

# **24** ANNUAL REPORT



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Looking back on 2024, I am delighted to share with you the evolution of Sharing Progress in Cancer Care (SPCC) as a leading voice in independent oncology education and collaboration. This past year marked another important chapter in our mission to foster innovation, promote equity, and improve quality across the cancer care continuum. Through the invaluable support of our partners and the dedication of our team, we were able to expand our international reach, launch new educational programmes, and engage with professionals from a broad range of disciplines. At the same time, we reinforced our commitment to cocreation. By working alongside professional societies, institutions, patient advocates, and industry, we are building initiatives that are more inclusive, evidence-informed, and capable of real-world impact. We also laid important foundations for the future, advancing our involvement in EUfunded projects, and updating our strategic plan, to guide SPCC through the next three years. Looking ahead, I remain confident that together, with our partners, faculty, and community, we will continue to drive progress and innovation where it matters most: improving outcomes and quality of life for people living with cancer worldwide.



## Dr Matti S. Aapro

President

#### **MESSAGE FROM THE CEO**

Since its establishment in 2019, SPCC has been committed to driving progress across the cancer care continuum by fostering and sharing innovation, new knowledge, and best practices through its global educational and training activities. In 2024, thanks to the invaluable support of key companies and partners, SPCC was able to develop, manage, and promote impactful, independent educational and training projects and initiatives at a global level. These were delivered with an evidence-based, high-quality, and co-creative approach, as highlighted in this Annual Report.

We also continued to strengthen strategic partnerships with leading medical and health professional associations and cancer organisations, including active engagement in EUfunded projects to fulfil our mission.

Looking ahead, through continued knowledge sharing and innovation, SPCC remains dedicated to enabling tangible and effective progress across all dimensions of the cancer care continuum – clinical, managerial, technological, and integrative. All of this is to support and empower those working every day to improve both the quality of cancer care and the quality of life of patients and their families. And we will continue to do so.



**Pietro Presti, MBA, PhD** Chief Executive Officer

## **OUR HISTORY**

2004	2015-2019	2019	2020
<b>SPCC</b> is launched as an ESO programme.	<b>SPCC</b> supports ESO flagship educational events (masterclasses) and the <i>Cancerworld</i> magazine.	SPCC becomes a legally independent, non-profit association registered and based in Switzerland (Bellinzona).	<b>SPCC</b> creates OncoCorner, its e-learning platform. <i>Cancerworld</i> , ESO's independent medical magazine, is funded and diatributed by <b>SPCC</b>
2021	2022	Founded by the European School of Oncology (ESO), the ESO Foundation (ESOF), and the Fondazione per la Formazione Oncologica (FFO).	distributed by SPCC.
SPCC scales up and starts to strengthen its global presence.	New CRM management model under development. New branding strategy	SPCC opens to EU-funded projects and lays the foundation for broader institutional engagement at European level.	SPCC expands participation in international consortia and educational initiatives, reinforcing its role as a strategic partner in the European oncology landscape.

At the end of the year, Cancerworld transitions to a new publisher, marking the successful conclusion of SPCC's role in supporting the magazine's relaunch and international visibility from 2020 to 2024.



and new logo.

The SPCC EUROPE Foundation is established in Warsaw.

## **OUR VISION**

To be an essential global reference organisation, bringing stakeholders together in pursuit of continuous progress across the Cancer Care Continuum.

### **OUR MISSION**

To promote both multiprofessional and multidisciplinary dialogue, understanding and collaboration as well as the sharing, integration and implementation of the knowledge between all stakeholders across the Cancer Care Continuum, listening and answering to patients' diverse needs across continents.



## SUPPORTING COMPANIES (2024)

SPCC extends its gratitude to all the companies, whose steadfast support is the cornerstone of our success and impact. Your enduring commitment enables us to reach our goals and make a difference in the cancer community.





Lilly





sanofi



## SUPPORTING COMPANIES (2024)

### Platinum











Silver









## **COLLABORATIONS**













SPCC is committed to cooperate with stakeholders and associations from all perspectives, all continents, respecting each other's priorities within an ethical approach.

## EUROPEAN PROJECTS

Sharing Progress in Cancer Care (SPCC) is a committed partner in EU-funded initiatives, dedicated to advancing innovation, disseminating new knowledge, and promoting best practices in cancer care.

