

Press conference

Value and benefit of modern cancer therapies

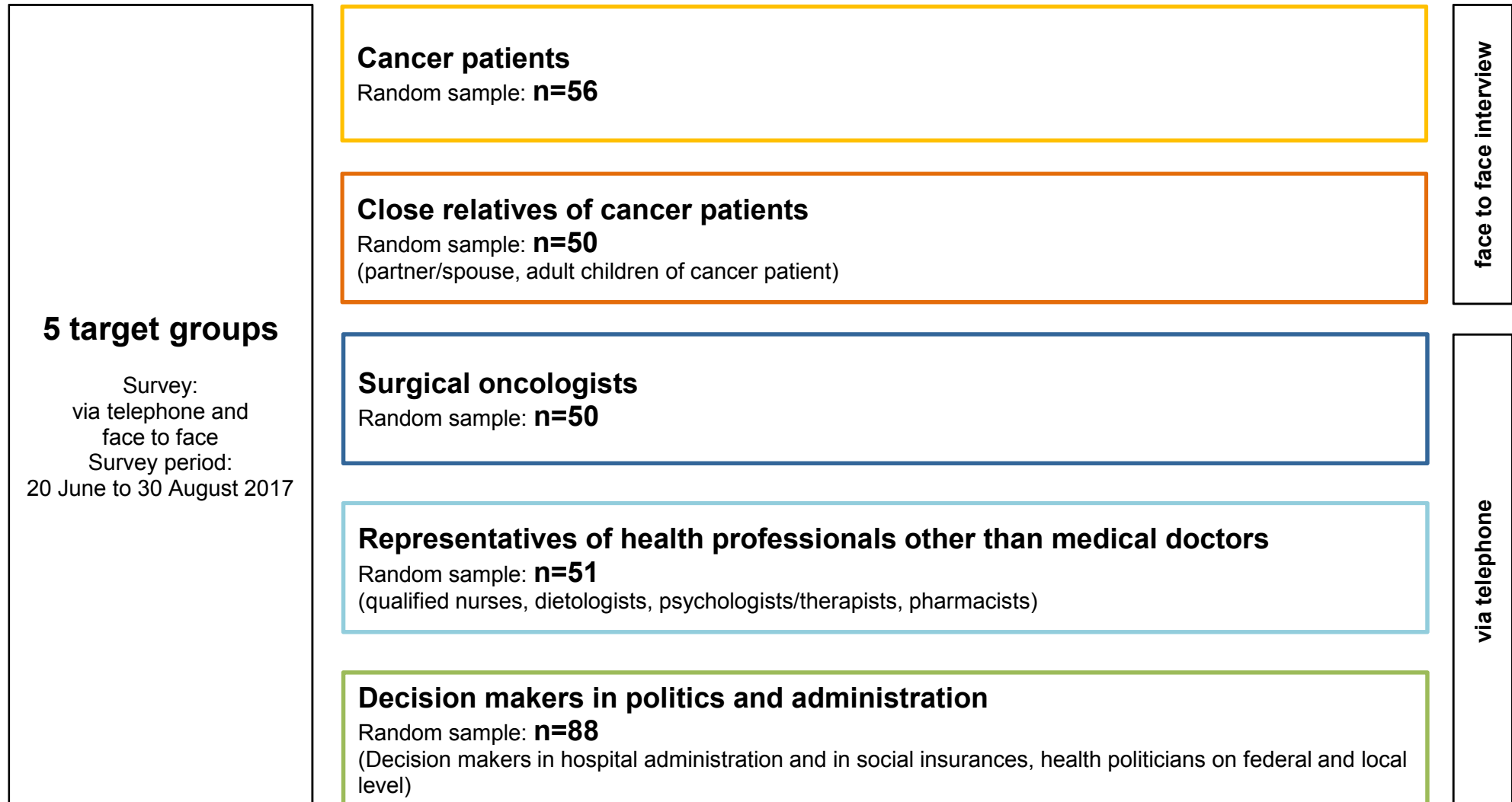
Assessed by affected patients and
representatives of the health system



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Quality from Conviction

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"Modern cancer therapies" are first and foremost **therapies which 'switch on' the immune system of the patient**, or therapies **targeted at specific genetic constellations**.

