



LUNG CANCER SCREENING DRIVING IMPLEMENTATION ACROSS EUROPE

TAKING PLACE DURING THE INTERNATIONAL LUNG CANCER AWARENESS MONTH

IN PARTNERSHIP WITH



SESSION PROGRAMME & SPEAKERS OVERVIEW

Wednesday 4 November 2020

14:00 - 16:00 BRUSSELS TIME (CET)

The European Commission published its ‘Europe’s Beating Cancer Plan’ roadmap in April this year¹. In the section on early detection, screening programmes were highlighted as a valuable approach in preventing the most lethal cancer of all – lung cancer. In 2016, alone more than a quarter of a million people in the EU-28 died from this disease; it now accounts for about 20 percent of all cancer-related deaths. This represents 5.4 percent of all deaths in the EU, and is more than the combined number of deaths from colon, breast and prostate cancers all together.

The latest evidence from the NELSON trial² reinforces the findings of the earlier NLSC trial - up to 20 percent of lung cancer deaths can be prevented through screening, which helps detect nodules earlier. In the time between the publication of the NLST trial in 2005 and the NELSON trial in 2020, many critical questions regarding the design and implementation of lung screening programmes were addressed in a number of publications (see endnotes for examples). Pilot projects in the US, and Europe’s own first-hand, real-life experiences, offer us a sound platform for discussion and decision-making on better approaches to lung cancer in Europe.

Given the available clinical evidence, the practical experience and the political momentum behind the Europe’s Beating Cancer Plan, how can EU institutions help further develop and implement lung cancer screening programmes? What specific steps could be taken now? How can we use EU funds beyond health research in order to drive adoption of Lung Cancer Screening (LCS) in Member States? How do we design and execute best-in-class LCS programmes? What quality and training requirements do we need to successfully roll out LCS programmes in Member States?

1. <https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/12154-Europe-s-Beating-Cancer-Plan>

2. NELSON publication in the New England Journal of Medicine, <https://www.nejm.org/doi/full/10.1056/NEJMoa1911793>

OBJECTIVES

- Present and discuss the extensive body of available evidence and experience on LCS.
- Integrate the different perspectives of policy makers, academia, patient organisations and industry in order to move forward together.
- Discover the latest innovations in lung cancer screening (e.g. ultra-low dose CT and AI-based decision support systems).
- Develop recommendations for specific actions and activities, under the umbrella of Europe's Beating Cancer Plan.
- Drive implementation of pilot projects in Europe, helping develop best practices for cost-effective and quality LCS programmes.

AGENDA

14:00 - 14:05 Setting the scene from the moderator **Robert MADELIN**, *Chairman of Fipra International Ltd*

14:05 - 14:10 **WELCOME INTRODUCTION** **Dr. Bernt BIEBER**, *COCIR President*
Prof. Boris BRKLJACIC, *European Society of Radiology (ESR) Chairman of the Board of Directors*

PART 1 KEYNOTES

14:10 - 15:00 **KEYNOTE 1** **Prof. Hans-Ulrich KAUCZOR**, *University of Heidelberg, European Society of Radiology, Germany*

KEYNOTE 2 **Dr. Anne-Marie BAIRD**, *Lung Cancer Europe President, Ireland*

KEYNOTE 3 **Željana ZOVKO**, *Chair of the MEP Lung Health Group*

INTERACTIVE SESSION WITH PARTICIPANTS

PART 2 MULTISTAKEHOLDER PANEL DISCUSSION

15:00 - 15:45 **WHICH ARE POLICY ACTIONS THAT COULD COMPLEMENT LUNG CANCER SCREENING?**
Prof. Arzu YORGANCIOGLU, *Chair of the ERS Advocacy Council, European Respiratory Society, Turkey*

PLEASE SHARE CONCRETE EXAMPLES AND HOW INNOVATIONS SUCH AS AI CAN IMPROVE LUNG CANCER SCREENING?

Dr. Sebastian SCHMIDT, *COCIR Member and Head of Strategy CT at Siemens Healthineers*

WHAT IS YOUR EXPERIENCE ON RECOMMENDATIONS TO ENSURE BETTER PATIENT SCREENING?
Dr. Anne-Marie BAIRD, *Lung Cancer Europe President, Ireland*

WHAT DO YOU CONSIDER THE MOST URGENT ACTION EXPECTED TO IMPROVE LUNG CANCER SCREENING?

Prof. Hans-Ulrich KAUCZOR, *University of Heidelberg, European Society of Radiology, Germany*

INTERACTIVE SESSION WITH PARTICIPANTS

PART 3 CONCLUDING REMARKS

15:45 - 16:00 **COCIR, ESR and LuCE Presidents**
INTERACTIVE SESSION WITH PARTICIPANTS

PUBLICATIONS

- July 2020: [COCIR Paper](#) on cancer
- November 2019: [ESR/ERS factsheet](#): "Lung Cancer Screening: Cutting Costs, Saving Lives"
- February 2020: [ESR/ERS Statement paper](#) on lung cancer screening

MODERATOR



Robert MADELIN

CHAIRMAN AT FIPRA INTERNATIONAL LTD

Robert is the Chairman of Fipra International Ltd, and a Visiting Research Fellow at the University of Oxford's Centre for Technology and Global Affairs.

