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# 2023-2025

## *Strategic Plan*

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Sharing Progress  
in Cancer Care

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# 1. IDENTITY

## WHO WE ARE

Sharing Progress in Cancer Care, henceforth referred to as SPCC, is an independent non-profit organization, registered in Switzerland, dedicated to providing projects, programmes and initiatives (live and online) to share and integrate knowledge and information on scientific progress, innovation and best practices in the Cancer Care Continuum from prevention to early diagnosis, treatment, and support after treatment.

Complementing this, SPCC funds and distributes the independent medical magazine Cancer World (CW), contributed to by leading international experts and originally published by the European School of Oncology, and also offers comprehensive resources through OncoCorner ([www.oncocorner.net](http://www.oncocorner.net)), its e-learning educational platform.

SPCC is a new form of entity. Neither a research institution, publishing house nor communications agency, we combine the scientific rigour of the former programme of the **European School of Oncology (ESO)** with a modern communication expertise to bring a full spectrum of stakeholders in the Cancer Care Continuum.

We aim to bring the cancer community players together in a sharing and learning dialogue worldwide, from academic and clinical research institutions, oncologists, hematologists, general practitioners, medical students and their associations to pharmaceutical, biotech and medtech companies, government departments, policymakers, regulatory bodies and patient advocacy and support associations.

## PURPOSE, VISION AND MISSION

### *Purpose*

To foster and share innovation and progress in order to facilitate the advancement of best practices and their widespread adoption worldwide across the Cancer Care Continuum.

### *Vision*

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

### *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.

## **CORE 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 organizational standpoint and maintains a rigorous division between the management of its financial resources and the interests of its stakeholders.

### ***Transparency***

SPCC is committed to transparency in all its communications, reporting, institutional and political activities.

### ***Trust***

SPCC earns the trust of its stakeholders and builds trust between them across the Cancer Care Continuum through authoritative publications and communications, education provision and related initiatives of the highest standard.

### ***Continuous optimisation***

The continuously changing environment of Cancer Care needs a flexible structure, ready to look at the present and future challenges, improving on the existing and bringing what is new and beneficial to citizens and patients.

### ***Collaboration***

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

## **CODE OF ETHICS**

SPCC 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, 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 to have a real and effective impact on prevention, quality of care and quality of life for citizens and cancer patients and their careers.

## 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 while accepting the unrestricted nature of this support. This empowered SPCC to develop a distinctive role, organizing 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 clear for SPCC that it had to pursue its mission more 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 sustaining members on an unrestricted basis to pursue its Purpose, Vision and Mission, funding the independent medical magazine **Cancerworld**, organizing different physical and virtual events, and providing a range of online services, including the **OncoCorner**, the online educational resource.

### **Stakeholders**

Sharing Progress in Cancer Care (SPCC) is at the centre of a network of interactions - understood as a dynamic system of relationships and values - involving the following stakeholders:

- Healthcare Providers
- Patient and Advocacy Organisations
- Scientific Societies
- Cancer Organisations
- Life Science Industry (*pharma and medical technology companies*)
- Cancer and Healthcare Institutes
- Academia
- Research Centres
- Policy Makers
- Healthcare Authorities
- Media
- Civil Society

## **SUSTAINING MEMBERS**

In order to ensure its financial sustainability and, at the same time, its autonomy, SPCC has created the SPCC Sustaining Membership model, a collaboration with Pharmaceutical and Medical Technology companies in the Life Science sector, and open also to Foundations, to encourage and support the Purpose, Vision and Mission of SPCC and its relevant pillars and strategic tools of dissemination and communication.

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

The various programmes developed by SPCC are under the supervision of its Executive Board and ultimately the Scientific Advisory Board who take the final independent decisions.

## **PARTNERSHIPS**

SPCC shall cooperate with the main relevant entities and organizations in the field of oncology worldwide, in order to propose and promote collaborative projects aligned with its Purpose, Vision and Mission. Recent academic and institutional collaborations have involved ASCO, ALL.CAN, ESO, ECO, CACA, SDA Bocconi School of Management.

SPCC will monitor and consider proposals from entities and organizations 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 where this cooperation leads to the enhancement of objectives and values of SPCC and of the sustaining members.

