How does this compare to funding for other non-communicable diseases (NCDs)?
- When allocating cancer budgets, how do governments balance short-term wins against long-term policy effectiveness?
- What role should legislation play in cancer control?

Panellists

Gerardo V. Bayugo, assistant secretary of health, office for technical services, department of health, **Republic of the Philippines**

Myint Han, director-general, department of medical services, ministry of health, **Republic of the Union of Myanmar**

Chiou Shu-Ti, director-general, health promotion administration, ministry of health and welfare, **Taiwan**

Pannet Pangputhipong, deputy director-general, department of medical services, ministry of public health, **Thailand**

Moderator

Vivek Muthu, chief health adviser, **The Economist Intelligence Unit**

10.40am Networking break

11.10am Breast cancer in Asia: A policy audit

There is good reason to be concerned about breast cancer in the Asia-Pacific, where some 400,000 women were diagnosed with the disease in 2012. This is low by European and American standards, but the incidence and number of deaths from breast cancer—the most common type of cancer among women in the region—are increasing rapidly, particularly in countries where rates historically had been low.

In this session, Charles Goddard shares findings from an EIU white paper that examines the state of breast-cancer control in Asia. Panellists will respond and discuss key breast-cancer challenges in the region.

Speaker

Charles Goddard, editorial director, Asia-Pacific, **The Economist Intelligence Unit**

Response from

Masum Hossain, regional president, Asia-Pacific, **Pfizer Oncology**

Ophira Ginsburg, medical officer, management of non-communicable diseases, **World Health Organisation**

11.40am Panel discussion: Investing in cancer-control infrastructure

Lack of funding for infrastructure projects that help build robust cancer-control systems is a core issue in many Asian countries. Difficult financing decisions and trade-offs, in determining which areas require the greatest investment, make building holistic and comprehensive plans an uphill battle.

If done correctly, greater collaboration between governments and non-government stakeholders in the cancer-control ecosystem could improve infrastructure, and hence the overall quality of cancer care for patients.

- How should the roles of various stakeholders, including governments, advocacy groups and the private sector, be clearly defined to maximise partnerships' effectiveness?
- In what ways can partnerships help finance expensive infrastructure projects? Are there replicable structures and financing models that have worked in Asia's developed markets?
- How should different areas of infrastructure be prioritised? For example, which is more important: building hospitals, investing in diagnostic equipment and technology, or training oncologists?

Panellists

Susann Roth, senior social development specialist, sustainable development and climate change department, **Asian Development Bank**

Raman Singh, president, Asia-Pacific, Latin America, Middle East and Africa, **Mundipharma**

Soo Khee Chee, director, **National Cancer Centre Singapore**

See Hui Ti, senior consultant, medical oncology, **Parkway Cancer Centre**

Brigitte Nolet, head of global health policy, **Roche**

Moderator

Charles Goddard, editorial director, Asia-Pacific, **The Economist Intelligence Unit**

12.25pm Panel discussion: Prevention—Quick wins and cost-effective cures

Affordable pre-emptive strategies, such as vaccines, awareness programmes and prevention policies, have proven cost-effective in reducing long-term cancer rates. Data has shown that promoting improved lifestyle habits, such as regular exercise and a clean diet, and reducing or heavily regulating vices such as tobacco and alcohol consumption, can also reduce cancer rates.

These strategies may also help generate revenue that can be channelled towards cancer care. Sin taxes on tobacco and alcohol, for example, could help fund treatment subsidies, educational programmes and hospital construction.

Prevention often is not given the high priority it warrants, compared with detection and treatment. It is hard to quantify the success of intangible preventive methodologies, and the difficulty of justifying expenditure in areas where success cannot be directly measured—especially in relatively low-income countries with squeezed budgets—may be a key reason for an NCCP to give prevention less funding than other areas.

- Where should prevention fit into holistic cancer-control plans?
- How can the results of prevention be quantified and the costs justified?
- What sources of revenue can fund prevention strategies? Is there a danger that funds received from sin taxes could be channelled towards non-cancer or non-health-care expenditure?

