



## Communications Toolkit

# CANFORUM 2022



## What

CanForum is one of Australia's largest patient advocacy events, hosted by Rare Cancers Australia (RCA).



## Where and when

- **Tuesday 6 September 2022**
- 9.30 am to 3.30 pm, with canapes
- and drinks till 5pm
- In person at the Theatrette, Australian Parliament House, Canberra or live streamed online.



## Why

### The theme this year is: *What is the value of a life?*

The Australian Government is reviewing the system we use for assessing new medicines, including for people with cancer.

This assessment affects whether every Australian diagnosed with cancer has timely and affordable access to the medicines they need.

Right now, the decision to invest in a cancer treatment is assessed using an economic equation that includes 'what a year of life is worth'.

But the value of a life goes far beyond simple economics.

Learn more about what will be discussed at CanForum 2022 in this clip from Christine Cockburn, General Manager of RCA.



# Challenging our collective thinking about the value of a life in Australia

## The costs of cancer are not just financial.

At CanForum 2022, leading experts and patient advocates will come together to discuss:

1

The ethics and challenges of how we currently assess the cost-effectiveness of new cancer medicines.

2

The cost to Australian families of not investing in new treatment options.

3

How we can design a system that better balances the financial cost of new medicines with their value and impact on real people and real families.

4

Why we need to consider the immense benefits gained when a person can successfully treat their cancer.

Here is an outline of the sessions and speakers for the day.

### SESSION 1

#### Counting the cost

**Peter Orchard**

CEO, Canteen Australia  
*Counting the Cost Report – the true value of investing in cancer treatment*

**Sean Dondas**

*Patient advocate*

**Dr Chris Gyngell**

Team Leader and Research Fellow in Biomedical Ethics, Murdoch Children's Research Institute  
*How we value life*

### SESSION 2

#### Treating patients – expense or investment?

**Sarah McGoram**

*Patient advocate*

**Professor Andrew Wilson**

Chair of the PBAC  
*The challenges of measuring value*

**Ann Single**

Patient Voice Initiative  
*Valuing working with patients in HTA*

### SESSION 3

#### Real lives and value

**Angus Cunningham**

*Patient advocate*

**Michael Brennan**

Chair of the Productivity Commission  
*Healthy population, healthy economy*

**Professor Zoe Wainer**

Deputy Secretary for Public Health in the Vic. Govt. Dept. of Health  
*Value-based healthcare*

## Panel discussions

Some of the speakers will be participating in a Q&A session or open panel discussions throughout the day. They will be joined by:

**Dr Colman Taylor**

Owner and Chief Vision Officer, HTAnalysts

**Hayley Anderson**

Head of Patient Advocacy & Policy at Bristol-Myers Squibb

**Kirsten Pilatti**

CEO, Breast Cancer Network Australia

## Event MC

**Karen Middleton**

Chief Political Correspondent for The Saturday Paper

# How you can show your support

There are several ways you – as an individual or organisation – can show your support for CanForum 2022 and the need to design a system that better values Australian lives.

## Attend the event in-person or online

### TO REGISTER FOR CANFORUM 2022

visit: [www.rarecancers.org.au/canforum2022](http://www.rarecancers.org.au/canforum2022)

Tickets to attend in-person are \$660 incl. GST per person, with exemptions made for patients, carers, families and patient organisations.

Tickets to watch the livestream are free of charge. All registrants will be sent an email with instructions on how to access the live stream on the day.

For further ticket enquiries, please contact Nikki Kerr, Corporate and External Relationship Manager, Rare Cancers Australia at [nikki@rarecancers.org.au](mailto:nikki@rarecancers.org.au).

## Encourage others to attend the event and spread the word

Add a customised message to these social media tiles to help raise awareness of the event: [Download here](#)

If you require help accessing the graphic options, please email [james.mathews@rarecancers.org.au](mailto:james.mathews@rarecancers.org.au)



## Suggested wording

Use or adapt this suggested wording to help spread the word. Remember to add the hashtag **#CanForum2022** and tag RCA.

### For Facebook, Instagram or LinkedIn

How can we balance the financial cost of new medicines with the immense benefits gained when a person can successfully treat their cancer?

Join **@Rare Cancers Australia** in-person or online on Tuesday 6 September for **#CanForum2022**, as leading experts and patient advocates discuss how we can – and must – do better.

These are important conversations you won't want to miss. Register today [bit.ly/3c62Thn](https://bit.ly/3c62Thn)

How can we shift our collective thinking from the cost of emerging cancer treatments and assess their value and impact on real people?

This is the theme of **#CanForum2022**, one of Australia's largest patient advocacy events. Join **@Rare Cancers Australia** on Tuesday 6 September for candid discussions on the challenges and opportunities of assessing new medicines.

Register to attend in-person or online today [bit.ly/3c62Thn](https://bit.ly/3c62Thn)

### For Twitter

How can we balance the financial cost of new medicines with the immense benefits gained when a person can successfully treat their cancer?

