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# 2020-2022

## *Strategic Plan*

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Sharing Progress  
in Cancer Care

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## *Strategic Plan*

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### **IDENTITY**

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Mission  
Vision  
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### **GOVERNANCE AND STRUCTURE**

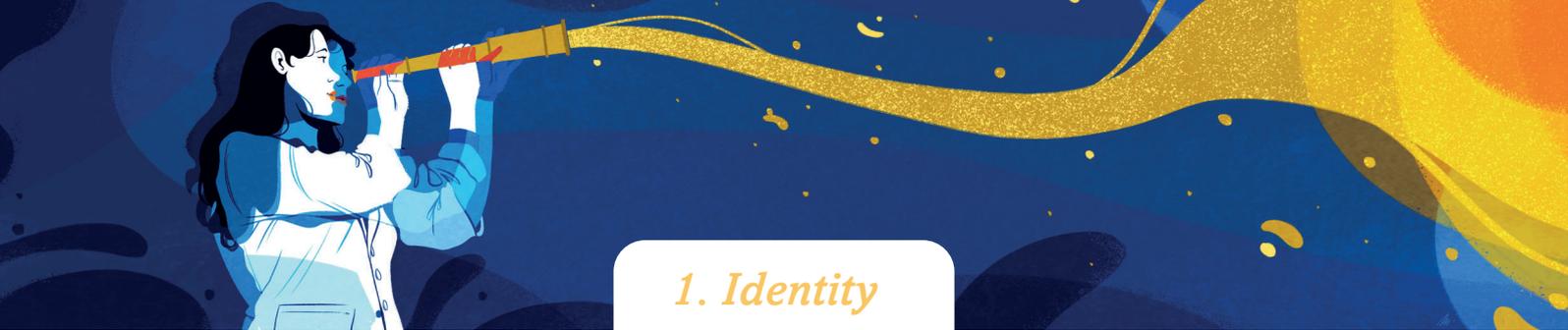
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## 1. Identity

### Who We Are

Sharing Progress in Cancer Care (SPCC) is an independent non-profit organisation dedicated to providing physical and virtual events as well as online services to share and integrate knowledge and information on the latest developments in the Cancer Care Continuum, focusing in particular on scientific progress, innovation and the sharing of best practices.

Complementing this, we fund and distribute the independent medical magazine *Cancer Wor-Id*, contributed to by leading international experts and originally published by the European School of Oncology, and also offer comprehensive support through the OncoCorner online information and education resource centre.

SPCC is a new form of entity. Neither a research institution, publishing house nor communication agency, we combine the scientific rigour of the former with the communications expertise of the latter to bring a full spectrum of stakeholders in the Cancer Care Continuum together in a sharing and learning dialogue worldwide, from academic and clinical research institutions, oncologists, haematologists, general practitioners, medical students and their associations to pharmaceutical companies, government departments, policymakers, regulatory bodies and patient advocacy and support associations.

### Our Purpose, Vision and Mission

#### *Purpose*

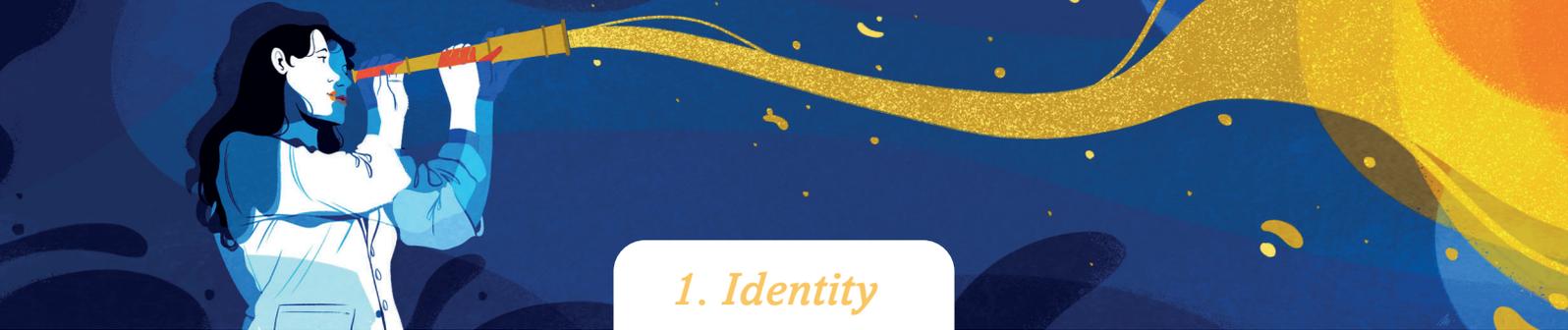
To foster innovation, the advancement of best practices and their widespread adoption across the Cancer Care Continuum worldwide.

