Pharmaceutical Oncology Initiative

Ensuring that all people with cancer have equal access to the right services and medicines at the right time, giving them the best chance to manage their cancer.
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Pharmaceutical Oncology Initiative

What is the Pharmaceutical Oncology Initiative (POI)?

The POI is a group of ABPI member pharmaceutical companies that have been successfully collaborating with the Department of Health (DH), the National Health Service (NHS) and other key partners for 10 years to improve the delivery of cancer services and access to medicines. The POI believes that UK cancer survival rates should be comparable with the best in Europe. Established in 2005, it has demonstrated the benefits of collaboration with partners including the DH and the NHS, by facilitating major strategic projects that enable people to gain better access to cancer services and medicines.

EVERY 2 MINUTES SOMEONE IS DIAGNOSED WITH CANCER IN THE UK\(^1\)

MORE THAN 1,000 PEOPLE WILL BE DIAGNOSED WITH CANCER EVERY DAY IN THE UK BY THE END OF 2016\(^2\)

MORE THAN ONE IN FOUR DEATHS IN THE UK ARE CAUSED BY CANCER\(^1\)

162,000 PEOPLE DIED FROM CANCER IN THE UK IN 2012\(^1\)
Ensuring age is not a barrier to receiving optimal treatment with cancer medicines

A joint project with the National Cancer Equality Initiative (NCEI), established by the DH, investigated age discrimination within cancer chemotherapy treatment. Results from a patient scenario research study showed that as a patient’s age increases, clinicians would use less intensive therapy irrespective of co-morbidities and social support. As a result, the POI worked in partnership with the NCEI to conduct audits of current databases of chemotherapy treatment in order to analyse actual treatment by age. The databases investigated included:

- Systemic Anti-Cancer Therapy Dataset (SACT) from the NCIN. For further information, see www.england.nhs.uk/wp-content/uploads/2013/12/old-people-rec-cancer-drugs.pdf
- Haematological Malignancy Research Network (HMRN) data from the University of York. For further information, see www.hmrn.org/publications/reports

In addition, systematic evidence reviews of clinical trials have been commissioned in six tumour types to assess clinical benefit and toxicity in the older patients compared to treating younger patients.

The Liverpool Reviews and Implementation Group (LRiG) are reviewing the evidence available for the treatment of older patients with breast cancer, lung cancer, colorectal cancer, renal cell cancer, non-Hodgkins lymphoma and chronic myeloid leukaemia. Further evidence will be published in 2015.

The findings of this research were presented in December 2014 at Britain Against Cancer as a call to action against ageism.

10 years of success

With effective partnerships, the POI has achieved success across a broad range of areas.

Chemotherapy Capacity Planning Tool (C-PORT)
The POI together with the former Cancer Services Collaborative and National Cancer Action Team (NCAT) created C-PORT. C-PORT is a web-based simulator that enables cancer hospitals to plan chemotherapy delivery effectively and to improve access to cancer medicines. For further information, see www.cport.co.uk

Cancer Commissioning Toolkit (CCT)
The CCT was developed by the National Cancer Intelligence Network (NCIN) in partnership with the POI. The CCT is a ‘one-stop’ online library of key cancer information and data that can be easily accessed by commissioners. For further information, see www.cancertoolkit.co.uk

Health Technology Assessment (HTA)
HTA methodology is pivotal for the assessment of the value of medicines. The POI commissioned an independent report from the Office of Health Economics and York University to examine the assessment and appraisal of oncology medicines by the National Institute for Health and Care Excellence (NICE). The report recommended areas that should be further researched to address the current challenges within cancer care. Subsequently, research was conducted in collaboration with the School of Health and Related Research (ScHARR) into treatment switching and extrapolating survival methods. The resulting research has been implemented in practice and has been integrated into a NICE Technical Support Document for guidance to manufacturers and assessors.

Improving medicines information
The POI and the NCAT commissioned an audit of the information patients are offered within the former NHS Choices information prescription system. The audit report recommended specific improvements in the way patients receive information. In addition, by working with third-party information providers, such as patient charities, the POI has helped address the ongoing challenge of patient access to high-quality medicines information.
Key challenges for moving cancer services forward

With the introduction of new therapies and the evolution of the NHS, the delivery of cancer treatment is continually changing and presenting new challenges.