Previously (2004-16) Robert was a senior leader at the European Commission: as Senior Adviser for Innovation, as Director General for Communications Networks, Content and Technology (CONNECT) and as Director General for Health and Consumer Policy (SANCO).

Robert was also a negotiator for 20 years in international trade and investment, first for the UK, and then for the EU: Robert served notably in the Cabinet of European Commission Vice-President Leon Brittan. Robert studied at Magdalen College (1976-9) and at the French Civil Service College (ENA). He is an Honorary Doctor of the University of Edinburgh and an Honorary Fellow of the Royal College of Physicians of London. Robert is the author of 'Opportunity Now: Europe's Mission to Innovate' (2016)

SPEAKERS



Dr. Bernt BIEBER

COCIR PRESIDENT AND SENIOR VICE PRESIDENT DIRECT SALES AT SIEMENS HEALTHINEERS

Bernt Bieber is responsible for global direct business of Germany based Siemens Healthcare GmbH with large international end customers and distributors, focus on EMEA.

He has 30+ years experience in various management positions with Siemens Healthineers in Sales and Marketing, including international key account management, global sales responsibility for Magnetic Resonance systems and area sales management in Germany.

He also spent 3 years as expatriate manager in USA.

From 2009 to 2011, Bernt Bieber was a member of the advisory board of „Initiative Gesundheitswirtschaft Rhein-Main“, an initiative to increase public awareness of the economic impact of healthcare industry in Frankfurt area.

He holds a Doctorate in Social- and Economic Sciences.



Prof. Boris BRKLJACIC

CHAIRMAN OF THE ESR BOARD OF DIRECTORS

Boris Brkljačić is Chairman of the European Society of Radiology (ESR) Board of Directors, professor of radiology at the University of Zagreb School of Medicine, Zagreb, Croatia, and Chair of the Department of Diagnostic and Interventional Radiology of the University Hospital “Dubrava” in Zagreb. He is also Vice-Dean of the University of Zagreb School of Medicine. His fields of expertise are breast radiology and interventional radiology and he is a former president of the Croatian Society of Radiology and an honorary member of four European radiology societies.

He is also chairing the Advisory Board of the Croatian Ministry of Health for Breast Cancer Screening Programme since 2005 and is responsible for the introduction of the Breast Cancer National Screening Programme in Croatia, that is in place since 2006.



Prof. Hans-Ulrich KAUCZOR

UNIVERSITY OF HEIDELBERG, EUROPEAN SOCIETY OF RADIOLOGY, GERMANY

Hans-Ulrich Kauczor studied medicine at the Universities in Bonn, Heidelberg and Cologne, Germany. After his graduation, he completed his residency in radiology and received his "Habilitation" degree at the University of Mainz in 1998. After having been an Associate Professor in Mainz he became full Professor for Radiology in 2003 and led the Department of Radiology at the German Cancer Research Center (DKFZ) in Heidelberg. Since 2008 he holds the positions of chairman of radiology and medical director of the Clinic of Diagnostic and Interventional Radiology at the University Hospital Heidelberg.

He is especially known for his clinical and scientific work applying computed tomography (CT) and magnetic resonance imaging (MRI) in the fields of chest diseases and oncology.

He served as President of the European Society of Thoracic Imaging (2011), the German-Japanese Radiological Affiliation (2011-2013), the International Workshop of Pulmonary Functional Imaging (2011-2015) and the Fleischner Society (2015). He also served as chair of the research committee and member of the executive committee of the European Society of Radiology (2013-2016). Since 2018 he is Chair of the Translational Lung Research Center Heidelberg and member of the board of directors of the German Center of Lung Research (DZL).



Dr. Anne-Marie BAIRD

LUNG CANCER EUROPE PRESIDENT, IRELAND

Dr. Anne-Marie Baird is a molecular biologist, who has worked extensively on mesothelioma and lung cancer. Her research interests are in inflammation, the metastatic cascade, drug resistance and disease biomarkers. She is currently a Senior Research Fellow in Trinity College Dublin, Ireland. Anne-Marie has been active in the lung cancer advocacy space since 2012 and was recently elected as the president of Lung Cancer Europe (LuCE).

LuCE is a non-profit umbrella organisation with members from over 20 European countries. LuCE aims to be the voice of people impacted by lung cancer at a European level, advocating for improvements in lung cancer diagnostics, treatment, and care. Anne-Marie also serves on the European Cancer Organisation Patient Advisory Committee



Željana ZOVKO

CHAIR OF THE MEP LUNG HEALTH GROUP

Željana Zovko is a Croatian Member of the European Parliament and current Co-Chair of the MEP Lung Health Group. She is an international relations expert with a long-term and rich experience in foreign affairs and diplomacy. As a Member of European Parliament, she is a Vice-Chair of the Committee on Foreign Affairs, where she is also Vice-Coordinator for the EPP Group. Zovko is a member of the Working Groups for the Western Balkans and the external financial instruments as well as a member of the Delegation for relations with Bosnia and Herzegovina and Kosovo, the Delegation to the Euro-Latin American Parliamentary Assembly and the Delegation for relations with the United States. She is also active in the Committee on Culture and Education and the Subcommittee on Security and Defence, where she holds the position of a substitute member. Before elected to the European Parliament in 2016, Zovko was resident Ambassador to France, Spain and Italy and non-resident to Algeria, Tunisia, Monaco, Andorra and Morocco as well as Permanent Representative to UNESCO and World Tourism Organization.



