

TOWARDS A GLOBAL APPROACH FOR ACCESS TO ONCOLOGY CARE

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Cancer is a noncommunicable disease (NCD) and a leading cause of death worldwide. In 2008, cancer accounted for 7.6 million deaths around the world, with 70% of those deaths occurring in low- and middle-income countries. Demand is increasing to address the growing needs of cancer patients, particularly in developing countries where cancer care and access to medicines is challenging. In fact, NCDs like cancer may represent an even greater obstacle to global development than infectious diseases. Sanofi understands this growing global health problem and considers access to health care for cancer and other NCDs a key priority today.

Cancer is the result of multiple causative factors over the course of a lifetime and requires a horizontal, integrated approach to care with the patient, family, and the entire community as active participants. This particular nature

implies that existing paradigms for improving access to medicines do not provide sufficient answers because the full chain of structural obstacles has to be addressed. The development of medicines, availability in the countries, affordability, distribution, care provision and usage has to be integrated in the solutions offered.

Sanofi is already working to address these obstacles. Numerous initiatives are underway to address three key areas of focus – medical innovation, prevention and chronic disease management, and access to affordable health care. Overall, Sanofi believes that a person's financial position should not determine whether or not she receives access to health care. The company seeks to provide solutions for both universal and specific patient needs at the global, regional and local level. These include international programmes that are vast in scope, as well as targeted initiatives designed to meet very

Box 1: Examples of Sanofi involvement to further cancer research and development in developing countries

Partnership organization	Description	Region/country
INDOX	Establishing world class academic oncology network for conducting clinical studies in common cancers in India and providing training and fellowships to Indian clinicians and scientists	India
Mexican Health Foundation	A programme to explore the unmet needs of cancer survivorship and gaps within the healthcare systems in Brazil and Mexico	Mexico and Brazil
Africa Oxford Cancer Foundation	Focusing on sharing expertise, technology, training and a degree of philanthropic support to help reduce global disparities in cancer care	Africa
Chinese Society of Clinical Oncology (CSCO)	Developing continuing education and training programmes for oncology professionals and Coordinating Good Clinical Practice (GCP) and Evidence-Based Medicine (EBM), basing multicentre, multi-disciplinary and multi-level cooperative research on clinical oncology, and promoting the transfer of technology and service in, cancer care and prevention influencing national policy in the fight against cancer and supporting the government in the management of cancer prevention and treatment.	China

Box 2: Oncology Academy

Oncology Academy – an academic programme for training of junior oncologists

Location: Egypt

Key number: 2 sessions took place during April and October 2012. A total of 80 junior oncologists were trained.

The main goal of the Oncology Academy is to participate in the knowledge, quality, and effectiveness of care provided to cancer patients by training junior oncologists. This is achieved through this continuous medical education (CME) initiative under the leadership of eminent experts from Egypt and Middle East countries.

Having experts' experiences shared with the participants (oncologists & urologists) facilitates the exchange of clinical practice guidelines during 3 days of an intensive agenda. The initiative gives the chance to share experiences and stresses the need for multidisciplinary approaches between different specialties such as medical oncologists, surgeons and urologists.

specific local patient needs.

A global oncology division of experts was formed to ensure access to Sanofi cancer medicines and to build a diversified portfolio of innovative, personalized cancer treatment solutions. A significant commitment is put behind Sanofi research and development in oncology. In many developing regions, cancers are often unique and understanding the disease leads research toward better treatment solutions. To this end, several R&D initiatives are underway and Sanofi partners with some of the top cancer experts in these regions to better understand the needs of cancer patients in that part of the world. (see Box 1: Initiatives that further R&D in developing countries).

Beyond R&D, appropriate capacities are needed for access to health care and effective use. Therefore, Sanofi is involved

Box 4: Giving life a chance

"Giving Life a Chance" – an integrated programme for breast cancer patients

Location: Russia

Key number: 3,007 women from 67 cities gained access to

docetaxel; 700 women were screened in May 2012, out of them 120 were deferred for further examination.

Of all cancers affecting women in Russia, breast cancer has the highest mortality rate. The survival rate of women with breast cancer is far below that observed in other developed countries. Sanofi Russia takes part in awareness campaigns and support programmes for breast cancer patients in cooperation with leading Russian cancer institutes and clinics. Traditional communication channels and social media are used to spread the word, with high-impact messages such as "Each day in Russia, 47 children lose their mothers to breast cancer." Sanofi is a member of a nonprofit partnership that cooperates with Avon's charity walk. At the "Together against Breast Cancer" event in May 2012, 700 women were screened and 120 were identified as requiring further examinations. Also in 2012, over 3,000 breast cancer patients from 67 Russian cities gained access to quality treatment meeting international standards.

