

About the research- and innovation milieu Vision Zero Cancer

July 2021

Building a resilient society through collaboration and innovation



A multi-stakeholder initiative for research and system innovation in cancer control

- Established in Sweden, November 2019
- Supported by the Swedish Innovation Agency, Vinnova
- Managed as a Partnership
- Office located at House of Innovation, Stockholm School of Economics

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Vision Zero Cancer is a Swedish Innovation Milieu that engages actors across society in strategic actions to work jointly in the mission of beating cancer. We have started with lung cancer.

Vision & mission

Vision

- No people should die as a result of cancer and more people should live longer and better

Mission

- Create a national point of contact for system innovation that helps reduce onset and transform cancer from a deadly to a curable or chronic disease, in Sweden and globally
- Make it easier for healthcare, academia, industry, policy and citizens to work methodically and purposefully together in research and innovation to rapidly introduce new working practices, technologies and treatments to improve the effectiveness and quality of cancer prevention, treatment and care.
- Strengthen Sweden as one of the world's leading life sciences nations

Founders



SWElife



STUNS *life science*

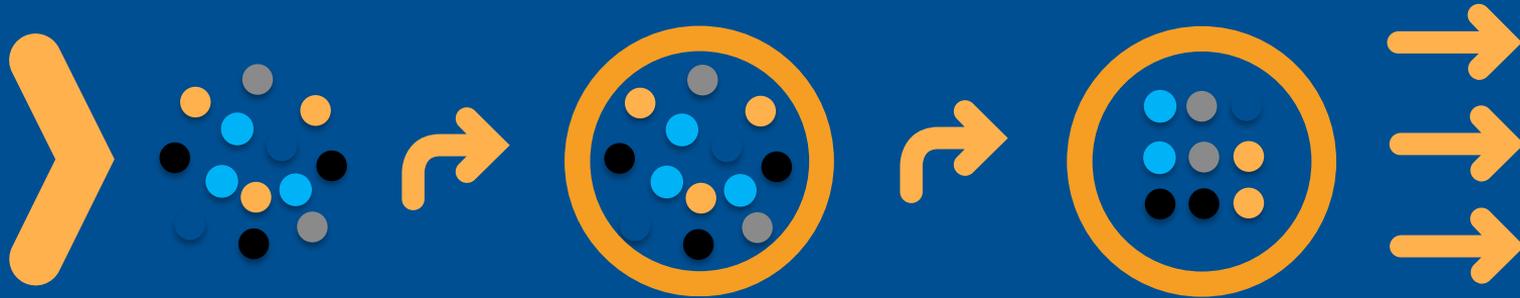


Leading Health Care

Kliniskt Centrum för Hälsofrämjande
Vård

System change through Vision Zero Cancer

If more people are going to survive cancer, health care needs a system transformation. Before, during and after diagnosis. And in the organization around.