# DEFINITIVE 2023-2028

The DEFINITIVE trial, funded by the European Commission, is a clinical study conducted across 44 hospitals in 7 European and associated countries. It aims to demonstrate that personalised treatment decisions in early-stage HER2-positive breast cancer, guided by the HER2DX® diagnostic assay, can improve patients' quality of life while maintaining treatment efficacy and survival outcomes. It also seeks to prove that HER2DX® is safe and efficient, and will reduce direct and indirect costs for hospitals and public health systems.

The DEFINITIVE assay is a **5-year international phase III clinical trial**. As a two-arm randomised trial, it will include **304 patients with early-stage (stage II to IIIA) HER2-positive breast cancer** who have not received previous treatment. These patients will be randomly divided into two groups to compare the outcomes.

The DEFINITIVE **consortium** is composed of **18 partners** from **9 different countries**, assuring **European coverage and contribution** through multidisciplinary expertise to the project.



# ACTIVITIES





#### **2024 ACTIVITIES**

#### **Projects** How to exploit AI to improve cancer care efficiency 13 Haemato-oncology highlights from major congresses 14 Transforming cancer care: supporting upper GI cancer with medical nutrition therapy 15 Behind every drug there is a story: bringing the human experience back into drug development 16 18 Advances in integrative oncology: exploring future perspectives Highlights from ABC7 International Consensus Conference 19 Breast cancer highlights from major oncology congresses 2024 20 Lung cancer highlights from major oncology congresses 2024 22 Gastrointestinal cancer highlights from major oncology congresses 2024 24 Overview and clarification of the current HR+ HER2- EBC treatment landscape 25 **Publications** Project on the Impact of Nutritional Status in Geriatric Oncology 26 **RFP**

Improving Care of Early Breast Cancer (EBC) Patients in Europe

27



### + 8980 HCPs from more than 140 countries

How to exploit AI to improve cancer care efficiency

Haemato-oncology highlights from major congresses

Transforming cancer care: supporting upper Gl cancer with medical nutrition therapy

Behind every drug there is a story: bringing the human experience back into drug development

Advances in integrative oncology: exploring future perspectives

Highlights from ABC7 International Consensus Conference

Breast cancer highlights from major oncology congresses 2024

Lung cancer highlights from major oncology congresses 2024

Overview and clarification of the current HR+ HER2- EBC treatment landscape

## **OncoCorner in 2024**

**CONNECTION MODE** 

### 761 Total Learners



#### GENDER

367 Women	1 Not defined	Men <b>192</b>

#### NATIONALITY

India	19,11%
Portugal	7,50%
Switzerland	5,89%
Italy	3,75%
Romania	3,57%
Philippines	3,57%
Germany	3,39%
United Kingdom	3,21%
Mexico	2,32%
Israel	2,14%
151 001	2,1470

CD			LTY
SP	EC	IA.	

Nutrition in Oncology	18,93%
Medical Oncology	16,61%
Other	11,61%
Clinical Oncology	10,71%
Industry	5,54%
Radiation Oncology	3,93%
Surgery	3,04%
Haemato-Oncology	2,86%
Pharmacy / Pharmacology	2,86%
Academic Research	1,79%

# How to exploit AI to improve cancer care efficiency

In recent years, artificial intelligence (AI) has demonstrated **significant potential in enhancing the efficiency of cancer care**, revolutionising the diagnosis, treatment, and management of oncological patients. This SPCC webinar focuses on how the utilisation of AI in cancer care can provide a wide array of opportunities to enhance the efficiency and effectiveness of oncological treatments. Leveraging sophisticated algorithms and advanced data analytics, it is possible to optimise diagnosis, tailor treatment, and improve patient management, leading to a reduction in mortality rates and an enhanced quality of life for cancer patients.

#### **EDUCATIONAL DESIGN**

**1 LIVE WEBINAR** on the OncoCorner e-learning platform



**FACULTY** Chair: Matti Aapro, CH Experts: Marius Geanta, RO – Dimitris Kalogeropoulos, UK



#### WEBINAR PARTICIPATION

**40** Total Learners



#### SATISFACTION RATE

 $\square$ 



## Haemato-oncology highlights from major congresses

The European Haematology Association (EHA) Congress and the Meeting of the American Society of Haematology (ASH) are the largest and most significant events in the field of haematology. These annual congresses bring together haematologists, researchers, clinicians, scientists, and healthcare professionals from around the world to **discuss and exchange knowledge on various aspects of haematology**. The congresses feature a comprehensive scientific programme covering a wide range of topics within haematology. Researchers and experts present their latest findings through oral and poster presentations, highlighting advancements in basic and clinical research.





