

# **Personalised Cancer Care: Empowering the patient**

**Kathy Redmond**  
**Editor, Cancer World Magazine**  
**European School of Oncology**

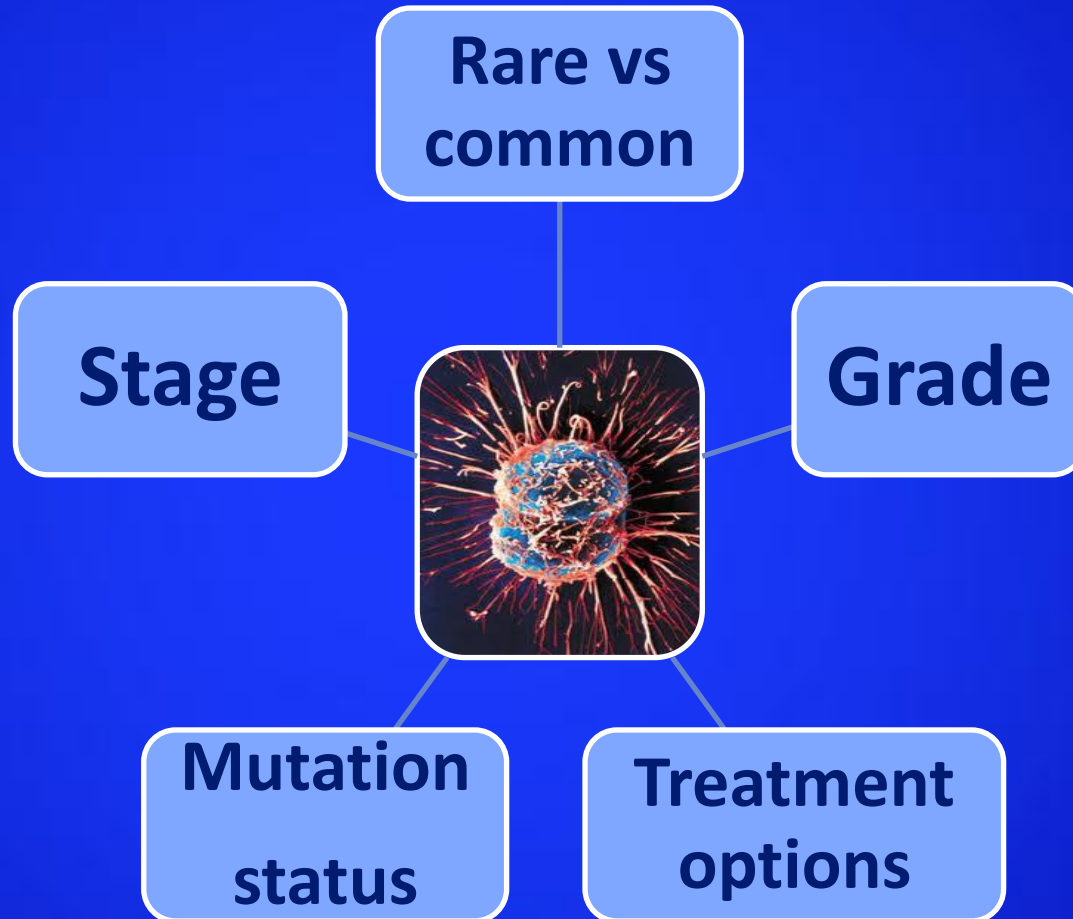
# Personalised medicine: What's in a name?