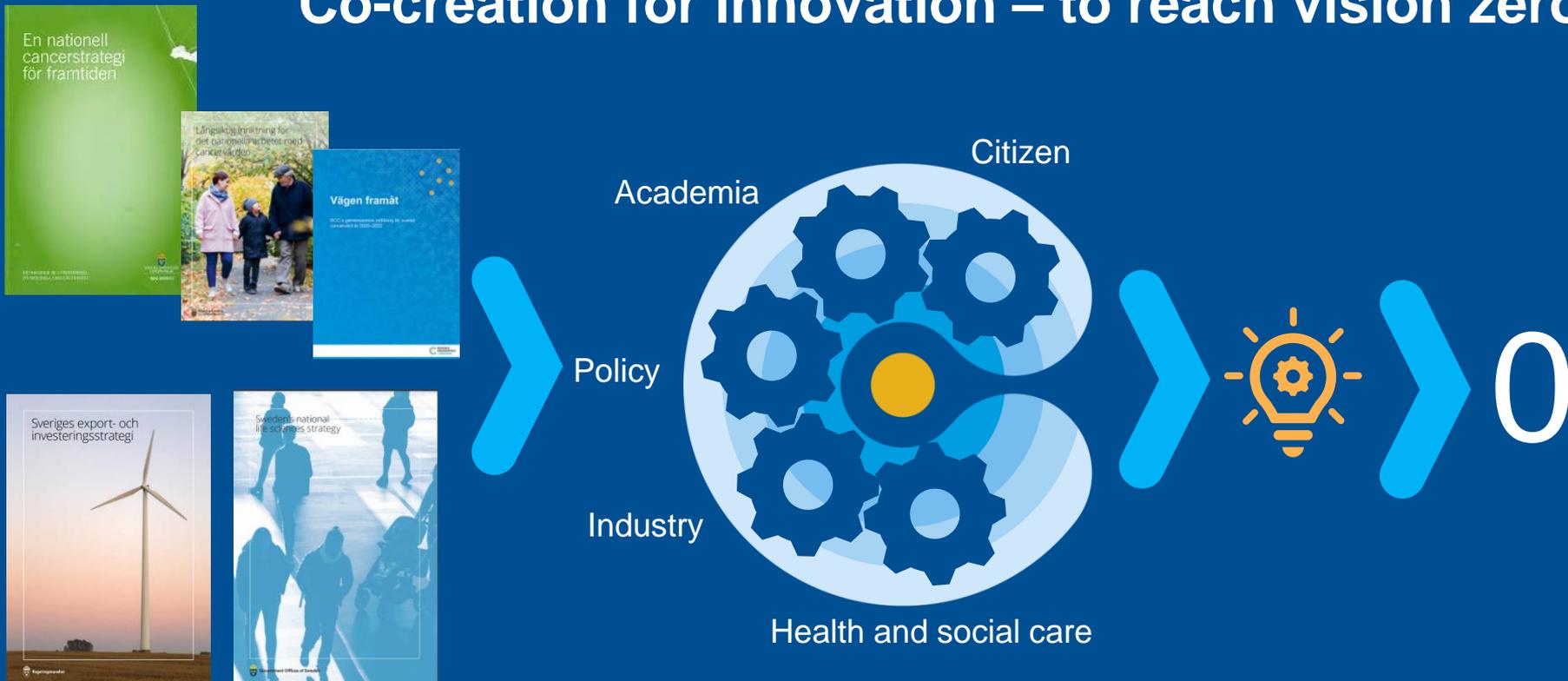


From today's isolated initiatives...

... to a national point of contact for system innovation ...

... where the possibilities for strategic collaboration are sharpened and solutions are tested more methodically to reduce the onset and transform cancer from a deadly to a curable or chronic disease.

Co-creation for innovation – to reach vision zero



Vision Zero Cancer works towards several goals in three national strategies to tackle cancer and strengthen Sweden as one of the world's leading life sciences nations

Achieving the vision by actions in five areas

Prevention

Early
detection and
diagnosis

Treatment
and quality of
life

Science,
Clinical trials,
Health Data,
Registries

Organization,
economics
and ethics



Prevention



Show **cost effectiveness of prevention** and smoking cessation

Support to scale **Smoking Cessation** on Prescription

Early detection and diagnosis



Alarm symptoms in the public

Early symptoms
Risk assessment
primary care

Push for **screening**,
preparations for
national
evaluation

Treatment and quality of life



Shorten lead times between treatment and **rehabilitation**

Introducing **PROMs** in clinical daily practice

Accelerate uptake of Individual Patient Overview (**IPÖ**)

Science, Clinical trials Health Data Registries



Co-host national translational research **Partnership for Precision Medicine in Cancer (PPMC)**

Facilitate **data use** and **reporting** from various sources

Organization, economy and ethics



PhD student employed at Stockholm School of Economics

Health economic overview on the theme societal costs & benefits of early detection

A lot of cancer is preventable

Prevention

Improving people's living habits brings more benefits than fewer people get sick with cancer. It reduces the risk of other diseases, increases public health and brings economic benefits to society. So how do we change people's behavior? How do we reallocate resources? How do we make prevention profitable?

Milestones*

- ➔ Contribute to raising awareness of the economic importance of prevention
- ➔ Develop a model to demonstrate profitability when investing in prevention
- ➔ Contribute to increasing knowledge of what motivates people not to start smoking and smoking



*Included in activity plan for Nov 2019 Nov -2021 in the call for Vision-driven Health.

2021-07-07

How do we detect the cancer faster?

Early
detection and
diagnostics

In order to reach the vision of zero, we need to find solutions for early detection and diagnosis. For example, new screening methods are risk assessment instruments based on AI. It is also important that the population themselves understand what symptoms they should be seeking care for. The individual gets more responsibility. This means that we need to spread knowledge, and have systems to capture them in primary care.