#### WEBINARS PARTICIPATION

#### **40** Total Learners



Excellent	67%
Good	33%
Fair	0%
Poor	0%
Very Poor	0%

## Transforming cancer care: supporting upper GI cancer with medical nutrition therapy

This webinar provides a comprehensive overview of how medical nutrition therapy can transform the treatment of upper gastrointestinal cancer.

Expert speakers discuss evidence-based strategies to manage side effects, integrate nutritional support into treatment pathways, and enhance supportive cancer care. The session offers practical insights aimed at improving prognosis and optimising patient outcomes in oncology.

#### EDUCATIONAL DESIGN

**1 LIVE WEBINAR** on the OncoCorner e-learning platform



**FACULTY** Chair: Carla Prado, CA Experts: Nicole Erickson, DE – Paula Ravasco, PT



#### WEBINAR PARTICIPATION

#### 349 Total Learners





## Behind every drug there is a story: bringing the human experience back into drug development

Oncology drug development has seen massive expansion in the past couple of decades. Paradigm shifting treatments have entered the scene and are excelling in delivering outcomes of response and survival. Across solid tumors and hematological malignancies, drug classes that are now available, including immunotherapies, cell-based therapies, as well as small molecules to previously undruggable targets, are now a reality. But, how did this come to be? What were the beginnings of those drugs and how many of them nearly never saw the light of day? What did it take to get them across the finish line, a village or one man's perseverance and belief?

The stories of these drugs are not sung and told nearly as often as they deserve to be. This SPCC webinar is created with the intention of listening, remembering, and getting reminded, humbled and inspired.

"Behind every drug there is a story" is designed to teach about what it takes to develop a blockbuster in oncology, how the landscape changes and evolves but certain basic principles remain. We do it all for patients.



#### EDUCATIONAL DESIGN

#### 1 LIVE WEBINAR

on the OncoCorner e-learning platform

#### FACULTY

Chairs: Matti Aapro, CH - Aleksandra Filipovic, UK Experts: Graham Ferrier, US - Daniel Fowler, US

#### A compelling **INTERVIEW SERIES**

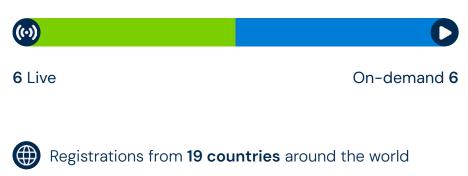
led by SPCC Scientific Clinical Advisor Dr Aleksandra Filipovic, offering in-depth conversations with leading <u>experts in the</u> field.



The series is available on the SPCC website.

#### WEBINAR PARTICIPATION

#### **12** Total Learners





7

Registered participants representing 27 specialities



## Advances in integrative oncology: exploring future perspectives

In the ever-evolving landscape of cancer care, this webinar serves as a beacon for the latest breakthroughs and holistic approaches in the field of integrative oncology. The goal is to delve into the forefront of innovation, fostering a collaborative exploration of diverse perspectives to enhance the comprehensive care of individuals facing the challenges of cancer. Through cutting-edge advancements, the aim is to share insights and envision the future of integrative oncology, holding the promise of improved outcomes and enhanced wellbeing for patients.

#### **EDUCATIONAL DESIGN**

**1 LIVE WEBINAR** on the OncoCorner e-learning platform



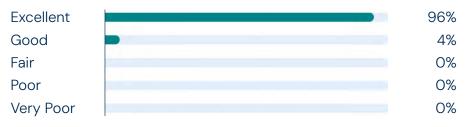
#### **FACULTY** Chairs: Matti Aapro, CH – Aleksandra Filipovic, UK – Florian Scotté, FR Experts: Daiming Fan, CN – Maryam Lustberg, US



#### WEBINAR PARTICIPATION

#### 60 Total Learners





## Highlights from ABC7 International Consensus Conference

SPCC and ABC Global Alliance joined forces on a webinar consisting of a follow-up to the "Advanced Breast Cancer Seventh International Consensus Conference".