---



# There are many different types of cancers

---



# Predictive biomarkers and targeted therapies

**Table 1** | Predictive biomarkers and targeted therapies

Biomarker	Cancer type	Drug	EMA approval
<i>BCR-ABL</i> translocation	Chronic myeloid or acute lymphoblastic leukaemia	Imatinib	2001
		Dasatinib	2006
		Nilotinib	2007
<i>KIT</i> and <i>PDGFRA</i> mutations	Gastrointestinal stromal tumours	Imatinib	2002
<i>HER2</i> amplification	Breast cancer	Trastuzumab	2000
		Lapatinib	2008
<i>HER2</i> amplification	Gastric cancer	Trastuzumab	2009
<i>KRAS</i> mutations	Colorectal cancer	Panitumumab	2007
		Cetuximab	2008
<i>EGFR</i> mutations	Non-small-cell lung cancer	Gefitinib	2009
		Erlotinib	2011
<i>ALK</i> translocation	Non-small-cell lung cancer	Crizotinib	Not yet approved*
<i>BRAF</i> V600 mutation	Melanoma	Vemurafenib	2012

\*USA FDA approval obtained in 2011. Abbreviation: EMA, European Medicines Agency.

Nowak, F. *et al.* (2012) Tumour molecular profiling for deciding therapy—the French initiative *Nat. Rev. Clin. Oncol.* doi:10.1038/nrclinonc.2012.42

# Personalised medicine is delivering for a small number of patients



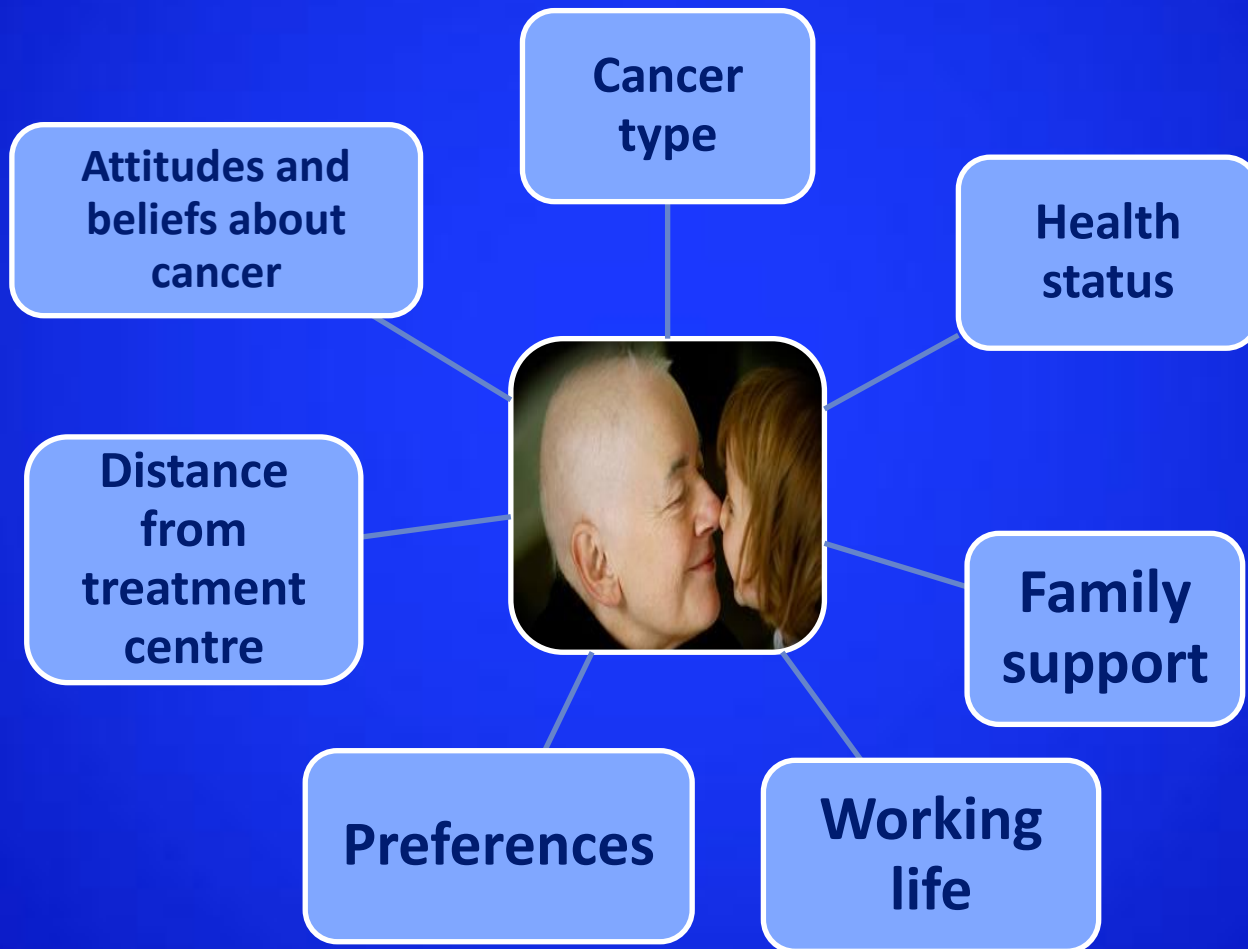
# Moving from the one-size fits all approach to personalised cancer care

