



Ensuring better outcomes for lung cancer patients

PhD workshop, Health, Aarhus University, January 2024

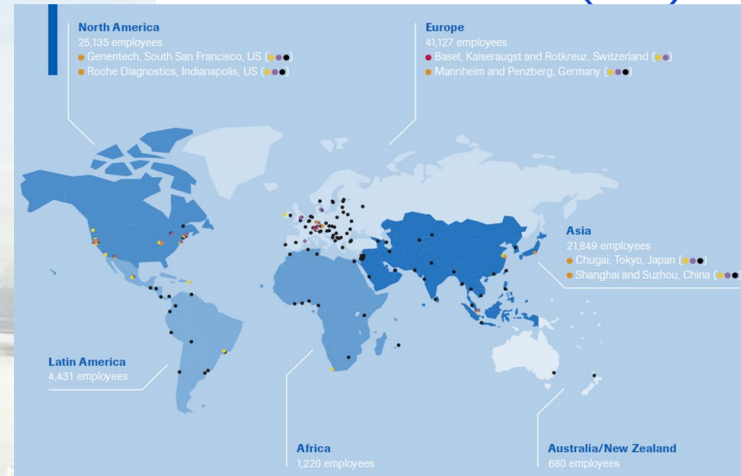
Rasmus Thomsen, Health System Partner

Nov.23 | external

Agenda

1. Introduction to case provider
2. Why solve for lung cancer
3. Our ambition
4. What are we already doing
5. The case challenge





100,920
Employees worldwide

Marketing and distribution
29,395

Research and development
22,746

Manufacturing and logistics
19,309

General and administration
6,160

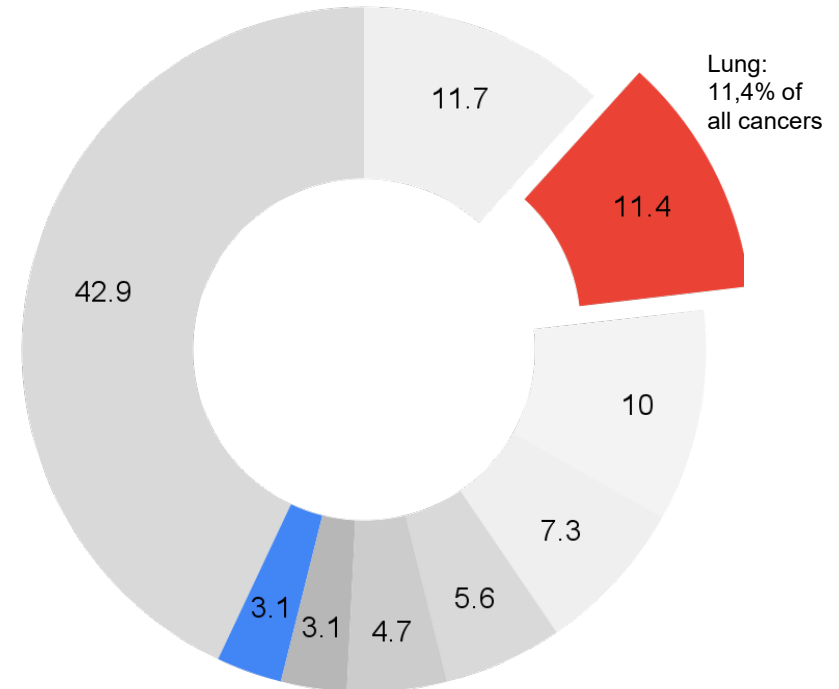
Services
16,124

Why Lung Cancer?

Global Burden of disease is on the rise

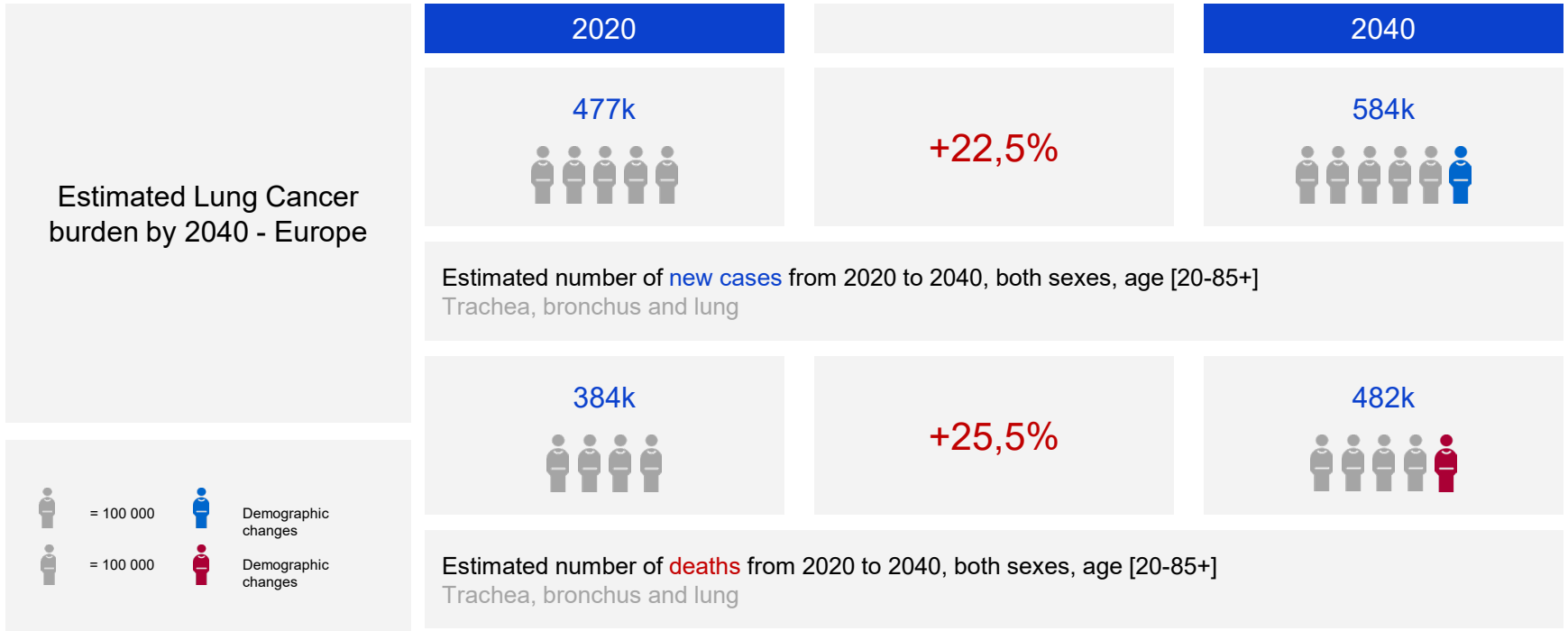
Lung cancer is one of the most common cancers worldwide and the leading cause of cancer-related deaths in 2020.