Join **@RareCancers** on Tue 6 Sept for **#CanForum2022** to explore how we can – and must – do better. Register today [bit.ly/3c62Thn](https://bit.ly/3c62Thn)

How can we shift our collective thinking from the cost of emerging cancer treatments and assess their value and impact on real people? This is the theme of **@RareCancers #CanForum2022**, one of Australia's largest **#patientadvocacy** events. Reserve your spot [bit.ly/3c62Thn](https://bit.ly/3c62Thn)

Challenge your thinking about the value of a life in Australia at **#CanForum2022**.

The event on Tuesday 6 September will explore the ethics and challenges of assessing emerging cancer medicines, how we measure value, and how we can design a system that better values Australian lives.

These are important conversations you won't want to miss. Register today to attend the event in-person or online [bit.ly/3c62Thn](https://bit.ly/3c62Thn)

The Australian Government is reviewing the system we use for assessing new medicines, including for people with cancer. Now is the time to ensure that patients are at the centre of this process.

Join **@Rare Cancers Australia** in-person or online on Tuesday 6 September for **#CanForum2022**, as leading experts and patient advocates explore how we currently value the lives of Australians, and how we can – and must – do better.

Register to attend in-person or online today [bit.ly/3c62Thn](https://bit.ly/3c62Thn)

Challenge your thinking about the value of a life in Australia at **#CanForum2022**. Join **@RareCancers** on Tue 6 Sept to explore the ethics and challenges of designing a health system that better values Australian lives. Register today to attend in-person or online [bit.ly/3c62Thn](https://bit.ly/3c62Thn)

The Australian Government is reviewing the system we use for assessing new cancer medicines. Now is the time to ensure that **#patients** are at the centre. Join **@RareCancers** at **#CanForum2022** on Tue 6 Sept to explore the challenges and opportunities [bit.ly/3c62Thn](https://bit.ly/3c62Thn)

## For newsletters, emails or websites

[ *Organisation name* ] is pleased to support Rare Cancers Australia (RCA) at CanForum 2022, one of Australia's largest patient advocacy events.

The in-person and online event on Tuesday 6 September 2022 will see leading experts and patient advocates come together, determined to challenge our collective thinking about the cost of medicines, and the value of a life.

"The Australian Government is reviewing the system we use for assessing new medicines, including for people with cancer. This assessment affects whether every Australian diagnosed with cancer has timely and affordable access to the medicines they need," said Richard Vines, CEO of RCA.

"Right now, the decision to invest in a cancer treatment is assessed using an economic equation that includes 'what a year of life is worth'. But the value of a life goes far beyond simple economics."

### CanForum 2022 seeks to explore:

- » What is the cost to Australian families of not investing in new treatment options?
- » How do we design a health system that better balances the financial cost of new medicines with their value and impact on real people and real families?

### Special report launch

RCA and Canteen will also launch a new report, *Counting the Cost: The true value of investing in cancer treatment*.

This research explores the significant impact of cancer on the lives of Australians and their families, and the economic and societal benefits achieved by investing in cancer treatment to improve quality of life and prolong survival.

## Speakers

The CanForum line-up includes professional and patient experts who will discuss the ethics and challenges of measuring value, and how we can – and must – shift our thinking about new medicines from an expense to an investment.

### Session 1: Counting the cost

#### Peter Orchard

CE, Canteen Australia

*Counting the Cost Report – the true value of investing in cancer treatment*

#### Sean Dondas

Patient Advocate

#### Chris Gyngell

Team Leader and Research Fellow in Biomedical Ethics, Murdoch Children's Research Institute

*How we value life*

### Session 2: Treating patients – expense or investment?

#### Sarah McGoram

Patient Advocate

#### Professor Andrew Wilson

Chair of the PBAC

*The challenges of measuring value*

#### Ann Single

Patient Voice Initiative

*Valuing working with patients in HTA*

### Session 3: Real lives and value

#### Angus Cunningham

Patient Advocate

#### Michael Brennan

Chair of the Productivity Commission

*Healthy population, healthy economy*

#### Professor Zoe Wainer

Deputy Secretary for Public Health in the Vic. Govt. Dept. of Health

*Value-based healthcare*

[ *Quote from organisation spokesperson* ]

# Questions or need further support?



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## About Rare Cancers Australia

Rare Cancers Australia aims to improve the lives and health outcomes of Australians living with complex, rare and less common cancer.

We believe that no Australian should have to go through their cancer journey alone, which is why we are Australia's first charity with Specialist Cancer Navigators dedicated to the rare patient journey.

For 10 years we have provided 360-degree personalised support to patients and driven change in access, affordability, and quality of care for the patients of today and tomorrow.

This year, we are celebrating our 10th anniversary of supporting rare cancer patients.

**READ MORE ABOUT OUR IMPACT**

 @RareCancersAustralia

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[www.rarecancers.org.au](http://www.rarecancers.org.au)