#### *Vision*

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

#### *Mission*

To promote multiprofessional and multidisciplinary dialogue, understanding, collaboration and the sharing and integration of knowledge between all stakeholders across the cancer care continuum, listening to patients' diverse needs.



## 1. Identity

### **Our Values**

Our values are rooted in SPCC's unique commitment to serving stakeholders in the Cancer Care Continuum across the full spectrum of their activities and interrelationships.

#### *Independence*

SPCC is independent from both a scientific and organisational standpoint and maintains a rigorous division between the management of its financial resources and the interests of its stakeholders.

#### *Transparency*

We are committed to transparency in all our communications, reporting, institutional and political activities.

*Trust* We earn the trust of our stakeholders and build trust between them across the Cancer Care Continuum through authoritative publications and communications, education provision and related initiatives of the highest standard.

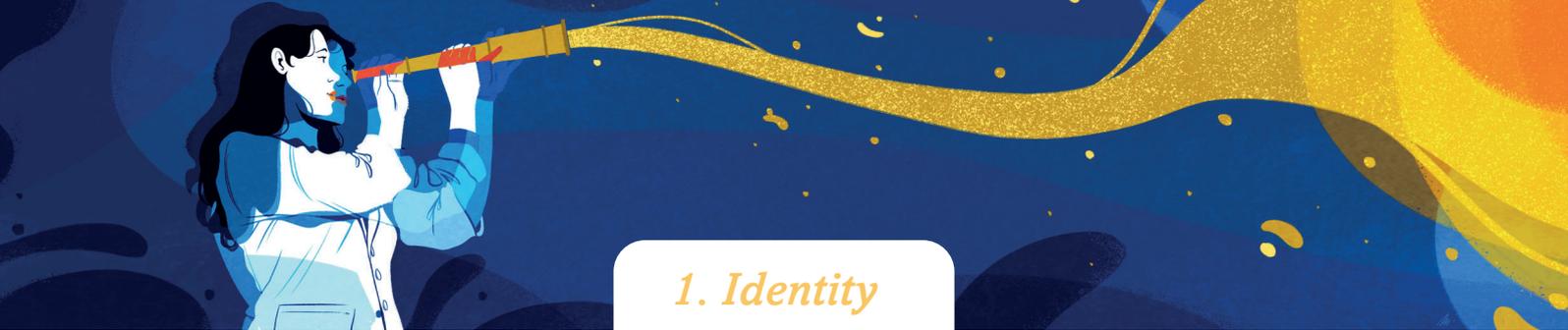
### **Our Code of Ethics**

Our values are expressed in a clear and detailed Code of Ethics, which governs our activities as a not-for-profit evidence-based entity in accordance with international law, regulations and ethical standards.

In line with our commitment to transparency our Code of Ethics can be downloaded [here](#), ensuring all SPCC representatives and stakeholders are aligned in their conduct and expectations. [Sharing Progress in Cancer Care](#).

### **Sharing Progress, Advancing Best Practice**

In actively connecting and informing all stakeholders across the Cancer Care Continuum, providing events, networking and professional development opportunities, SPCC empowers this ecosystem to evolve as a transformative community, sharing progress and advancing best practice.



## 1. Identity

### **Our History**

Sharing Progress in Cancer Care (SPCC) was launched in the late nineties by the European School of Oncology (ESO) as a collaborative programme between the School and Industry to support its flagship educational events and the independent medical magazine Cancer World.

Over the years, an increasing number of mainly pharmaceutical companies responded positively to ESO's proposal, becoming "sustaining partners" of the School at various levels (Platinum, Gold or Silver) while accepting the unrestricted nature of this support.

This empowered SPCC to develop a distinctive role, organising a diverse series of impactful educational and scientific initiatives agreed with the Sustaining Members while creating new communication tools to connect the research sectors of the industry with new generations of oncologists and healthcare professionals.

More recently it became increasingly compelling for SPCC to pursue its mission globally beyond Europe and with multidisciplinary stakeholders across the Cancer Care Continuum. The European School of Oncology (ESO) was at the same time moving to become independent from any industry support and shape its educational offer around the varied private donations it receives each year.

Consequently, ESO, the ESO Foundation (ESOF) and the Fondazione per la Formazione Oncologica (FFO) jointly founded Sharing Progress in Cancer Care (SPCC) as a legally independent, non-profit association, registered and based in Switzerland on 28th May 2019.

SPCC now works with a global scope and full spectrum of stakeholders across the Cancer Care Continuum, supported by a variety of funders on an unrestricted basis to pursue its Vision and Mission, funding and distributing the independent medical publication Cancer World, organising diverse physical and virtual events, and providing a range of online services, including the Onco-Corner online information and education resource centre.