## 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. Aapro (President)**, Genolier

**Fedele Gubitosi**, Milan

**Pietro Presti**, Turin

**Lorenza Wyder Peters**, 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 and Scientific Coordinator, **Matti S. Aapro**, Genolier

Chief Executive Officer, **Pietro Presti**, Turin

Chief Operating Officer, **Daniela Mengato**, Milan

Basic Science Advisor, **Lorenza Wyder Peters**, Munich

## **SCIENTIFIC ADVISORY BOARD (SAB) 2023-2025**

The SAB consists of experienced individuals from all continents, representing many aspects of cancer prevention, research, education, care and support. Their role is to critically review the planned activities and suggest areas of interest. They also should assure that the work of SPCC is evidence-based and free from any bias.

### **CHAIR**

*Joseph Gligorov, Paris*

### **MEMBERS**

*Meteb Al-Foheidi, Jeddah*

*Anne-Marie Baird, Dublin*

*Andreas Charalambous, Limassol*

*Giuseppe Curigliano, Milan*

*Alexandra Filipovic, London*

*Dorothy Keefe, Sydney*

*Hong Liu, Tianjin*

*Philip Poortmans, Antwerp*

*Isabel T. Rubio, Madrid*

*Mitsue Saito, Tokyo*

*Eduard Vrdoljak, Split*

*Dina Tiniakos, Athens*

*Gustavo Werutsky, Porto Alegre*

## **SPCC 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*

*Annalisa Musco - Project Manager*

*Martina Radice - Event Manager*

## **HEAD OFFICE ADDRESS AND CONTACT DETAILS**

*Via Vincenzo Vela 6 - 6500 Bellinzona – Switzerland*

*Phone: +41 91 8200968*

*Email: [info@spcc.net](mailto:info@spcc.net)*



### 3. STRATEGIC PLANNING PROCESS

#### INTRODUCTION

Over the next three years (2023-2025) 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 as 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 others who may manifest an interest in a project. 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 is shared with and approved by the Board of Directors, 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.

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.

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

## 4. SPCC STRATEGY

### STRATEGIC OBJECTIVES

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 2023-2025 are:

- To contribute towards an effective educational impact on the cancer community with regard to the major changes, improvements and innovations in the Cancer Care Continuum.
- To facilitate sharing and knowledge transfer from academic research to industrial research and vice versa, actively involving the scientists of both sides and the key stakeholders engaged in the Cancer Care Continuum
- To develop a worldwide SPCC digital community where people, organisations and companies can be updated on the latest innovation, progress, questions and challenges in the Cancer Care Continuum.
- To consolidate those activities which were successfully conducted in the past and revisit them when needed.

To pursue its strategic objectives, SPCC will

- Design, set-up and manage evidence-based educational initiatives free of charge for the attendees and final users, with the support of stakeholders.
- Share the dissemination of innovation, new knowledge and best practices in the Cancer Care Continuum through the OncoCorner platform, Cancerworld magazine and SPCC social media and newsletters.
- Provide a space for an independent, transparent, effective dialogue between key stakeholders to share and foster innovation and progress across the Cancer Care Continuum worldwide.
- Collaborate with other medical and health professional associations, foundations, cancer organizations, universities and life science industry active in the oncology field worldwide.

## **SPCC STRATEGIC PILLARS**

### ***OncoCorner***

OncoCorner is a digital 'corner' of excellence with the aim of sharing knowledge, best practices and innovation in the cancer field and of increasing knowledge in the whole Cancer Care Continuum. It is a free e-learning platform developed and managed by SPCC. A tool for sharing opportunities and insights as well as an instrument of communication between different stakeholders and health care professionals.

OncoCorner provides space for an independent and transparent dialogue between key stakeholders on major innovations, questions and advances in the Cancer Care Continuum and offers free access to webinars and courses led by globally recognized experts in oncology.

On an ongoing basis, the platform, pursuing medical, scientific and cultural excellence, will host live interactive webinars, online events and multimedia contents. Furthermore, a wide archive of past sessions and events will be available on-demand.

### ***Cancerworld***

Funded by SPCC, Cancerworld magazine explores different aspects of the Cancer Care Continuum from the perspective of the clinicians, HPCs, researchers, patients, administrators and policy makers at a global level. Through a combination of articles, comments, analysis, and in-depth interviews with some of the world's most influential opinion leaders in the field of cancer, it sheds light on challenges, innovations and questions 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 is distributed as an online version and a newsletter and has a monthly impact of over 5'000 contacts. Its audience is global.