Panellists

Ravi Mehrotra, director, institute of cytology and preventive oncology, **Indian Council of Medical Research**

Saunthari Somasundaram, president, **National Cancer Society Malaysia**

Surendra Shastri, chair, preventive oncology, **Tata Memorial Centre** and director, **WHO Collaborating Centre for Cancer Prevention, Screening and Early Detection**

Moderator

Vivek Muthu, chief health adviser, **The Economist Intelligence Unit**

1.10pm Networking luncheon

2.20pm Strategy sessions: Implementing practical strategies

In each of these breakout discussions, panellists will address how countries in Asia can build practical, cohesive strategies for delivering comprehensive cancer care.

Session 1: Defining cancer's role in universal health-care programmes

Panellists

Amit Backliwal, vice-president, technology and services, **IMS Health China and South-East Asia**

Edward Trimble, director, center for global health, **National Cancer Institute, United States**

Nirmala Bhoo-Pathy, associate professor, **University of Malaya Medical Centre**

Moderator

Vivek Muthu, chief health adviser, **The Economist Intelligence Unit**

Session 2: Improving the patient experience through palliative care

Panellists

Ednin Hamzah, chief executive officer, **Hospis Malaysia**

Cynthia Goh, chair, **Asia Pacific Hospice Palliative Care Network**

M. R. Rajagopal, chairman, **Pallium India** and director, **WHO Collaborating Centre for Training and Policy on Access to Pain Relief**

Moderator

Charles Goddard, editorial director, Asia-Pacific, **The Economist Intelligence Unit**

3.10pm Networking break

3.40pm Panel discussion: Providing affordable access to care

Despite increases in health-care budgets and support for patients in Asia's most resource-limited countries, financing the rising cost of treatment is a considerable and persistent problem for individuals. The lack of universal health care and affordable insurance, especially for rural communities in developing countries, means that many patients in the region must pay out-of-pocket for treatment. The social costs can be severely damaging: it is common for a fight against cancer to thrust a family into poverty or even drive it to bankruptcy.

Despite these challenges, there is cause for optimism. Use of innovative pricing models is gaining momentum and could make medication and treatment more affordable. At the same time, inventive uses of technology could make it easier to access quality care, lessening burdens on stretched infrastructure and overcrowded hospitals.

This panel will examine the complexities of financing higher-quality, equitable access to care in Asia, and discuss how the costs of innovation, research and development can be balanced with making sure patients benefit from these advances.

- How are stakeholders across the cancer-control ecosystem collaborating to improve affordable access to care?
- What innovative ways of financing cancer treatment are emerging? Is a move to value-based health care on the horizon?
- How can new technologies and diagnostic approaches improve patients' access to care?

Panellists

Mark McClung, vice-president and general manager, global commercial oncology, **Amgen**

Nelly Enwerem-Bromson, director, division of programme of action for cancer therapy (PACT), **International Atomic Energy Agency**

Bei Zhang, vice-president, life and health products, **Swiss Reinsurance Company**

Gordon Cameron, area vice-president and head, Asia-Pacific, **Takeda Pharmaceutical**

James Bishop, executive director, **Victorian Comprehensive Cancer Centre**

Moderator

Vivek Muthu, chief health adviser, **The Economist Intelligence Unit**

4.30pm Closing keynote interview: Winning the war

New and encouraging technologies, diagnostic methodologies and treatments are raising hopes of eventually winning the war on cancer. Though a truly cancer-free world may not be achievable in the near future, what successes can

we count as battles won in this long, ongoing conflict?

In this session, Sanchia Aranda of the Union for International Cancer Control (UICC) will look forward to key developments that are likely to shape future battles, and chart a path to victory in the war on cancer.

Speaker

Sanchia Aranda, president-elect, **Union for International Cancer Control (UICC)** and chief executive officer, **Cancer Council Australia**

Moderator

Charles Goddard, editorial director, Asia-Pacific, **The Economist Intelligence Unit**

4.50pm Chairman's key takeaways

In his closing remarks, Charles Goddard of The Economist Intelligence Unit will invite Edward Trimble, director of the Center for Global Health at the United States' National Cancer Institute, to reflect on the day's discussions and share thoughts on how to turn insights into action.

5.00pm Networking cocktails: Meet the moderators