Breast	11,7%	2 261 419
Lung	11,4%	2 206 771
Colorectum	10%	1 931 590
Prostate	7,3%	1 414 259
Stomach	5,6%	1 089 103
Liver	4,7%	905 677
Cervix uteri	3,1%	604 127
Oesophagus	3,1%	604 100
Other cancers	42,9%	8 275 743

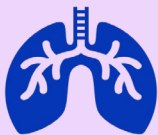


Why Lung Cancer?

Global Burden of disease is on the rise



Lung cancer remains the leading cause of cancer deaths in Denmark



Denmark had **5,047** new cases and **3,927** deaths in 2020

55,6% of patients are diagnosed at stage IIIB-IV

These patients have a 5-year survival rate of **5.8%**

With early diagnosis, the 5-year survival rate increases to **59%**

Early diagnosis could extend the lifespan of **4.000** people each year

10 major pain points

- 1 Social inequality determines behavior
- 2 Difficult to see early symptoms
- 3 High risk patients do not visit doctor
- 4 High risk patients ignore symptoms
- 5 GPs are not well versed in lung cancer
- 6 Delay in referral to tests & scans
- 7 Regional differences
- 8 No easy access to tests & CT scans
- 9 Lack of radiologists
- 10 Delay in diagnosis

Patients

Primary sector

System

Capacity

Roche Denmark 10-year ambition

We will pioneer preventive and personalized solutions to deliver twice as many medical advances at half the cost to society and double access to novel, high-medical-value diagnostics solutions.

Nobody should be diagnosed with stage IIIb-IV lung cancer



Our ambition

We will bend the mortality curve for lung cancer patients by ensuring that 60%* of patients are diagnosed in stage I-II by 2030

*2020: 29 %



The case challenge

We are looking for a solution that can enhance the early detection and prevention of lung cancer.

Not a new medical treatment or medical device.

It can be a service solution, a new technology or a new preventive tool, e.g. the right biomarkers or a blood based screening test to enhance early detection, or perhaps a sophisticated screening tool that identifies high-risk population.

Maybe even a new preventive tool that also adjusts for social inequality?

*The team
may focus
on one of
these
challenges*

Better use of technology

How could we enable early diagnosis for all lung cancer patients, and change the patient journey? E.g. By use of AI and big data.

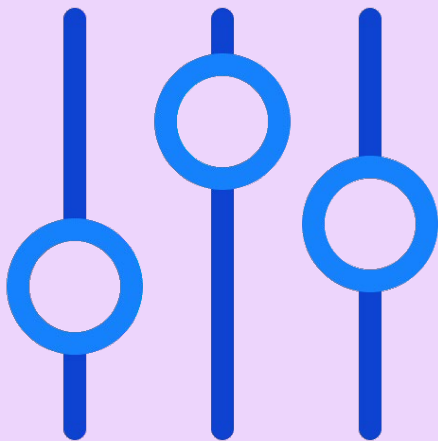
Tools and measurers

What kind of tools would be useful in a screening and prevention program, and
Which initiatives/tools could be used to target the risk group


What are the right interventions?

What are the right interventions needed to create more equality in the treatment of lung cancer? E.g. targeted at the following areas; lifestyle both before, during, and after treatment, faster assessments, navigation in the health system, optimization of comorbidity during and after treatment.

We need a holistic approach



If we focus in one area,
we potentially create
problems in other areas

A close-up photograph of a woman with dark hair, wearing a white lab coat and a light blue surgical face mask. She is looking through the eyepieces of a microscope, which are in the foreground and slightly out of focus. Her eyes are visible above the mask, and she has a focused expression.

And we need new perspectives if we are to find a sustainable solution that will move the needle



And it starts with awareness and bringing in talents of the future with the right mindset



Doing now what patients need next