---



# Delivering personalised cancer care for all

---



# Empowering Cancer Patients

---



- Information about cancer and its treatments
- Access to medical records
- Right to a second opinion
- Information about where to access quality cancer services



# Barriers to patient empowerment

---

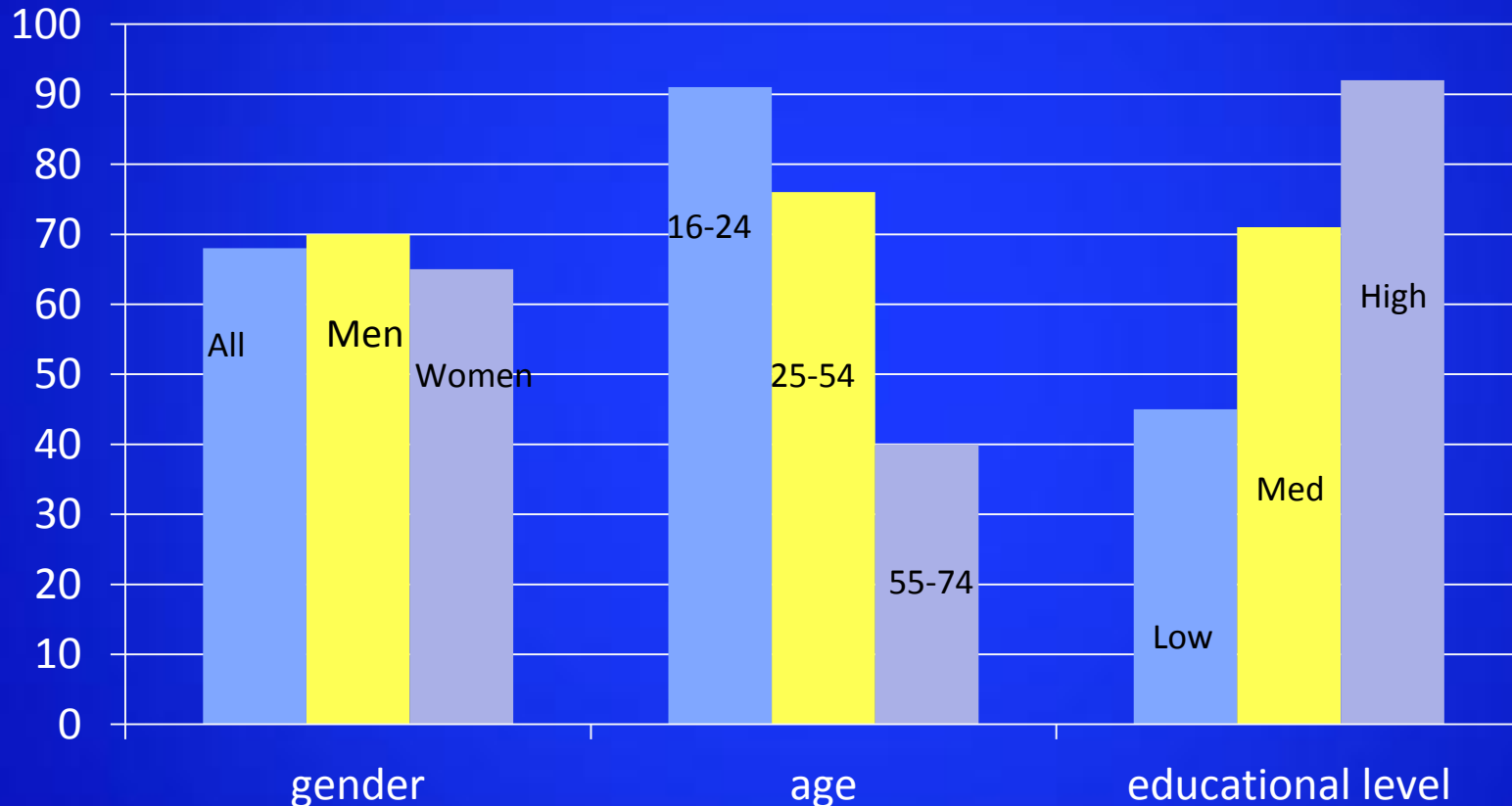
- Time available
- Traditional doctor-patient relationship
- Age
- Literacy
  - Level
  - Language
- Availability of information
- Quality of information