## 2. Governance and Structure

### General Assembly

The General Assembly consists of founding, honorary and ordinary members.

### Founding Members

- The European School of Oncology (ESO)
- The European School of Oncology Foundation (ESOF)
- Fondazione per la Formazione Oncologica (FFO)

### Board of Directors

The Board of Directors shall govern SPCC in compliance with its objectives and is responsible for the management of the association. The Board shall be comprised of between 3 and 5 members, of which one appointed by ESOF, one by FFO, one by ESO and two by the General Members' Assembly.

**Matti S. Apro** (President), Genolier  
**Fedele Gubitosi**, Milan  
**Pietro Presti**, Turin  
**Lorenza Wyder**, Munich

### Executive Board

The Executive Board is headed by the President and established for the executive management and operational activity planning throughout the year.

*President, Matti S. Apro*, Genolier  
*Chief Executive Officer, Pietro Presti*, Turin  
*Chief Operating Officer, Daniela Mengato*, Milan  
*Basic Science Advisor, Lorenza Wyder*, Munich



## 2. Governance and Structure

### **Scientific Advisory Board 2020-2022**

The Executive Board is headed by the President and established for the executive management and operational activity planning throughout the year.

#### *Chair*

Joseph Gligorov, Paris

#### *Members*

Anne-Marie Baird, Dublin  
Andreas Charalambous, Limassol  
Giuseppe Curigliano, Milan  
Alexandra Filipovic, London  
Sibylle Loibl, Neu-Isenburg  
Philip Poortmans, Antwerp  
Isabel T. Rubio, Madrid  
Dina Tiniakos, Athens  
Eduard Vrdoljak, Split

### **Head Office**

SPCC Head Office is located in Bellinzona, Switzerland.

The SPCC Chief Operating Officer, together with the SPCC staff, is responsible for managing the organisation and implementation of the day-to-day activities of the Association as agreed by the Executive Board.

Daniela Mengato – Chief Operating Officer  
Luis Carvalho – Event Manager  
Annalisa Musco – Project Manager

### **SPCC Head Office**

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6500 Bellinzona – Switzerland  
Phone: +41 91 8200958  
Fax: +41 91 8200953  
info@spcc.net



### *3. Strategic Planning Process*

#### **Introduction**

Over the next three years, SPCC intends to affirm and strengthen its role in the promotion and implementation of programmes, projects and events, aimed at knowledge transfer, in the oncological fields of education, Cancer Care Continuum and innovation, with a multi-disciplinary and multi-stakeholder approach.

The Strategic Plan is developed through SPCC annual activity plans that are prepared by the Executive Board and shared with the Scientific Advisory Board. The Executive Board approves the annual activity programme and verifies the necessary financial coverage.

SPCC, in pursuing its objectives and aims reported in this document, considers of particular interest the extension of medical and scientific relations and synergies, with industry and private research centres, public bodies and institutions without excluding the collaboration with other public and private organizations. In this perspective, SPCC and its Executive Board will evaluate with utmost attention all the opportunities that may arise during the period of validity of this strategic plan.

This Strategic Plan is a planning tool that establishes the areas of activities on which SPCC will focus over the next three years and serves to promote and develop these activities. Through this document which will be shared and approved by the Board of Directors and the Scientific Advisory Board, it will be possible to encourage the creation of networks of institutional collaboration and attract financial resources that, in line with the defined objectives, will strengthen SPCC's operational activity.

By its nature, this document is to be considered dynamic, and may be subjected to updates, according to the development of SPCC activities and any subsequent requirements that may arise from the Executive Board and the Scientific Advisory Board.

SPCC's activity will however be characterized by a strategy of integrating knowledge, skills and relationships available at European and international level.

SPCC considers this approach as an opportunity to enhance the previous SPCC experience as a programme within the European School of Oncology (ESO) - so far carried out in the field of education in cancer care on the clinical and scientific side - as well as to strengthen SPCC's new activities since its constitution in 2019 as an autonomous body.

The assessment of achieved results will be used as the basis to define future programmes as well as to update the objectives set out in this document.



### *3. Strategic Planning Process*

#### **Execution And Reporting**

The Strategic Plan will be carried out through the implementation of annual activity plans, which will be regularly submitted to the Scientific Advisory Board and to the Board of Directors for formal approval.

For each activity an estimated timeframe for development and a budget will be indicated, and it may potentially be updated during the year and submitted for new approval by the Board of Directors.

At the beginning of each year, the President, CEO and Scientific Director will present to the Executive Board a report, already shared with the Scientific Advisory Board, of the previous year's activities, including impact indicators.



## 4. Strategic Objectives and Actions

### Strategic Objectives

Sharing Progress in Cancer Care (SPCC) pursues the promotion, coordination and implementation of programmes, projects and initiatives in the field of cancer education, with particular emphasis on scientific progress and innovation in the Cancer Care Continuum.