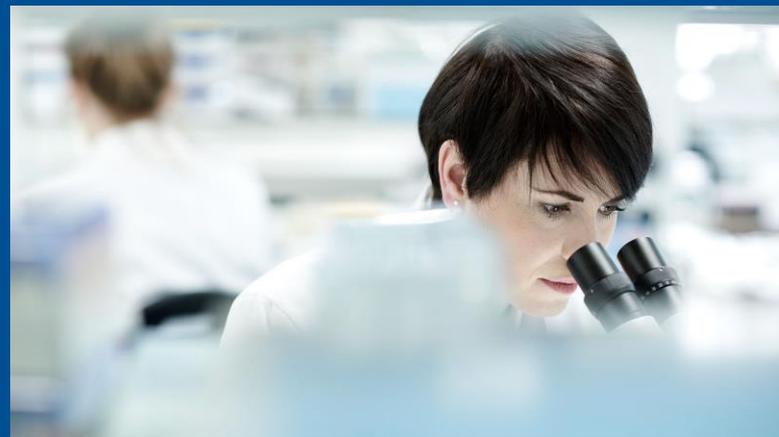
Milestones*



Contribute to shorten lead times for diagnosis



Contribute to the diagnosis of people at risk of developing lung cancer



*Included in activity plan for Nov 2019 Nov -2021 in the call for Vision-driven Health.

2021-07-07

Better treatment, better lives

With a more targeted and personalized treatment, we can improve survival and improve the patient's quality of life during and after treatment. But it is equally important all around – treatment, support and follow-up. How do we know what is important to the patient and loved ones? How do we adapt treatment and rehabilitation to the individual?

Treatment
&
Quality of
Life

Milestones*



Help shorten lead times for personalized treatment and rehabilitation



Support the inclusion of patient-reported outcome measures (PROM) in clinical routine and follow-up



*Included in activity plan for Nov 2019 Nov -2021 in the call for Vision-driven Health.

2021-07-07

Better integration of clinical research

Science,
Clinical trials,
Health data
Registries

Health care has become more and more production-oriented. It is difficult for staff to recover, the time to research and innovation decreases and only a small proportion of patients participate in clinical studies. By creating spaces for dialogue and improving opportunities in research, clinical trials and registry studies, it is possible to accelerate development - for the benefit of patients and society.

Milestones*

- ➔ Create a platform for dialogue between preclinical and clinical research
- ➔ Help simplify the possibilities for Nordic clinical trials
- ➔ Pooling initiatives to facilitate reporting and data use from different sources



*Included in activity plan for Nov 2019 Nov -2021 in the call for Vision-driven Health.

2021-07-07

How do we organize smart and sustainable?

Organization,
economics
and ethics

This can be about identifying where costs arise, partly about developing managerial and leadership, and partly about finding forms of collaboration and cross-fertilization. Moving from a single actor developing a specific product to developing reusable structures that can be useful to more people. After all, it is not always products and services that are lacking, but ways of building on what is available. Structures that provide stability, while allowing innovation – what does it look like?

Milestones*

- ➔ Establish PhD position at the Stockholm School of Economics; Leadership, organization, the building of an innovation environment in health care.
- ➔ Contribute to greater understanding and simplify the introduction of organisational, medical and social innovations through education



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Actions linked to the target areas are designed based on two methods of identification