Prof. Arzu YORGANCIOĞLU

CHAIR OF THE ERS ADVOCACY COUNCIL, EUROPEAN RESPIRATORY SOCIETY, TURKEY

Arzu Yorgancioğlu is full time professor at the Department of Pulmonology , Celal Bayar University Manisa, Turkey. Prof Yorgancioğlu worked as a Vice Dean from 2001-2004 Celal Bayar University School of Medicine. She is a clinical specialist in pulmonology and has a long-term scientific interest in the diagnosis and treatment of asthma and chronic obstructive pulmonary disease (COPD).

Professor Yorgancioğlu is involved in a large number of clinical studies evaluating both new and established pharmacological interventions in asthma and COPD. She has published more than 200 scientific papers and is often invited as a speaker at international and national meetings. She is a member of the international and national advisory boards and steering committees of several pharmaceutical companies.

She has been a member of the Turkish Thoracic Society (TTS) Executive Committee for 12 years and a member of the TTS Asthma Assembly for 16 years. She has served as TTS president between 2014-2016.

Her international activities include being the European Respiratory Society (ERS) Turkey National Delegate, member of the ERS Membership Committee, member of the ERS Asthma and Clinical Allergy Assembly, Member of ATS International Lung Health Committee, MECOR Turkey Coordinator, Member of Interasma Board, member of the Allergic Rhinitis and its Impact on Asthma (ARIA) Executive Committee, Global Asthma Network Turkey Coordinator. She is a member of GINA Board.

She has been GARD Turkey Country Coordinator, the Chair of GARD Turkey Project (Turkish Ministry of Health, National Control Program on Chronic Airway Diseases (Asthma and COPD) .

She is the chair of the WHO Global Alliance against Respiratory Diseases (GARD) Executive Committee and Advocacy Council Chair of ERS for 2019-2022. She has been the fellow of ERS and ATS in 2019.

She is the coordinator of the reference site of European Innovation of Active and Healthy Aging (EIP on AHA)

She has a lifelong interest in cooking and has many international cuisine certificates and is a student in Anadolu University Department of Cooking. Her first cook book has been a source for scholarship of 35 university female students. She is about to publish her second cook book

She has 2 children and 3 granddaughters.



Dr. Sebastian SCHMIDT

COCIR MEMBER AND HEAD OF STRATEGY CT AT SIEMENS HEALTHINEERS

Sebastian Schmidt is responsible for Strategy, Innovation and Medical Affairs in the Computed Tomography Business of Siemens Healthineers. In this role, he promotes the translation of technological innovations into clinical value for patients and physicians.

He studied Medicine at the Universities of Berlin and Freiburg. After working as a resident in radiology, he changed into the industry and worked in the field of venture capital. In Siemens, he held various positions in the Mergers & Acquisitions, MRI and Radiation Oncology departments, before changing to CT.

In this role, he is working to establish new clinical applications for computed tomography with high patient benefit, like lung cancer screening with low-dose-CT. Part of these activities is bringing together stakeholders from medicine, industry, patients and politics to promote the exchange and establishment of screening programs."



Nicole DENJOY

COCIR SECRETARY GENERAL

Nicole Denjoy is the COCIR Secretary General since 2005 and is based in Brussels.

Nicole has gathered more than 35 years of experience in the medical technology industry, working for companies including L'air Liquide, Ohmeda, Boston Scientific and Baxter. Nicole has a Masters in Organisation and Change Management.

Nicole represents COCIR in a variety of influential fora at European Level as well as at international level. Nicole is also Chair of DITTA, the Global Trade Association representing Medical Imaging, Radiation Therapy and Healthcare IT Industry (www.globalditta.org) and leads the DITTA Industry voice in official relationships with WHO since DITTA was granted a NGO status in 2015 and leads the partnership between DITTA and the World Bank since 2016.

In addition, Nicole is Vice-Chair of the Business at OECD Health Committee representing the private business sector in front of the OECD Health Committee

GENERAL INFORMATION ABOUT COCIR

COCIR is the European Trade Association representing the medical imaging, radiotherapy, health ICT and electromedical industries.

Founded in 1959, COCIR is a non-profit association headquartered in Brussels (Belgium) with a China Desk based in Beijing since 2007. COCIR is unique as it brings together the healthcare, IT and telecommunications industries.

Our focus is to open markets for COCIR members in Europe and beyond. We provide a range of services in the areas of regulatory, technical, market intelligence, environmental, standardisation, international and legal affairs.

COCIR is also a founding member of DITTA, the Global Diagnostic Imaging, Healthcare IT and Radiation Therapy Trade Association (www.globalditta.org).

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