In December 2012, the "Giving Life a Chance" campaign was recognized as the best social project in Russia by two Russian ministries and several international organizations.



in many capacity-building projects. For example, the company provides tools to help train health care professionals, inform communities and educate patients on prevention, diagnosis and treatment. Through a programme called "Oncology Academy," Sanofi is working to strengthen human capacities regarding health care professionals in Egypt (see Box 2:

Box 3: Support training of oncologists and nurses

Training oncologists and nurses in Morocco

Location: Morocco

Key number: 45 doctors and 15 nurses trained in improving psycho-oncology skills between 2010 and 2012.

In Morocco, 30,000 new cases of cancer are diagnosed each year. Even though more than 50% of the patients are saved thanks to new and more efficient treatments, cancer remains an important trauma for the patient. Sanofi in Morocco is therefore willing to support improvement in patient management and create a better relationship between the patient and health care professional. Partnering with the NGO "Lalla Salma for fighting against cancer" and the Geneva University Hospital in Switzerland, 99 nurses have been trained in oncology. On top of that, 45 doctors and 15 nurses were trained in psycho-oncology.



Box 5: Ashayein**Ashayein – an integrated patient support pilot programme****Location:** India**Key number:** 149 patients treated since July 2012.

The Ashayein patient support programme is dedicated to the care of all deserving patients working on both cost burden and patient empowerment. A tier-pricing programme based on physicians' recommendations, and an evaluation of income by third parties, is addressing the obstacle of the cost of medicines. Also, this assistance programme has a dedicated counselor providing counseling to patients' families and care givers on disease treatment and management of appropriate self-care.

Oncology Academy). Additionally, Sanofi takes a patient centred approach to cancer care. For the patient, learning that she has cancer is not only about diagnosis and treatment, but it becomes a traumatic life-altering experience. Sanofi in Morocco has set up a project in partnership with the Geneva University Hospital (Switzerland), to support the training of both nurses and doctors regarding the psychosocial aspects of cancer (see Box 3: Training oncologists and nurses in Morocco).

Cancer needs to be addressed with a proactive approach to increase chances of recovery and survivorship. Therefore, Sanofi's action begins with prevention through awareness and screening programmes. (see Box 4: Giving life a chance) From a social and political standpoint, the cost burden regarding

access to cancer care must be addressed. Sanofi takes a case-by-case approach and has initiated access programmes in partnership with local health care communities (see Box 5: Ashayein in India).

Finally, to further respond to public health challenges in developing countries, Sanofi engages in constructive conversation and cooperative collaboration with health care professionals, payers, governments, and nonprofit organizations around the world to help find sustainable solutions. One example of this is an initiative called "My Child Matters," which is a partnership between the Sanofi Espoir Foundation and the Union for International Cancer Control (UICC) to fight against childhood cancer in developing countries where the paediatric oncology field is still emerging. (see Box 6: My Child Matters).

Indeed, cancer is and will remain a public health priority in the coming years, in order to avoid a heavy economic and social burden impact on developing economies. Sanofi is committed, through partnerships, to helping fill the oncology gap. ●

For more information about these and other Sanofi programmes, please contact Megan Thomas, megan.thomas@sanofi.com.

¹ WHO website: <http://www.who.int/mediacentre/factsheets/fs297/en/index.html> 9

Box 6: My Child Matters**My Child Matters****Location:** Fighting against childhood cancer in low- and middle-income countries.**Key number:** An important number of countries involved in Asia, Latin America and Africa.

The project "My Child Matters" was launched in 2006 and is a partnership between the Sanofi Espoir Foundation and the UICC. It fuses financial support, the expertise of cancer specialists from the world over and effective networking to improve all aspects of the health care chain: information and awareness campaigns for authorities and the public; health personnel training; early diagnosis; access to care, including the underdeveloped fields of pain management and palliative care; and psychological support for children with cancer, their families and their care providers.

The programme integrates local partners, regional hospitals and NGOs, international paediatric oncology and public health experts. The programme is now entering a new phase with the deployment of global awareness raising actions. This advocacy model has to become global to stimulate and enhance the action of governments.

