

# Webinar Series Agenda



## Prevention and Early Diagnosis

### Welcome Note & Opening Remarks

9.00 AM Moderator: [Tamsin Rose](#)  
Slido interaction

### Introduction

9.10 AM Findings from The Swedish Institute for Health Economics (IHE) report:  
Tackling inequalities in cancer care in the European Union

[Dr. Thomas Hofmarcher](#) – Research Director, IHE

### Panel Session

*Panel Discussion on priorities in Cancer Prevention and Early Diagnosis*

### Panellists

9.15 AM [Enrique Terol](#) – Counsellor for Health, Permanent Representation of Spain in the EU  
[Dr. Caroline Berchet](#) – Health economist, OECD Health Division  
[Jacqueline Daly](#) – Patient Advocate; co-founder of the East Galway and Midlands Cancer Support Centre

### Audience Q&A

9:30 AM Live Interaction

### Closing remarks

9.40 AM Moderator: [Tamsin Rose](#)



## Innovative Diagnostics and Accurate Diagnosis

### Welcome Note & Opening Remarks

9.00 AM Moderator: [Tamsin Rose](#)  
Slido interaction

### Introduction

9.10 AM [Christoph C. Zielinski, M.D.](#) – President, Central European Cooperative Oncology Group (CECOG)

### Panel Session

*Panel Discussion on priorities in Cancer Prevention and Early Diagnosis*

### 9.15 AM Panellists

[Merel Hennink](#) – Patient Advocate, Lung Cancer Europe (LUCE)  
[Francesco Florindi](#) – Chair, MedTech Europe

### Audience Q&A

9:30 AM Live Interaction

### Closing remarks

9.40 AM Moderator: [Tamsin Rose](#)



## Innovation in Treatments

**9.00 AM** **Welcome Note & Opening Remarks**  
Moderator: [Tamsin Rose](#)  
Slido interaction

**9.10 AM** **Introduction**  
[Dr. Jeli azko Arabadjiev](#) – Cancer Mission Board Member, Bulgaria (video address)

### Panel Session

*Panel Discussion on priorities regarding Innovation in Treatment*

**9.15 AM** **Panellists**  
[Dr. Eleni Tolma](#) – Cancer Mission Board Member, Cyprus  
[Oriana Sousa](#) – Psychologist and Patient Advocate  
[Franjo Čaić](#) – Associate Director EU Government & Public Affairs, Merck Group

**9:30 AM** **Audience Q&A**  
Live Interaction

**9.40 AM** **Closing remarks**  
Moderator: [Tamsin Rose](#)



## Survivorship

**9.00 AM** **Welcome Note & Opening Remarks**  
Moderator: [Tamsin Rose](#)  
Slido interaction

**9.10 AM** **Introduction**  
[Dr. Françoise Meunier](#) – Founder, European Initiative on Ending Discrimination against Cancer Survivors

### Panel Session

*Panel Discussion on Priorities in Survivorship Care*

**9.15 AM** **Panellists**  
[Ania Buchacz](#) – Patient advocate, Founder of Fundacja Pani Ani  
[Dr. Philip J Bousquet](#) – Director of Observation, Data Science and Assessment at the French National Cancer Institute

**9:30 AM** **Audience Q&A**  
Live Interaction

**9.40 AM** **Closing remarks**  
Moderator: [Tamsin Rose](#)



## Smoking Cessation as a Step Towards a Cancer-Free Environment

**9.00 AM** **Welcome Note & Opening Remarks**  
Moderator: [Tamsin Rose](#)  
Slido interaction

**9.10 AM** **Introduction**  
[Dr. Mahdi Sheikh](#) – Researcher, International Agency for Research on Cancer (IARC)

### Panel Session

*Panel Discussion on priorities regarding Smoking Cessation across the EU*

#### Panellists

**9.15 AM** [Dr. Dongbo FU](#) – Medical Officer for tobacco cessation, No Tobacco Unit (TFI), WHO  
[Francisco Lozano](#) – Patient Advocate, Alejandro Da Silva Foundation against Leukaemia  
[Penilla Gunther](#) – Founder of FOKUS Patient; Member of the EU Cancer Mission Board  
[Dr. Esteve Fernández](#) – Director, Tobacco Control Unit, Catalan Institute of Oncology

**9:30 AM** **Audience Q&A**  
Live Interaction

**9.40 AM** **Closing remarks**  
Moderator: [Tamsin Rose](#)