#### **EDUCATIONAL DESIGN**

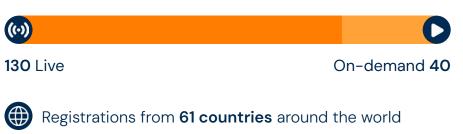
**1 LIVE WEBINAR** on the OncoCorner e-learning platform

**FACULTY** Experts: Isabelle Aloi–Timeus, MX – Fatima Cardoso, PT – Karen Gelmon, CA



#### WEBINAR PARTICIPATION

#### 170 Total Learners



Registered participants representing **25 specialities** 

Excellent	83%
Good	17%
Fair	0%
Poor	0%
Very Poor	0%

## Breast cancer highlights from major oncology congresses 2024

The approach to treating early and advanced breast cancers has undergone significant changes in recent years. There are now new treatment options that are positively influencing the lives of patients.

With the rapid growth in available treatments and the constant flow of data from various conferences, staying informed can pose a significant challenge. This underscores the significance of educational webinars, which seek to condense, assimilate, and interpret the most recent updates emerging from major international congresses.

#### **EDUCATIONAL DESIGN**

✓ CME ACCREDITED

**4 LIVE WEBINARS** on the OncoCorner e-learning platform





#### WEBINARS PROGRAMME



## Breast cancer highlights from the ESMO Breast 2024

FACULTY - Chair: Fatima Cardoso, PT Experts: Nadia Harbeck, DE - Shani Paluch-Shimon, IL

# Breast cancer highlights from the ASCO Annual Meeting 2024

**FACULTY** – Chair: Shani Paluch–Shimon, IL Experts: Fatima Cardoso, PT – Nadia Harbeck, DE

Breast cancer highlights from the ESMO Congress 2024

**FACULTY** – Chair: Shani Paluch-Shimon, IL Experts: Fatima Cardoso, PT – Nadia Harbeck, DE

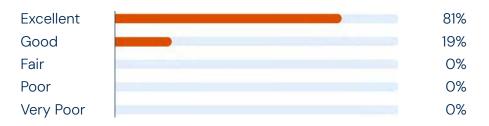
Breast cancer highlights from the San Antonio Breast Cancer Symposium 2024

**FACULTY** - Chair: Nadia Harbeck, DE Experts: Fatima Cardoso, P<u>T</u> - Shani Paluch-Shimon, IL

#### WEBINARS PARTICIPATION

#### 240 Total Learners





## Lung cancer highlights from major oncology congresses 2024

The landscape treatment for thoracic malignancies has been rapidly changing over the years. New treatments are nowadays available with positive impact on patients' lives.

Given the rapid expansion of treatment available and the data pouring out of any meeting, remaining updated might represent a major challenge. Hence the role and importance of educational webinars aiming to summarise, digest and interpret the latest update coming off major international events.

#### **EDUCATIONAL DESIGN**

**3 LIVE WEBINARS** on the OncoCorner e-learning platform



#### WEBINARS PROGRAMME



#### Lung cancer highlights from the ASCO Annual Meeting 2024

**FACULTY** Chair: Alfredo Addeo, CH Experts: Xiuning Le, US – Jaruska Naidoo, IE

## Lung cancer highlights from the 2024 World Conference on Lung Cancer

**FACULTY** Chair: Christian Rolfo, US Experts: Clarissa Baldotto, BR – Natasha B Leighl, CA

Lung cancer highlights from the ESMO Congress 2024

**FACULTY** Chair: Aleksandra Filipovic, UK Experts: Alfredo Addeo, CH – Christian Rolfo, US

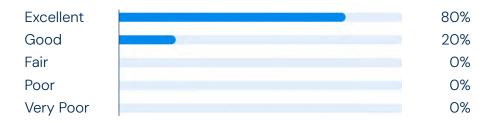
#### WEBINARS PARTICIPATION

#### **120** Total Learners





Registered participants representing 38 specialities



## Gastrointestinal cancer highlights from major oncology congresses 2024

Gastrointestinal cancer is a very frequent cancer with globally still a very high mortality. Multidisciplinary and multimodal treatment modalities, as well a rapidly increasing knowledge on the molecular alterations have led to important therapeutic advances and have contributed to the improved survival rates.



**FACULTY** – Chair: Eric Van Cutsem, BE Experts: Cindy Neuzillet, FR – Erika Ruiz-Garcia, MX



#### WEBINARS PARTICIPATION

#### **90** Total Learners



Registered participants representing **30 specialities** 



## Overview and clarification of the current HR+ HER2– EBC treatment landscape

Expert speakers discuss the latest developments in de-escalation and escalation strategies across surgery, radiotherapy, and adjuvant treatment. The session aims to offer a balanced perspective on enhancing and personalising endocrine therapy, highlighting both current practices and future directions.

