



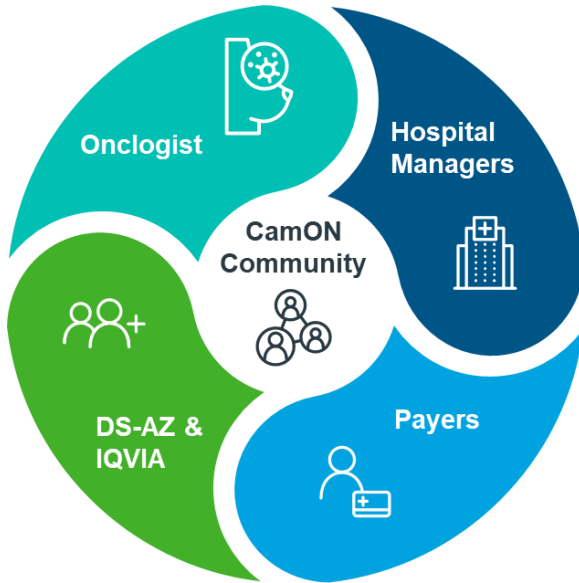
CamON

A Clinical Pathway & Pilot Measuring

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A strategy to drive best results

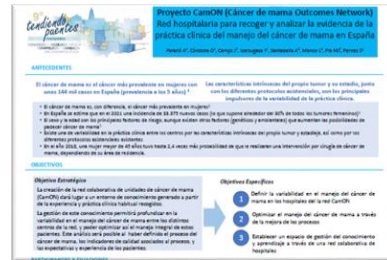


Strategies leveraging the CamON community



Strategy to drive clinical practice change

- Minimize under-diagnosis and sub-optimal treatment
- Validate impact of actions
- Identify best practices



RWE Strategy

- Epidemiology
- Medical
- HEOR



Branding Strategy

- Positioning in oncology and health management
- Scientific Societies

Hurdles/Barriers



New hospitals integrated in the community

Internal hospital alignment between management, IT, and Clinical leader roles.



Hospital hurdles

Data integrated (ie.: radiotherapy, Primary Care prescriptions, chemo) and presence of unstructured data

Willingness to share data outside hospital premises



PROMS, PREMS

Systems are not prepared yet to build evidence based on quality of life



Costs

No Access to the “accounting system” analysis

No specific unit data for each hospital

Lessons learnt

- 1 Inclusion**
 - New centers should be included based on a process of consensus and technical criteria of the 3 parties

- 2 RWE Strategy**
 - RWE strategy set up from the beginning → dynamic clinical protocols

- 3 Speed**
 - Transfer RWE specifics to global and European teams to accelerate the publishing process.

Future challenges

Project Sustainability

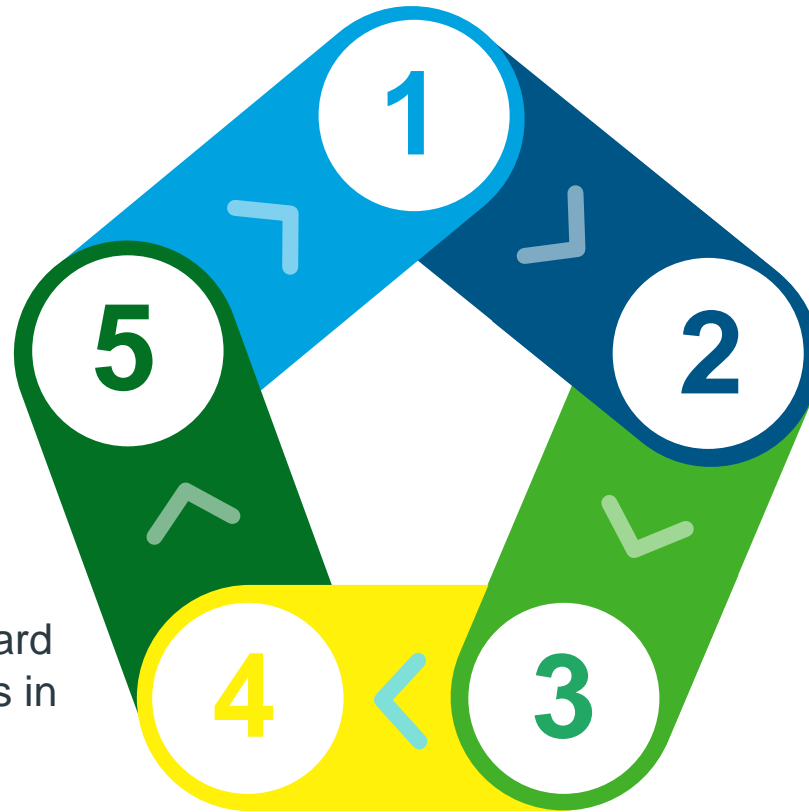
Ensure project is viable middle and long term

Assessment

HTA perspective, adoption of RWE info within P&R processes

Visibility

CamON recognized as a gold standard in RWE for the healthcare authorities in Breast Cancer



Partners

Admo, cooperative groups, scientific societies, other pharmaceutical companies

Adaptability

Adapt to the changing needs in clinical practice (*new targets, new treatments*)