Patients are therefore individually treated, and **include individual and genetic features**.

However, modern cancer therapies also include **improved, more effective, more tolerable and more patient-friendly administratable chemo therapies**.

"The enemy in your own body you need to fight"



Patients associate with the word "cancer"

- ▶ intense psychological stress, shock, fear
- ▶ insecurity, helplessness
- ▶ death, hardly any chance to be cured

- ▶ Turning point, life changes massively:
 - frequent hospitalisation, burden for the body
 - re-evaluation of attitude towards life
 - permanent worries

Relatives associate with the word "cancer"

- ▶ intense psychological stress, shock, fear
- ▶ affects family life, own needs are not so important any more
- ▶ intense pressure for relatives, you need to learn how to cope with pain and suffering
- ▶ stress, takes a lot of time, and costs for care and support are high

"A huge therapeutical challenge, but massive progress"

Oncologists associate with the word "cancer"

- ▶ intense psychological stress for affected persons, shock, fear
- ▶ insidious, malicious disease, horrible diagnosis
- ▶ great responsibility to the patient, intensive care and support

But:

- ▶ increasingly innovative therapies with good efficacy
- ▶ chronification of disease
- ▶ multidisciplinary

"A life-time task not only for the patient but also for his or her relatives"



Representatives of health professionals other than medical doctors associate with the word "cancer"

- ▶ intense psychological stress for affected persons, shock, fear
- ▶ insidious, malicious disease, horrible diagnosis
- ▶ care-intensive work, a lot of attention needed
- ▶ stressful challenge (on a professional and private basis)
- ▶ achieve the best for the patient
- ▶ progress in cancer therapy (has lost some of its horrors nowadays)

"Responsible management of financial means in order to make the best possible therapy available."

Decision makers in politics and administration associate with the word "cancer"