#### **EDUCATIONAL DESIGN**

**1 LIVE WEBINAR** on the OncoCorner e-learning platform



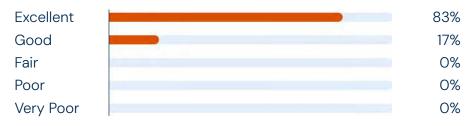
**FACULTY** Chair: Fiorita Poulakaki, GR Experts: Gnant Michael, AT – Stephen Johnston, UK



#### WEBINAR PARTICIPATION

45 Total Learners





Considering the importance of nutritional status in Geriatric Oncology, Sharing Progress in Cancer Care carried out a targeted project which foresaw two stages:

A closed virtual **TASK FORCE**, with the participation of world-renowned experts and Dr Matti Aapro (SPCC President and Scientific Coordinator, as moderator)

#### FACULTY

- **Rocco Barazzoni**, Department of Medical, Surgical and Health Sciences, University of Trieste, IT
- Nicolò Matteo Luca Battisti, Department of Medicine, Breast Unit and Senior Adult Oncology Programme, The Royal Marsden NHS Foundation Trust, Sutton, London, UK
- Jürgen M. Bauer, Center for Geriatric Medicine, University Clinic Heidelberg, AGAPLESION Bethanien Krankenhaus Heidelberg, DE
- **Marije E Hamaker**, Department of Geriatric Medicine, Diakonessenhuis Utrech, NL
- **Megan Pattwell**, The Royal Marsden NHS Foundation Trust, London, UK
- Florian Scotté, Institute Gustave Roussy, Villejuif, FR
- Enrique Soto Perez de Celis, Department of Geriatrics, Instituto Nacional de Ciencias Medicas y Nutricion Salvador Zubira, Mexico City, MX and Division of Medical Oncology, University of Colorado, Anschutz Medical Campus, US
- Pierre Soubeyran, Department of Medical Oncology, Institute Bergonié, Regional Comprehensive Cancer Centre, Université de Bordeaux, FRde Navarra, Madrid, Spain

A **POSITION PAPER**, published in the European Journal of Cancer, summarising the most important outcomes of the Task Force.

Read the full article:



## Systematic nutritional screening and assessment in older patients: Rationale for its integration into oncology practice

Although malnutrition is highly prevalent in older people with cancer, ranging between 30% and 80% according to some analyses, is associated with frailty, and has been shown to be a major risk factor for poor treatment response and worse overall survival, addressing nutrition status is not always a priority among oncology healthcare providers. Evaluation of nutritional status is a two-step process: screening identifies risk factors for reduced nutritional intake and deficits that require more in-depth assessment. Screening activities can be as simple as taking weight and BMI measurements or using short nutritional questionnaires and asking the patient about unintentional weight loss to identify potential nutritional risk. Using geriatric assessment, deficits in the nutritional domain as well as in others reveal potentially reversible geriatric and medical problems to guide specific therapeutic interventions. This paper presents rationale for systematic nutrition screening and assessment in older adults with cancer.

## IMPROVING CARE OF EARLY BREAST CANCER (EBC) PATIENTS IN EUROPE



Sharing Progress in Cancer Care and Eli Lilly and Company collaborated to seek grant proposals to improve care of Early Breast Cancer (EBC) patients in Europe. The RFP aimed to convene healthcare professionals and innovative organisations to identify gaps in the treatment of Early Breast Cancer and develop strategies to enhance care and address those gaps. The initiative attracted interest from 14 projects. From these, an independent review panel established by SPCC selected the two winners, which were awarded grants for a total of \$ 500,000 USD.

#### AWARDED PROJECTS

#### Download the Press Release

RFP

Development and testing of a patient's decision aid for breast cancer at an early stage: a new tool to promote patient's engagement in their healthcare process

by IEO European Institute of Oncology IRCCS, Italy



IEO Istituto Europeo di Oncologia

The early diagnosis of breast cancer profoundly affects women, causing significant physical and emotional changes. Establishing strong doctor-patient communication and relationships is crucial for enhancing care and patient's quality of life. This project proposes developing an interactive Patient Decision Aid (PDA) tailored to patients' needs to facilitate shared decision-making during medical consultations. The study assesses information needs, develop the PDA, and test its impact on SDM and quality of life. The ultimate goal is to refine the PDA based on feedback and produce a final version aligned with both patient and physician preferences.