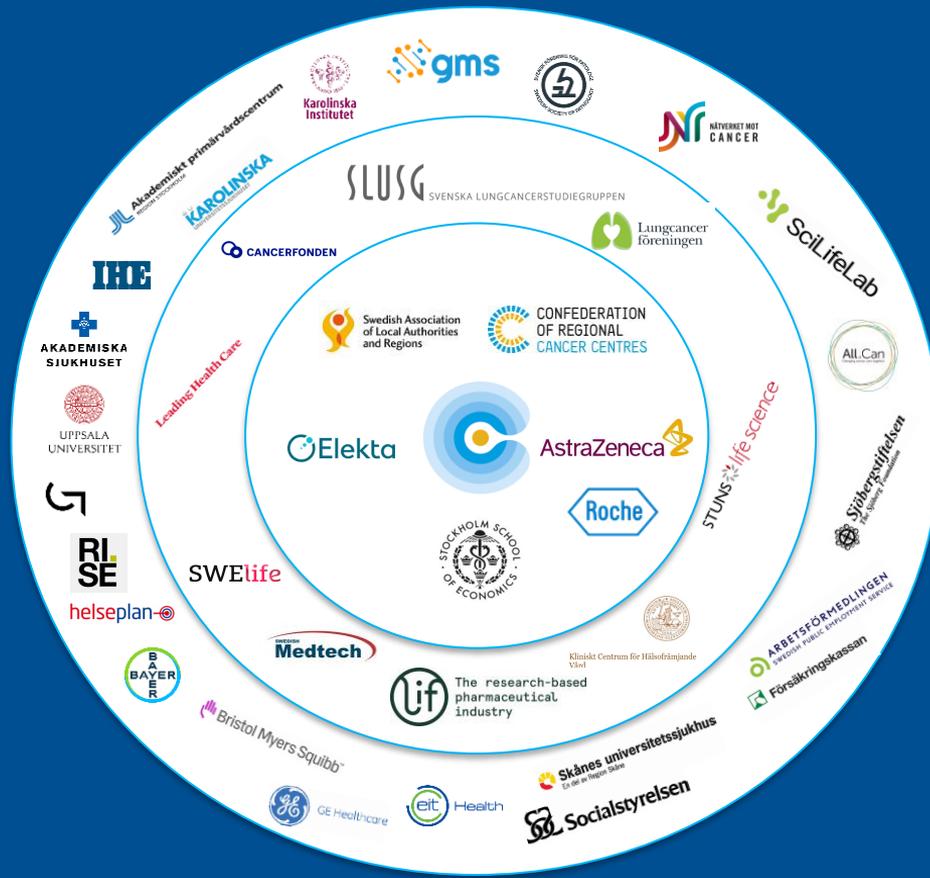


Actions that the innovation milieu identifies and prioritizes based on external analysis and needs

The innovation milieu attracts and relates to other initiatives for targeted and systematic cooperation towards the vision

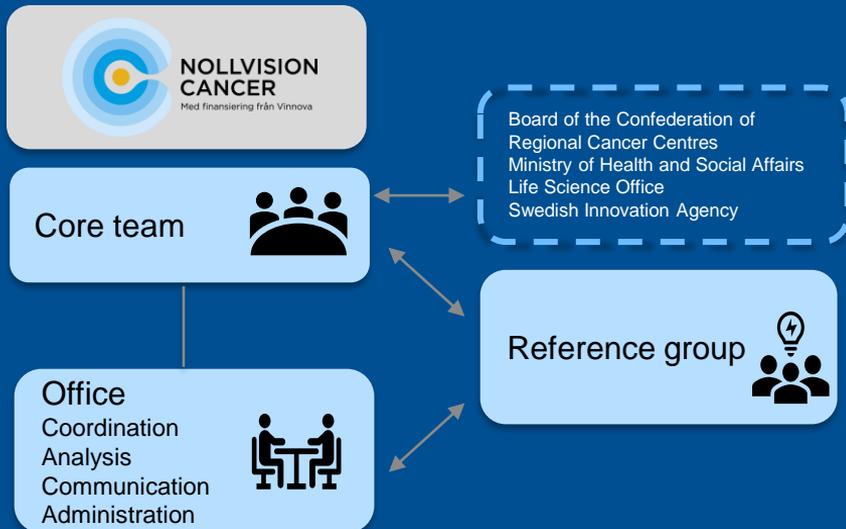
Actions must be clearly linked to measurable benefits for the end-user and societal impact

The operational network in Sweden



Partners, reference group and other actors across society currently engaged in Vision Zero Cancer initiatives

Organisation and Coordination



The coordination of the innovation milieu means actively working to achieve the vision, goals and activities through:

- Coordination and enhanced national cooperation across stakeholders
- International cooperation
- Vision-driven actions
- Innovation Management
- Analysis and External Monitoring
- Communication
- Follow-up

Core team

- **Ebba Hallersjö Hult**, Head of Vision Zero Cancer
- **Hans Hägglund**, MD, Professor, National Cancer Coordinator at the Swedish Association of Local Authorities and Regions, Chair Confederation of Regional Cancer Centres and Vision Zero Cancer
- **Suzanne Håkansson**, Senior Director Government Affairs, AstraZeneca
- **Per Nylund**, Vice President Corporate Strategic Sales, Elekta
- **Helena Anderin**, Director Healthcare Shaping & Innovation, Roche
- **Ola Ejlerthsson**, Client Director Custom Solutions, Stockholm School of Economics Executive Education
- **Magnus Mähring**, Professor of Entrepreneurship and Digital Innovation, Stockholm School of Economics, Chair House of Innovation
- **Mia Rajalin**, Med. Dr. Licensed Psychologist, Director of Clinical Education, Stockholm Healthcare Region, Patient representative, Member of the Board, the Swedish Lung Cancer Association
- **Simon Ekman**, Senior Physician and Associate Professor in Oncology at Karolinska University Hospital and Karolinska Institutet
- **Tobias Sjöblom**, Professor at Department of Immunology, Genetics and Pathology, Experimental and Clinical Oncology, Uppsala University



Reference Group

- **Anders Blanck**, CEO of LIF, trade association of the research pharmaceutical companies in Sweden
- **Björn Arvidsson**, Managing Director STUNS Life Science
- **Ebba Carbonnier**, Portfolio Manager Nationally Scalable Solutions, SWElife, Karolinska Institutet
- **Hans Winberg**, Secretary General, Foundation Leading Health Care
- **Karin Elinder**, policy expert for health and research at the Swedish Cancer Society
- **Lena Svendsen**, project manager innovation at Swedish Medtech, the trade association for the medical technology companies





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