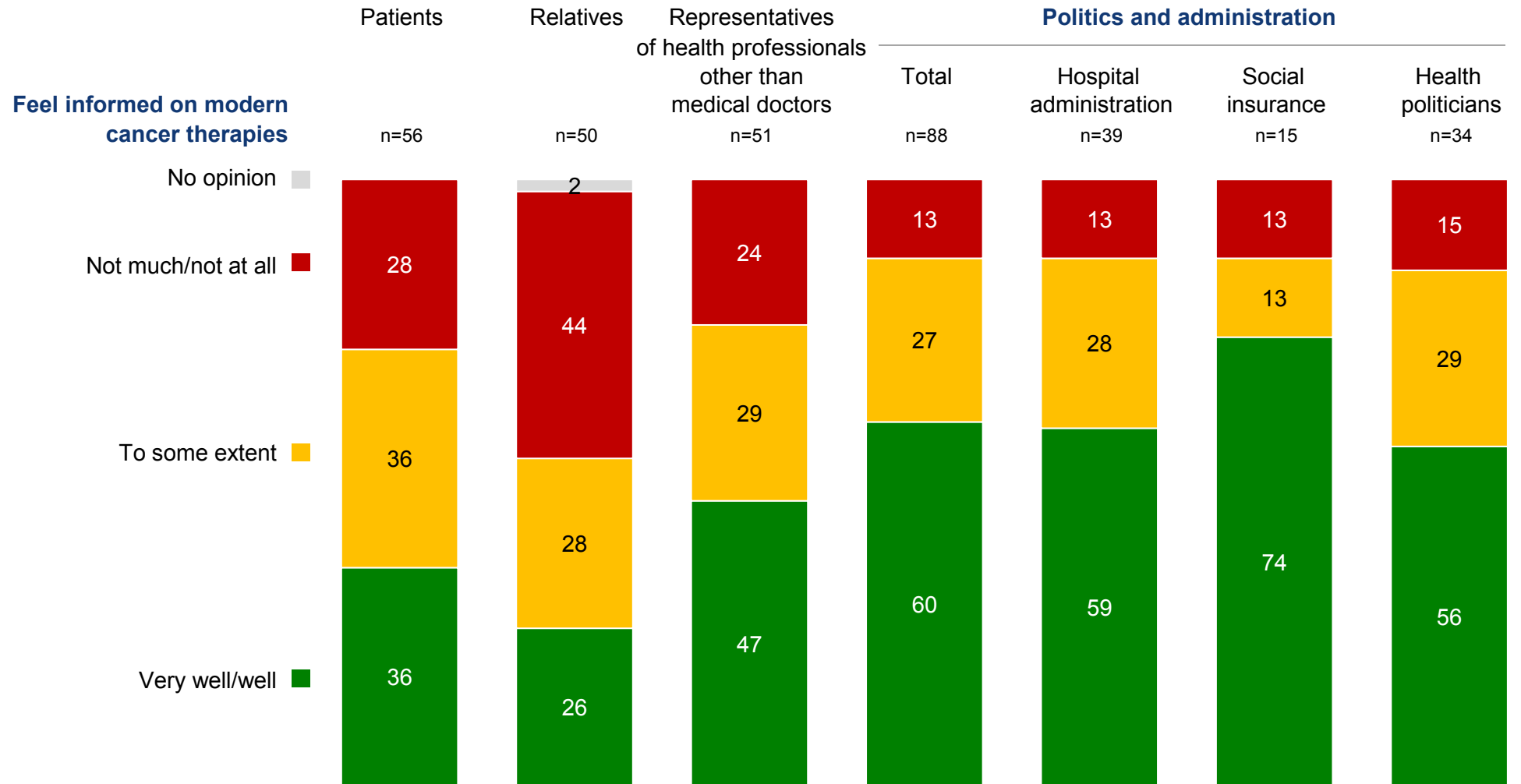
- ▶ intense psychological stress for affected persons, shock, fear
- ▶ insidious, malicious disease, horrible diagnosis
- ▶ achieve the best possible therapy for the patient
- ▶ qualitative challenge for care and support, need to create appropriate possibilities to take care of the patients
- ▶ necessity of innovative research
- ▶ financial challenge

According to the assessment of all persons interviewed, the most important challenges and tasks for the society are

- ▶ raising awareness and make information available
 - raising awareness and informing the public: open approach regarding this topic
 - getting rid of taboos regarding this disease: everybody can get it
- ▶ financial challenge
 - create financial frame conditions for adequate treatment and care
- ▶ support of doctors and nursing staff:
 - make resources available
- ▶ support and finance research
- ▶ promotion of preventive examinations
 - better promotion of preventive measures
 - raise health awareness
- ▶ challenges for the working world
 - make re-entering possible
 - create appropriate work structures
- ▶ considerate coping with the disease
 - more tolerance in the society
 - social challenges (private and social security)

