



mhealth for improving quality of life. Enhancing cancer supportive care

Executive Summary

By improving access to health information and communication, mhealth represents the future of health care. Its potential is particularly attractive in managing conditions that require patients to be constantly monitored or cared for at home.

Among these, oncological patients are especially representative, because they often feel more comfortable and secure at home. In fact, the symptoms associated with chemotherapy can be very severe and invalidating; mhealth can play a central role in connecting all the actors involved in the care process needed by these patients.

The Conference will explore, examine and debate the ways in which mobile technology is transforming cancer supportive care (CSC) delivery research, business and policy for the 21st century. In particular the conference will:

- Discuss the role and utilization of innovative e-health technologies for the clinical and organizational home based management of patients affected by oncological pathologies on CSC
- highlight critical progress, research, constraints, cases of use, success stories and lessons learned across the mhealth landscape in cancer care;
- attract domestic and international academics, practitioners, regulators and media.

Overview

This one day International Conference will combine various types of discussion formats: The first part of the programme is dedicated to a Plenary Session highlighting differences and common points of the various fields which deal with mhealth and cancer supportive care.

The second part of the day is dedicated to **5 parallel sessions** aimed to explore the main topic of the conference from the viewpoints of different stakeholders, namely: Clinicians, Policy makers, Payers, IT companies and Patients.

A Plenary session will be held at the end of parallel sessions to synthesize the presentations made during the parallel sessions, focusing on critical issues addressed, important results presented and key recommendations put forward.

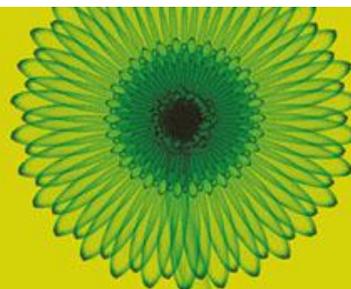
Parallel Sessions

The objectives of the parallel sessions are:

- To bring together an interdisciplinary group of individuals to exchange their expertise and experiences in many areas
- to stimulate further interest through well organized presentations and by providing ample time for discussion after the oral presentations;
- to draft position statements to contribute to advancements in these fields of study.

Each session will be organized as follows:

- A given theme, according to the stakeholders involved





- A Chair, that provides the leadership and runs the sessions efficiently and smoothly
- A Rapporteur, in charge of coordinating the essential task of objectively recording the parallel sessions
- 3 Invited Presentations

1. Delivery cancer supportive care through technology

Chair: Dorothy M K Keefe, President of Multinational Association of Supportive Care in Cancer (MASCC)

Rapporteur: Valeria D. Tozzi, Cergas Bocconi

Short Description: Health technologies can improve clinical and home monitoring for surveillance of patients. This group session looks at addressing a sustainable approach to use innovative methods for clinical monitoring.

Speakers:

- Alberto Costa (ESO)
- Jorn Herrstedt, European Society for Medical Oncology (ESMO)
- Colin Sweeney, Director of ICT King's College Hospital NHS Foundation Trust (TBC)

2. Setting Regulatory Frameworks for mobile health in cancer supportive care

Chair: Hal Wolf, Senior VP & COO Kaiser Permanente USA

Rapporteur: Rosanna Tarricone, Director Cergas Bocconi

Short Description: Cancer is one of the main causes of ill health, disability and death. The aim of this session is to discuss how to improve the use of mhealth by setting regulatory frameworks to enhance preventative services and the quality of cancer supportive care in order to make patients' access to cost-effective treatments quicker and easier.

Speakers:

- N. Al Shorbaji, Director, Department of Knowledge Management and Sharing, WHO (TBC)
- Ethan Basch, MD (TBC)
- John Lim Chief Executive Officer Health Sciences Authority, Singapore (TBC)

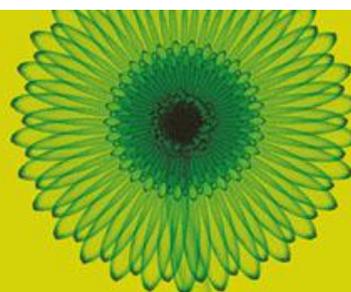
3. Economic impact of mobile health on CSC

Chair: Shelby D. Reed Associate Professor in the School of Medicine at Duke University in Durham, NC

Rapporteur: Antonietta Medina-Lara, Senior Lecturer in Health Economics at University of Exeter Medical School

Short Description: During the last few decades, clinical associations and cancer centers have recognized the need for supportive cancer care for patients and their families. For this reason it is becoming increasingly important to evaluate the economic impact of the use of mobile technologies on such types of cancer care. The aim of this group session is to discuss how to enhance economic evaluation in this field.

