



## **From diagnosis to treatment and beyond: personalized medicine – what’s in it for patients and understanding patient needs to make it a reality?**

September 24th, 2020, 15h (Brussels time) / 9am (US East time)

Personalized Medicine (PM) has the potential to transform lives, but its benefits have not yet been fully realised. Today, the personalized and precision medicine landscape is rapidly changing and fragmented. Efforts to expand it are piecemeal and disconnected, making it difficult to identify best practices and preventing effective uptake. Lack of standardization in basic testing on national and global levels is a challenge. Patients are unaware that better treatments exist, and being uninformed are not able to ask for the best care. Even where treatments are available, barriers to access may prevent that treatment from being offered to patients. As a result, the quality of care of patients is undermined, with a health, societal and economic impact.

The “From Testing to Treatment Program” (FT3P) (temporary name pending final branding) aims to accelerate the benefits of Personalized Medicine and Precision Medicine (PM) by generating better evidence, creating awareness and building the conditions for better access to targeted medicine in oncology and beyond. FT3P is a global, open and collaborative multi-stakeholder program that aims to build synergies and accelerate pragmatic efforts to make PM an accessible reality for all those who could benefit from it, starting with oncology and testing. Using a co-creation approach, we directly involve patients, healthcare professionals and other stakeholder groups in problem solving and decision making at every step.

One of the primary objectives of FT3P is to provide education and tools to patients and healthcare professionals to support patient empowerment and shared decision-making, starting with helping patients enquire about the appropriateness of targeted treatment for themselves or others. During the workshop we will share the foundation of this program and near-term plans.

During this PE Open Forum workshop, attendees will participate in an interactive exercise aimed at understanding the landscape of information and support needs of the patient community (and others) in order to make informed decisions around PM at various points in time. The insights gathered will inform the co-creating of PM support and information materials for the patient community, supplementing existing resources.

We will be utilizing an interactive brainstorming tool during this workshop and it is recommended that attendees join with a computer, rather than a mobile phone, to enjoy a better user experience.