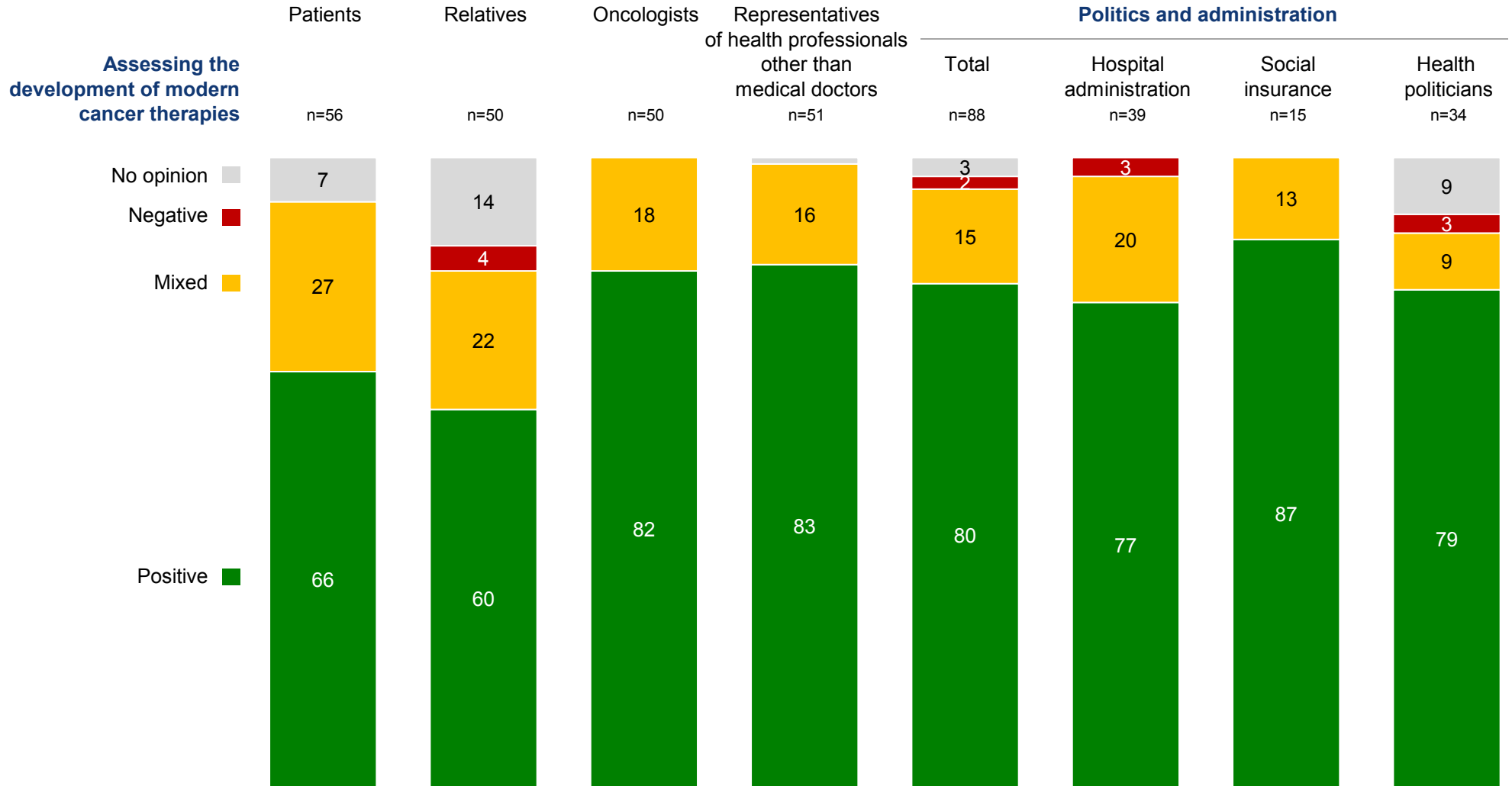
Familiarity with modern cancer therapies

