

## Rare Cancer Project

### Community, business proposition, rare cancers

**Establishing business propositions to address the societal and market challenges of rare cancers.**

#### Overview

A cancer is considered 'rare' when it starts in an unusual place in the body, may need special treatment and is not one of the most common types of cancer. Due to the rarity of such diseases, the market is currently fragmented, which leaves patients at a severe disadvantage.

Through the Rare Cancer Project, we will establish an operational community to support the rapid assimilation of new partners with market propositions that generate market sustainability and benefits for patients with rare cancers. We will connect innovation and business, healthcare and academia around rare cancer workflows, bringing together partners that would not normally collaborate to develop innovative products and services.

#### Market potential

Rare cancers are currently disconnected from mainstream diagnostics, treatments and business, but have the potential to expand the cancer market by 20% (€5 billion per year).

Through our project we will establish the first innovative hub for rare cancers in Europe, which will provide a forum for the development of new care regimes and outcomes for patients with rare cancers. Our work will also help to improve access to the rare cancer market for non-pharmaceutical companies.

#### EIT Health support

EIT Health has provided a platform where we can foster collaboration among partners in the knowledge triangle.



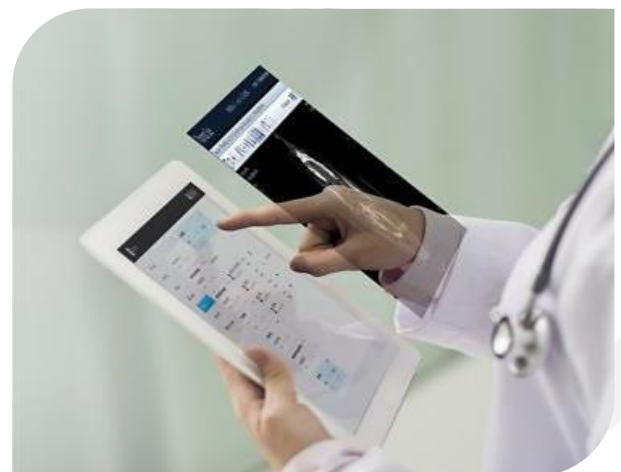
#### Key facts

**Project started:** 2016

**KIC:** EIT Health

**Theme:** Improving healthcare systems

**No. of partners:** 3



*GE Centricity Case Exchange - illustration*

We started our activities in March 2016 and expect to see our first results by the end of 2016.

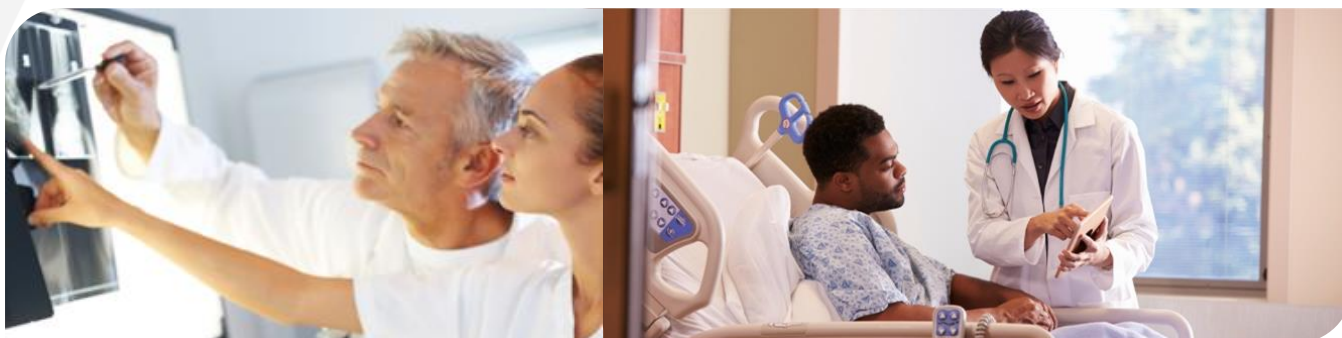
## Societal impact

The survival rate for those with rare cancers is significantly lower compared to more common types of the disease and new drugs are becoming unaffordable.

By adopting and implementing close-to-market technologies that are currently poorly applied to rare cancer pathways, we aim to improve this situation. We will also help to improve the delivery of personalised medicine approaches, quality standards and cost effectiveness for medical institutions and patients.

## Achievements so far...

- Established the Rare Cancer Project and a linked Summer School
- Established a daily management team and advisory board
- Appointed operational and business development officers



*Left: Oxford University and EORTC Tissue & Bone Sarcoma Group - consultation*

## Teamwork

Our team consists of Oxford University, who brings experience of rare cancer academics and healthcare, GE Healthcare, who provides IT services, and EORTC, a clinical research organisation that runs trials relating to rare cancers.

We came together during an EIT Health partnering event in Munich and our skillsets have proved to be highly complementary.



*Prof. Bass Hassan (Project Leader)*

## More information

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