Patient centric approach: myth or fact?

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Conflict of interest: none
Patient centric approach: *myth or fact?*

1. ESTRO’s point of view

2. Definitions

3. Challenges

4. Some personal thoughts
Every cancer patient in Europe will have access to state of the art radiation therapy, as part of a multidisciplinary approach where treatment is individualised for the specific patient’s cancer, taking account of the patient’s personal circumstances.
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http://www.vitalvoiceanddata.com/partnership/
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**Vision: key elements**

- every patient
- access to state of the art RT
- individualised
- multi-disciplinary treatment
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**Strategy: partnerships**
Patient centric approach: myth or fact?

Stakeholders: interdisciplinary

ESTRO’s internal core partners/stakeholders
Patient centric approach: myth or fact?

Stakeholders: external partners

[Diagram showing national societies (NS), patient groups, and industry]
Patient centric approach: *myth or fact?*

Stakeholders: external influences

Policymakers  Health insurers
Patient centric approach: *myth or fact?*

Stakeholders: multidisciplinary
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Stakeholders: complete framework

- Radiation oncologist
- Radiobiologist
- Physicist
- RTT
- National societies (NS)
- Patient groups
- Industry
- Policymakers
- Health insurers
- Surgeons
- Medical oncologists
- Organ specialists
- Radiologists
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**Critical mass to influence**

**For equal partnership**
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Stakeholders: the patient in the center
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Figure taken from: http://www.livescience.com/37115-what-is-gravity.html
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"Let me know if you want to know why I am here."
**Patient centric approach: myth or fact?**

**Patient:**
- Physical
- Social, cultural, emotional, spiritual & “experience/beliefs”
- Relatives and others involved

**Centric:**
- Single shells – directly with all stakeholders
- Multiple shells – directly only with health care providers

**Approach:**
- Unidirectional
- Bidirectional
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Hospitalisation: Meta database

Google image search “Patient centric approach” – 1st level
Patient centric approach: *myth or fact?*

Google image search “Patient centric approach” 2nd level

hospital management model
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Google image search “Patient centric approach” 2nd level

→ multiple shell model

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**Expanding global access to radiotherapy**

Rifat Atun, David A Joffray, Michael B Barton, Freddie Bray, Michael Baumann, Bhadrasingh V”, J. Yolande Lievens, Tracey Y M Lui, Michael Milosevic, Brian O’Sullivan, Danielle L Rodin, Fabrice Rosselin, Ling Yap, Eduardo Zubizarreta, Mary Gospodarowicz

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**Global cancer surgery**

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Streamlining diagnostic testing at Northwestern Memorial
Patient centric approach: myth or fact?

From signs and symptoms...

DEPARTMENT-ORIENTED DIAGNOSIS & TREATMENT PATHWAYS

to treatment

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Marketing Your Radiation Oncology Center
How to Grow Your Practice
by Alison Chernet

MARKETING BEYOND DISSEMINATION OF SCIENCE & EVIDENCE

http://www.slideshare.net/terrybear11/marketing-your-radiation-oncology-center
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Some other examples (not limited to):  
- Varying reimbursement for IMRT depending on machine  
- Routine use of particle therapy for many indications  
- Use of (various forms of) SABR/SRS  
- Advanced surgery (OPS/robot) & medical oncology
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Trust comes on foot and leaves on horseback!
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**Challenges:**

- Limited resources ➔ competition with other diseases
- Own responsibility (lifestyle)
- Right to choose
- Patient vs. population

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(The Pareto Principle)

by Vilfredo Pareto
1848-1923

The Secret to Success by Achieving More with Less
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**Solutions:**
- Expertise
- Individualisation
- Personalisation
- Out-of-the-box
- Extra-protocollled
- ...

Radboudumc
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