in %



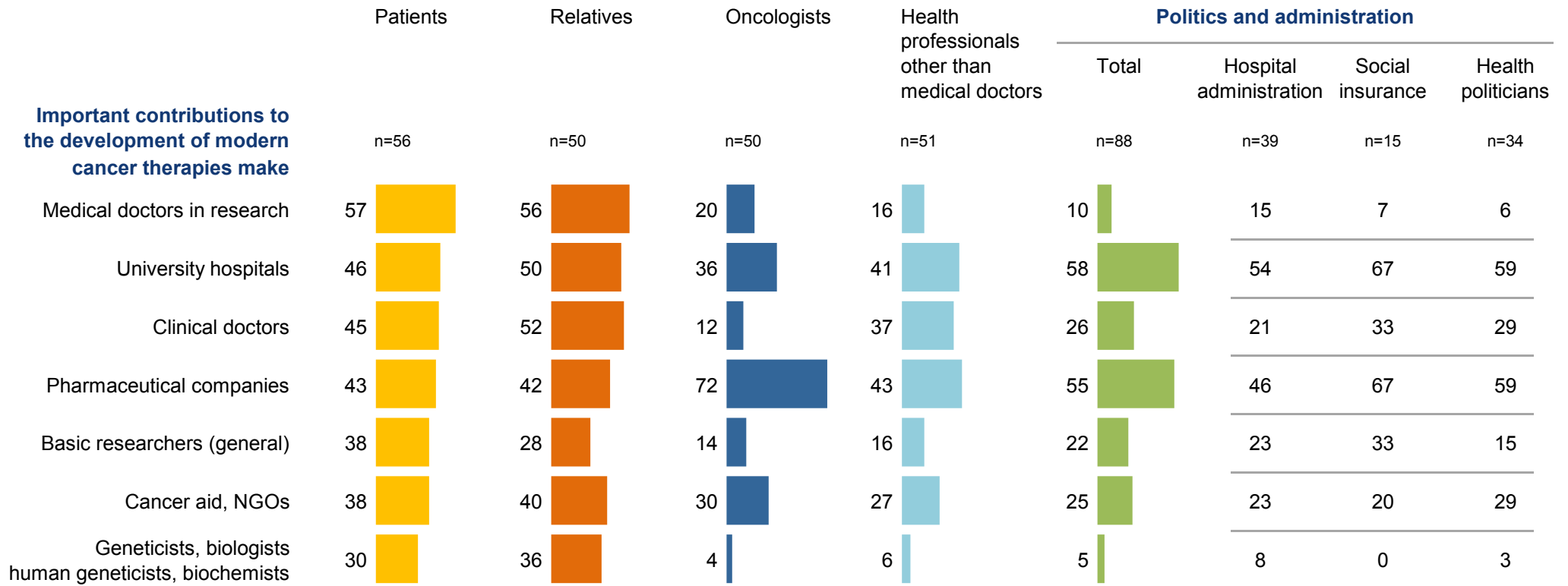
Assessment of developments of modern cancer therapies

in %



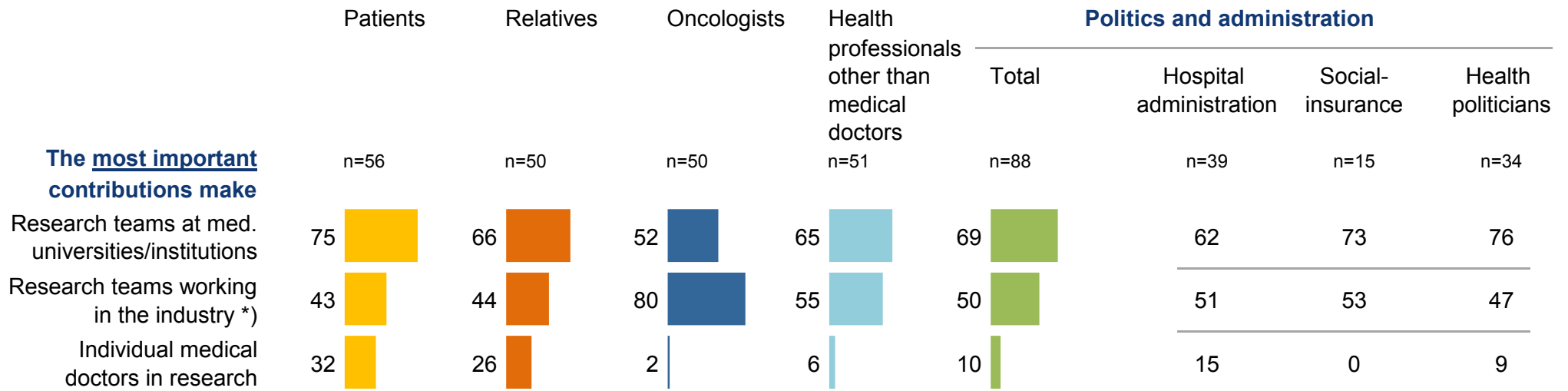
Which institutions contribute to the development of modern cancer therapies