#### First results of the project

## Care improvement for early breast cancer patients treated with oral tumor therapy (CarEoTT)

by LMU University Hospital, Germany



In recent years, targeted therapies previously standard for hormone receptor-positive (HR+/HER2-neg) metastatic breast cancer (MBC) have been expanded to include high-risk breast cancer in the adjuvant setting. This expansion in complex oral tumour therapy management (OTT) is expected to lead to a rapid increase in patient numbers and duration of therapies up to 3 years in EBC, necessitating a re-evaluation of therapy management practices. Given the complexity of care for these patients, CarEoTT aims to implement and evaluate standardized oral therapy consultation sessions, involving trained non-doctoral staff to improve patient adherence and facilitate shared decision-making with the oncology team.

#### First results of the project

# SPCC BLENDED PLATFORM





# **SOCIAL MEDIA**

SPCC's social media platforms play a key role in the communication strategy, enabling us to connect with our community daily.

Our presence across various channels, including LinkedIn, Instagram, and Facebook, has consistently seen growth in both followers and engagement. This has brought our total digital audience to over

## 4.000 followers

across all platforms.







## NEWSLETTER

Content such as news updates, details of upcoming events, and other relevant information is regularly disseminated through SPCC's monthly newsletter.

## **WEBSITES**

The **SPCC website** provides information on all our projects, programmes, and initiatives, enriching our digital outreach and engagement with our community.

**OncoCorner**, our free e-learning platform, is a digital corner of excellence, which hosts live webinars, online events, and multimedia contents.



# Cancerworld Published by SPCC



**48** news



A writing contest for oncology professionals to voice their views and perspectives on topics related to oncology. The aim is to stimulate discussion and give insight into modern-day life in the oncology profession. A project in collaboration with **ESO College**.

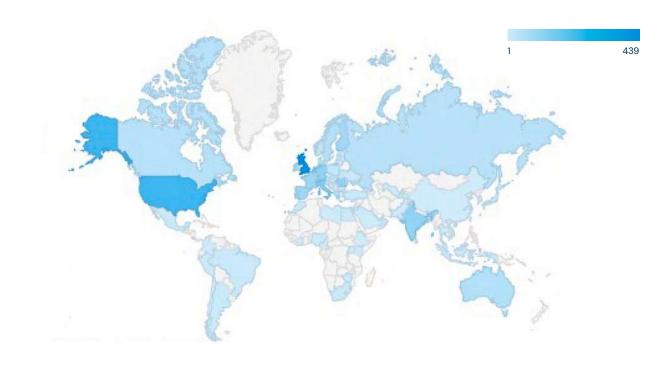
# in 2024



Traditionally focused on Europe, Cancerworld now works with journalists in every continent to report on efforts to extend affordable access to cancer services to populations across the globe.

In 2024, Cancerworld, reached more than

**40.000** readers from more than 20 countries around the world.



#### **ORIGIN OF USERS BY COUNTRY**

United States	10.307	China	881	Vietnam	530
United Kingdom	5.134	Australia	799	Belgium	492
India	3.356	Netherlands	713	Romania	483
Italy	1.280	France	706	Türkiye	385
Canada	1.273	Switzerland	639	Philippines	380
Germany	958	Spain	566	Sweden	376
Georgia	912	Ireland	550		

At a geographical level, engagement remains largely unchanged. Traffic from India has increased, probably due to consistent coverage and no language barrier; Canada, China, and Australia remain stable among the top 10 countries. The hogh traffic from Georgia relates primarly to a profile piece. It reflects very strong networking among young oncoligsts there.

# WHO WE ARE





### **SPCC** Team



#### Matti S. Aapro, MD

President and Scientific Coordinator



Pietro Presti, MBA, PhD Chief Executive Officer



Daniela Mengato

Chief Operating Officer



**Lorenza Wyder**, PhD

Basic Science Advisor



Aleksandra Filipovic, MD, PhD Clinical Advisor

## Maddalena Musazzi

Communication Manager



Annalisa Musco Project Manager



Martina Radice

Event Manager

## SPCC Scientific Advisory Board





## 2024 ANNUAL REPORT



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