Speakers:





- Samuel M. Silver, Chair of the National Comprehensive Cancer Network (NCCN)
- Robert B. Diasio, M.D. Director of the Mayo Clinic Cancer Center
- Tomomitsu Hotta, President, National Cancer Center Japan (TBC)

4. Mobile health for cancer disease management and integrated care

Chair: Rainer Herzog, Director, mHIMSS Europe

Rapporteur: Greta Nasi, Director Public Management and Policy Area

Short Description: Cancer disease management represents one of the greatest health care challenges worldwide. Mobile monitoring devices enable patients with serious problems to record their own health measures and send them electronically to physicians or specialists. This session looks at addressing the main challenges of introducing ICT and mobile health to support continuity of care in CSC.

Speakers:

- Claudia Pagliari, Senior Lecturer University of Edinburgh
- Wong Chun Por President, eHealth Consortium Hong Kong Hospital Authority (TBC)
- Michio Kimura President Asia Pacific Association for Medical Informatics, Japan (TBC)

5. Changing cancer patients life: mhealth enhancing symptoms management and health related quality of life

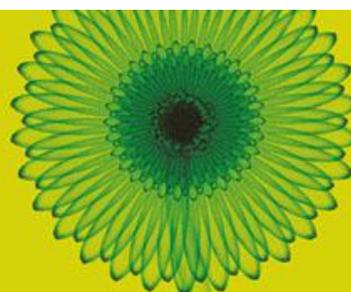
Chair: Nicola Bedlington, Executive Director, European Patients' Forum

Rapporteur: Maria Cucciniello, Assistant Professor, Università Bocconi

Short description: mhealth has tremendous potential for patient engagement and improved clinical care. Today a number of new ways to conduct assessment and follow-up of symptoms are available that use information technologies, such as pagers, e-mail, or telephone-based interactive voice response systems. This session looks at discussing further strategies for improving symptoms management in order to assure to cancer patients better quality of life.

Speakers:

- Gadi Ben- Yehuda, Innovation and Social Media Director IBM Center for the Business of Government, United States
- Melvin Hutson, Chairman of American Institute for Cancer Research (TBC)
- Tadao Kakizoe, President of Japan Cancer Society (TBC)





Draft Agenda

Morning Session	
8.30	Registration
	Welcome Address - Andrea Sironi Rector, Università Bocconi
9.30	Introduction - Riccardo Braglia, CEO, Helsinn Group
10.00	Opening Speech - Gunther Eysenbach Professor University of Toronto, Editor-in-chief of the Journal of Medical Internet Research
10.40	The burden of cancer supportive care - Rosanna Tarricone Director, Cergas Bocconi
11.00	mhealth and cancer supportive care for better life - Greta Nasi Director, Public Management and Policy Area SDA Bocconi
11.20	The use of innovative Technologies to improve the delivery of cancer supportive care - Clifford A. Hudis, President American Society of Clinical Oncology
11.40	The role of Regulators in enhancing cancer supportive care - Paola Testori Coggi, DG SANCO (TBC)
12.00	Cancer supportive care in China - Xiaoling Qin , Deputy Director-General at China State Food & Drug Administration
12.20	Conclusion & Discussion
	Lunch – Networking
Afternoon Session	
14.30	Parallel Sessions
16.00	Break
16.30	Plenary session Moving forward assuring better quality of life to cancer patients: recommendations and next step - Rosanna Tarricone Director, Cergas Bocconi
16.45	APP AWARDS
17.00	Final Remarks - Gunther Eysenbach , Editor-in-chief of the Journal of Medical Internet Research