in % / spontaneous mentions



Who contributes the most to the development of modern cancer therapies

in %



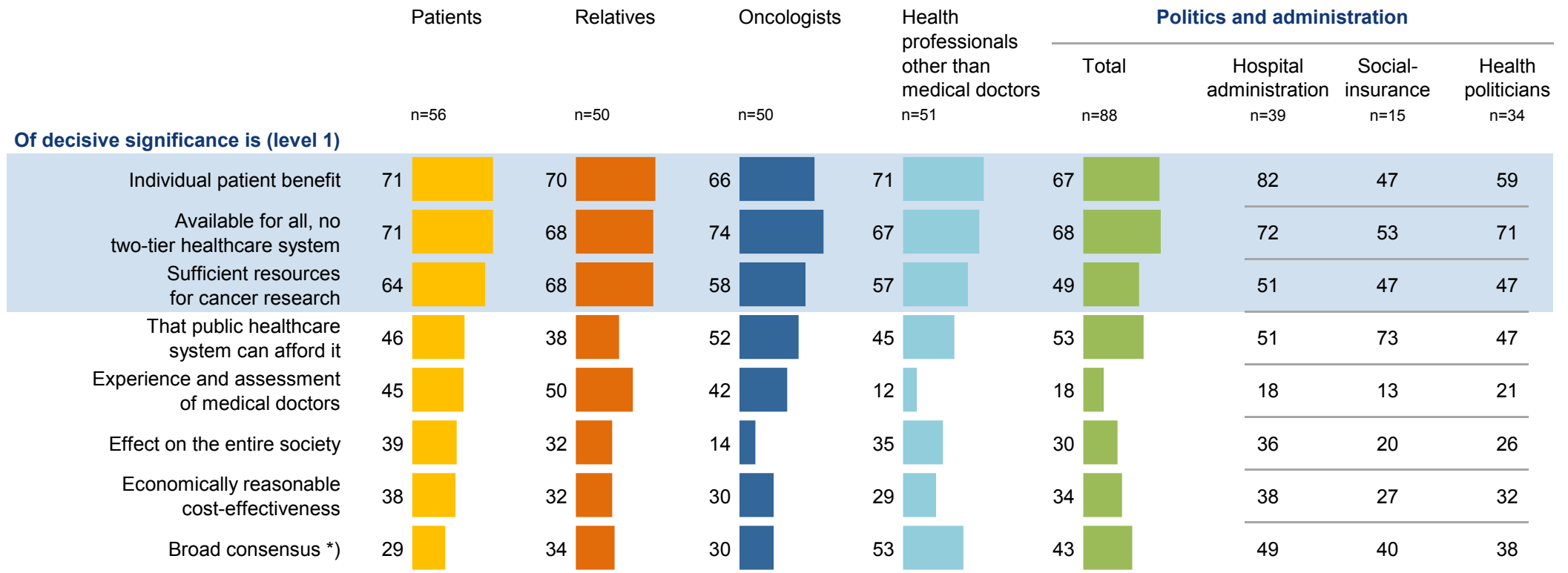
*) Pharmaceutical and biotechnology companies