The main objectives of SPCC's three-year Strategic Plan 2020-2022 are:

- 1. Leading** the dissemination of scientific progress in the Cancer Care Continuum.
- 2. Sharing** knowledge, best practices and innovation in the oncological field.
- 3. Promoting** a culture of innovation and multidisciplinary approaches within the new frontiers of the Cancer Care Continuum.
- 4. Ensuring** a space for an independent and transparent dialogue between key stakeholders on major innovations and advances in the Cancer Care Continuum.
- 5. Collaborating** with other medical and health professional associations, foundations, cancer organisations, universities and life science industries active in the oncology field.

To pursue its strategic objectives, SPCC will:

- Promote evidence-based scientific initiatives with the support of stakeholders, such as industries operating in the field of oncology;
- Establish relationships between stakeholders at an international level;
- Maintain relations with similar associations;
- Carry out all the activities deemed suitable to the achievement of the Association's objectives, maintaining a high scientific and critical level in oncology developments.

*N.B. Single activities will be described in detail and with annexes in the individual annual plans (2020-2021-2022).*



## 4. Strategic Objectives and Actions

### Sustaining Partners

In order to ensure its financial sustainability and, at the same time, its autonomy, SPCC has created the SPCC Sustaining Partner model, a collaboration model with Pharmaceutical and Medical technology companies in the Life Science sector, to encourage and support the strategic objectives described above.

Within this model, there are different levels of Sustaining Partnership, depending on the financial commitment and the level of cooperation.

### Other Partnerships

SPCC shall cooperate with the European Schools in the field of oncology (ESO, ESU, ESH) and the governing body of the European Cancer Organisation, in order to propose and promote collaborative projects that are aligned with their mission.

SPCC will monitor and consider proposals from organisations and companies that are consistent with the objectives pursued by SPCC in order to assess their conformity with its strategic plan and potentially define long-term partnerships.

SPCC can create partnerships with other entities only where this cooperation leads to the enhancement of objectives and values of SPCC and of the partners.

### Annual Scientific Plan

The Scientific Director, with the input of the Scientific Advisory Board, will submit to the Executive Board a proposal for the annual scientific plan for discussion and formal approval.

The Scientific Advisory Board will have the task of reviewing this proposal and submitting suggestions for further activities to be developed according to the available funds.

### Cancer World

Published under the Sharing Progress in Cancer Care initiative and edited by Adriana Albini, Cancer World explores the world of European cancer care from the perspective of the clinician, the researcher, the administrator and the patient. Through a combination of features, comment, analysis, and in-depth interviews with some of Europe's most influential oncology leaders, it sheds light on challenges related to treatment, diagnosis and prevention.

It also takes a wider look at the political, financial and bureaucratic decisions that affect how far and how fast innovative therapies and technologies are adopted into mainstream practice. The magazine's primary audience is in Europe and it distributed as an online version, a newsletter and a monthly print-run of 16,000 copies.



## *4. Strategic Objectives and Actions*

### **Projects And Events**

SPCC organises and coordinates scientific initiatives in the field of cancer education, care improvement and innovation, agreed with the Sustaining Members, and develops new tools of communication between the research sectors of the industry; promotes evidence-based scientific initiatives with the support of stakeholders, such as industries operating in the field of oncology with particular emphasis on scientific progress and innovation in the Cancer Care Continuum.

SPCC carries out all the activities deemed suitable to the achievement of the Association's objectives, maintaining high ethical, scientific and critical standards in oncology developments.

The following projects (given as examples) are currently ongoing and will be developed by SPCC on a long-term basis, within the next few years:

- Improving efficiency in cancer care: education programme 2019-2020 and beyond
- Improving care of metastatic breast cancer patients in Europe
- Nutrition and cachexia in cancer patients
- Molecular diagnostics, genomics and epigenetics in clinical oncology with a focus on breast cancer
- Precision testing and quality cancer care

### **Communication**

Communication represents a fundamental tool for SPCC to pursue its strategic objectives in line with its Mission and Vision.

SPCC believes that communication is necessary to transmit, share and spread knowledge and knowhow, in order to create a real awareness and have a meaningful impact on education, progress and innovation in the Cancer Care Continuum.

Through its website ([www.spcc.net](http://www.spcc.net)), Cancer World ([www.cancerworld.net](http://www.cancerworld.net)), newsletters and social media profiles (e.g. LinkedIn) SPCC intends to position itself more and more using digital communication, to take advantage of new target opportunities and expand online. At the same time SPCC will continue to use paper-based information material in order to consolidate its institutional relations (off-line).

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*[www.spcc.net](http://www.spcc.net)*

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