In response to changing reading habits among oncologists, from 2023 Cancerworld will be distributed only in digital format, exploiting all opportunities and possibilities of digital channels and formats, including multimedia and interactive contents.

Articles and news pieces will be published on the website cancerworld.net on a weekly basis (avg. 14'000 visits per month). E-alerts (newsletter) will be sent fortnightly to more than 3'000 recipients, highlighting the latest articles and recent news and "Voices" pieces. Cancerworld will continue to use social media platforms, including Facebook, LinkedIn and Twitter extend its reach and increase the number of subscribers.

The magazine will continue to encourage readers to engage with the issues covered, by inviting them to comment on articles and to use the Voices column on the website to share insights and opinions on topics that concern them.

### **Cancerworld team**

*Editor-in-Chief: **Adriana Albini***

*Senior Associate Editor: **Anna Wagstaff***

### **SPCC Community**

Through OncoCorner and Cancerworld, its constantly enriched database, digital communication tools, as well as social media channels (Linkedin, Facebook) and newsletter, SPCC aims at building an SPCC Community.

This community interacts within a digital place where all information, updates and contents related innovation, progress and best practices are disseminated and shared with people and entities worldwide, in an organic way, stimulating active participation and discussion. The main objective of the SPCC Community is to cover the geographical, cultural and sector gaps between all those who can impact on the Cancer Care Continuum using all SPCC tools.

### **VALUE FOR SUSTAINING MEMBERS**

- Design, set-up and management capacity to provide and promote projects, programmes, initiatives and events in the cancer educational field at global level for different target groups with cross-cutting topics approach.
- Independent, influential, excellent partner to disseminate, share, foster and boost new knowledge, progress and innovation in the Cancer Care Continuum with a multi-approach perspective (multistakeholder, multi and interdisciplinary, broad geographical scope).
- Supporting SPCC includes supporting Cancerworld, a unique cancer magazine in the world for a comprehensive and informative impact through high quality independent medical journalism.
- Open, free of charge access for the cancer community to all SPCC contents and resources.
- Sustaining Membership Agreement & Benefits: Cancerworld & OncoCorner, Masterclasses, e-sessions and corporate educational training on specific topics.
- The assurance of programmes under the supervision of internal staff of the Scientific Advisory Board.
- The possibility to ask SPCC to create educational programmes of various kinds including some directed at their internal staff.

### **VALUE FOR SPCC COMMUNITY**

- Enabling and supporting the continuous development of a space, a “green zone”, for an independent, transparent, effective dialogue between all stakeholders, from institutional entities to industry, from associations to the single person, to share and foster innovation and progress across the Cancer Care Continuum.
- Open access, free of charge to all SPCC contents and resources for the cancer community.
- CME accreditation of the majority of the programmes.

## EDUCATIONAL IMPACT ASSESSMENT

For some educational projects and programmes, in order to measure the impact in a short-medium term, SPCC includes an **Educational Impact Assessment**, structured on **five-level evidence-based outcomes** as follows:

- **Level 1** (Participation): report with number of participants and their nationality
- **Level 2** (Satisfaction): report with participants' evaluation (faculty, quality of education, interactivity and relevance)
- **Level 3** (Procedural knowledge): a survey with 5 questions asked to each participant before and after the session to measure the level of knowledge acquired on the topic discussed.
- **Level 4** (Learning: competence): a follow up questionnaire sent to participants one week after the webinar to measure the "Competence" acquired during the session and the application of learning to practice.
- **Level 5** (Performance): a follow up assessment measuring whether the competence acquired during the webinar has been applied on daily practice basis, sent to participants 6 months after the webinar.

## COMMUNICATIONS STRATEGY

Communication represents a fundamental strategic tool for SPCC to pursue its Purpose, Vision and Mission. SPCC believes that communication is necessary to share and spread knowledge and know-how, in order to create real awareness and have a meaningful impact on education, progress and innovation in the Cancer Care Continuum worldwide.

Starting from 2022, SPCC has designed a new branding strategy including a new logo and has developed its social media strategic planning in order to increase its brand awareness and position (image, values and communication) and to become more recognizable by all interested parties.

Through its website, Cancerworld and OncoCorner platform, newsletters and social media profiles, SPCC intends to increasingly position itself at the global level, to take advantage of new target opportunities and expand on the digital landscape.



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in Cancer Care

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

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