Aspects which should be in the foreground when assessing modern cancer therapies

in %

Level 1 = of decisive significance

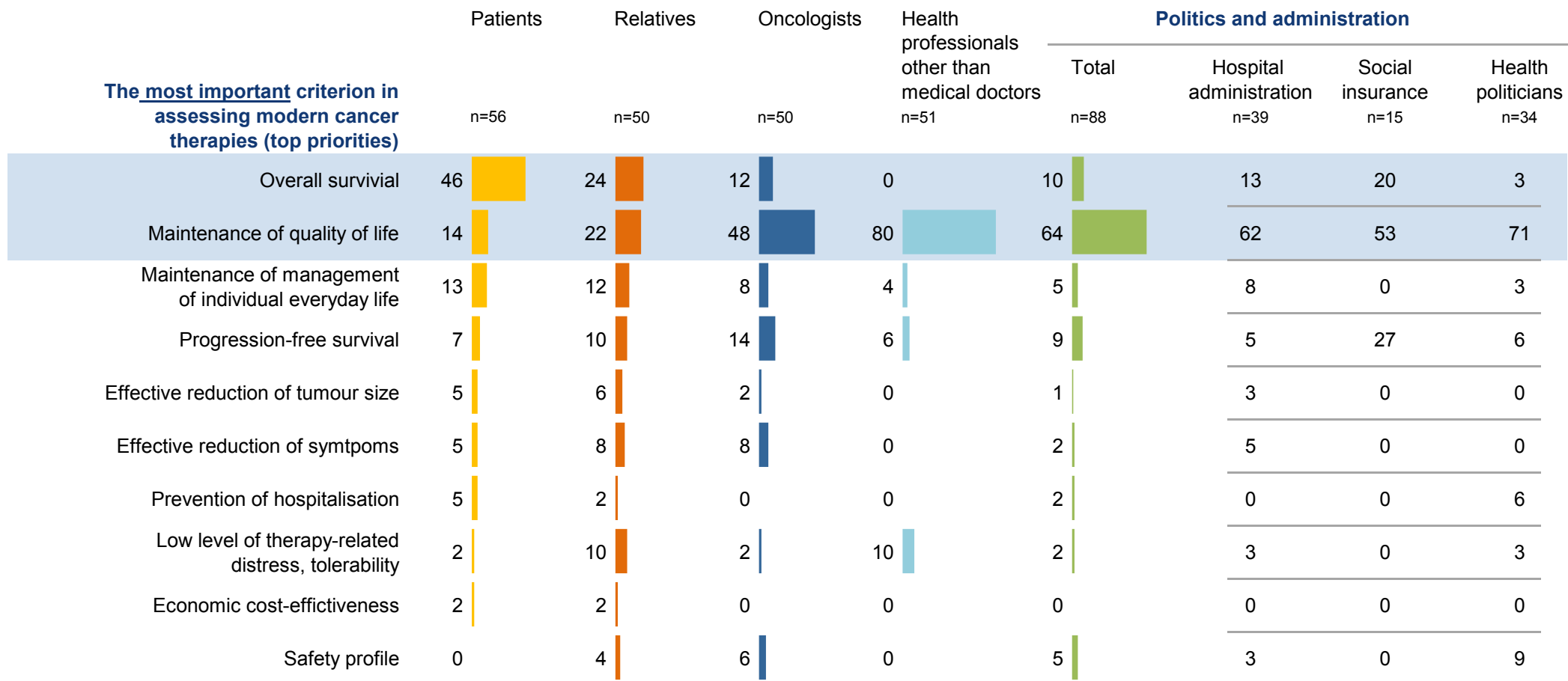
Level 5 = without any significance



*) that many different experts are involved in assessing the benefits.