Service improvements
Changing the way medicines are developed (such as delivering stratified medicines for smaller patient populations) will impact all aspects of cancer-service delivery. In particular, ensuring effective genetic services and pathology testing, which are needed for assessing whether patients are likely to respond to stratified medicines.

Inequalities in age, uptake and geography
Cancer services must address the inequalities associated with the ageing population and changing demographics.

Evaluation of medicines
Comprehensive patient-level data collection has the ability to revolutionise treatment decisions. For example, the Systemic Anti-Cancer Therapy (SACT) database, which records information on chemotherapy treatment, together with cancer-registry data, will help identify best practice and reduce geographical variation.

Medicines optimisation
Optimising the use of cancer medicines to achieve the best possible patient outcomes.

The POI priorities for improving cancer care

In light of the changing environment within cancer care, the POI and its partners aim to address these challenges. The priority areas include:

Service improvements
- Ensuring patients have access to stratified medicines
- Planning and developing capacity and infrastructure for diagnostics and chemotherapy

Inequalities in age, uptake and geography
- Ensuring age is not a barrier to patients receiving cancer medicines
- Generating evidence and implementing change in the NHS

Evaluation of medicines
- Informing HTA methodology through research
- Using real-world data to demonstrate the value of medicines including outcomes for cancer patients

Medicines optimisation
- Ensuring patients receive the right medicines at the right time
- Investigating strategies to improve adherence
Ongoing initiatives in cancer care

There are a number of ongoing POI initiatives whose results will continue to positively impact on the delivery of cancer services and access to medicines.

**CMD ImPACT Project**

The Cancer Molecular Diagnostics Implementation Planning and Commissioning Toolkit (CMD ImPACT) project is a unique collaboration between the Royal College of Pathologists (RCPath), Cancer Research UK (CR-UK) and the ABPI POI to improve cancer outcomes by making sure that patients with cancer have access to the stratified medicines they need.

The CMD ImPACT project has led to the development of two unique resources:

- **CMD ImPACT Business Planning Tool** has the potential to deliver rapid and significant improvements to the way in which molecular diagnostics are delivered and funded locally. This tool should lead to increased value-based funding and more cancer patients gaining access to the stratified medicines they need.

- **CMD ImPACT Landscape Dataset** was collected in 2014 from 15 laboratories. The landscape dataset will enable commissioners to understand current provision and help to identify where the gaps exist, how the service is changing and where the future provision needs will be.

**Next steps**

A workshop was conducted in December 2014, the results of which are currently being assessed.

**HTA methodology research**

Many areas of HTA methodology still require specific investigation. The POI is currently working in partnership with the Office of Health Economics in the following areas:

- Taking account of the wider benefits of cancer treatments including societal preferences and how society values health in real-world scenarios for cancer. Publication is expected in 2015.

- Assessing if cancer medicines warrant a “dread-disease” premium.

- Dealing with uncertainty and risk in HTA modelling techniques. Publication is expected in 2015.

- Following on from the initial research into extrapolation, ScHARR is working with POI to review how this is actually being assessed in practice.

“This year is a milestone for the POI, marking 10 years of successful partnership and collaboration against a background of substantial improvements in cancer medicines. However, there are still challenges ahead to improve access to the right medicines and services at the right time for cancer patients. The ambition and focus of the POI would play a key role in helping overcome these hurdles.”

Stephen Whitehead, CEO, ABPI
Acronym glossary

ABPI
Association of the British Pharmaceutical Industry – represents innovative research-based biopharmaceutical companies, large, medium and small, leading an exciting new era at biosciences in the UK.

C-PORT
Chemotherapy Capacity Planning Tool

CCT
Cancer Commissioning Toolkit

CMD ImPACT
Cancer Molecular Diagnostics Implementation Planning and Commissioning Toolkit

DH
Department of Health

HTA
Health Technology Assessment

NCAT
National Cancer Action Team

NCEI
National Cancer Equality Initiative

NCIN
National Cancer Intelligence Network

NHS
National Health Service

NICE
National Institute for Health and Care Excellence

POI
Pharmaceutical Oncology Initiative

SACT
Systemic Anti-Cancer Therapy dataset

References


POI Member Companies

Amgen
Astellas
AstraZeneca
Boehringer Ingelheim
Bristol-Myers Squibb
Celgene
Janssen
Lilly
Merck Serono
MSD
Napp
Novartis
Pfizer
Sanofi
Takeda

For further information please contact the ABPI
www.abpi.org.uk

Date of Prep: April 2015 PHGB/NPR/0315/0006