THE PATIENTS KNOW MORE ABOUT  
THEIR DISEASES THAN ME. I MUST  
GET FASTER MODEM, HIGHER  
SPEED INTERNET ACCESS THAN  
THEM

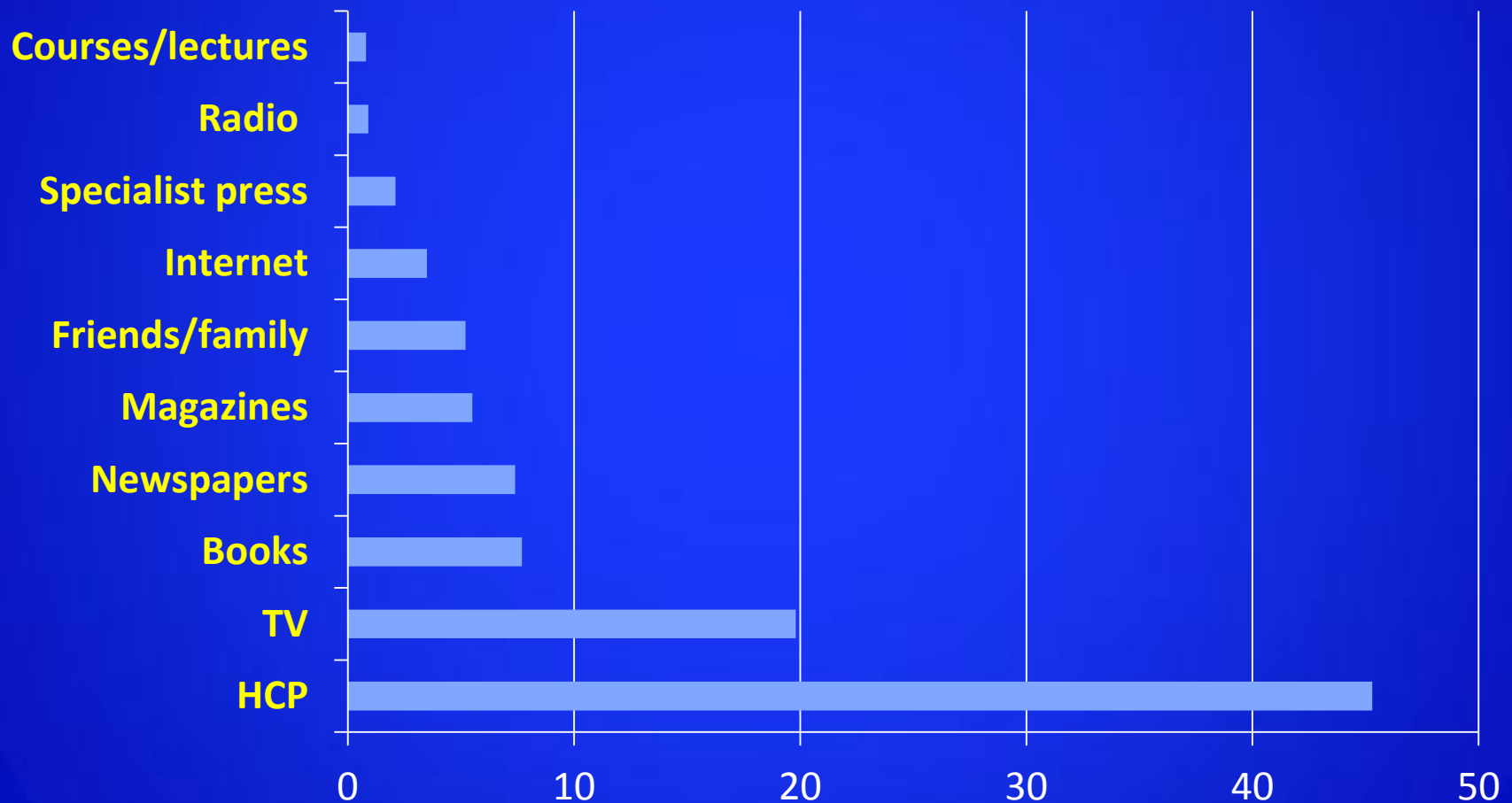


©Mortenson

# European citizens who use the internet at least once per week (EU27)



# Common sources of health information for EU citizens



# Cancer on TV







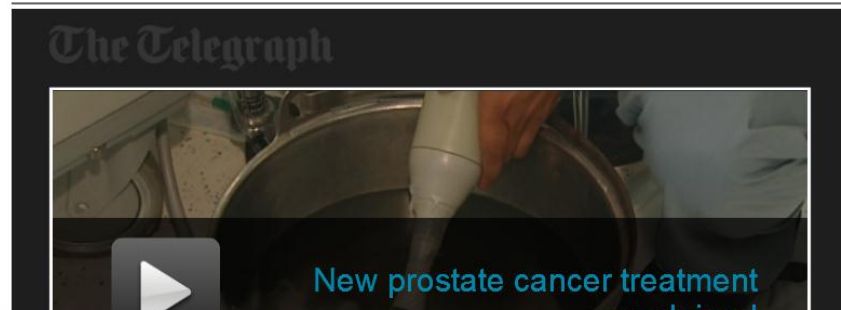
# The Telegraph

HOME NEWS WORLD SPORT FINANCE COMMENT BLOGS CULTURE TRAVEL LIFE  
 Motoring Health Property Gardening Food and Drink History Relationships Expat Puzz  
 Health News Health Advice Diet and Fitness Wellbeing Expat Health Pets Health

HOME » HEALTH » HEALTH NEWS

## New treatment for prostate cancer gives 'perfect results' for nine in ten men: research

A new treatment for prostate cancer can rid the disease from nine in ten men without debilitating side effects, a study has found, leading to new hope for tens of thousands of men.



DEFHM2G4/UUAZEVLFYKZGQPMOT77ULX3/04db6e5465c4233ca42582b46156e8c8.re?cpm=UGNu8qAHD38K3khOAAL47Kd-kclrdTcgjFoA&adroll\_network

Set edition preference

[Home](#)
[Video](#)
[World](#)
[U.S.](#)
[Africa](#)
[Asia](#)
[Europe](#)
[Latin America](#)
[Middle East](#)
[Business](#)
[Wc](#)

## Launching a new war on cancer

By **Miriam Falco**, CNN  
 September 22, 2012 – Updated 0058 GMT (0858 HKT)

# Improving the quality of cancer coverage in the media

---

- Better recognition of all factors that influence media coverage on cancer
- Improve the quality press releases
- Cultivate relationships with journalists and editors
- Become more savvy in conveying important messages

**Thank you**