Top priorities in assessing value and benefit of modern cancer therapies

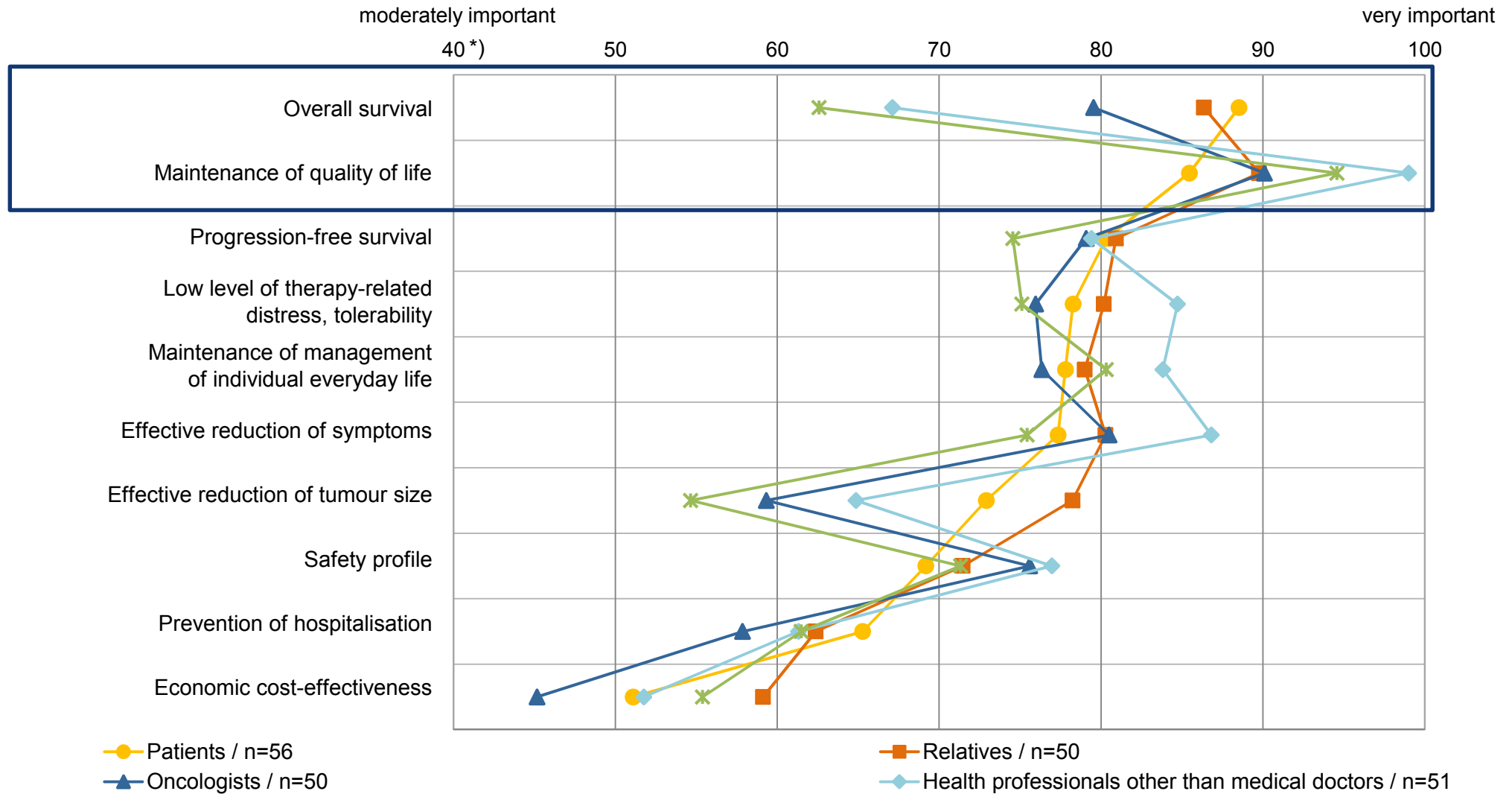
in %



NB: The top priority received 100 points

Which aspects should be the basis for the assessment of the value and the benefit of modern cancer therapies

average values



*) Axis cut off at scale value 40. Lowest value = absolutely irrelevant = 0; highest value = very important = 100