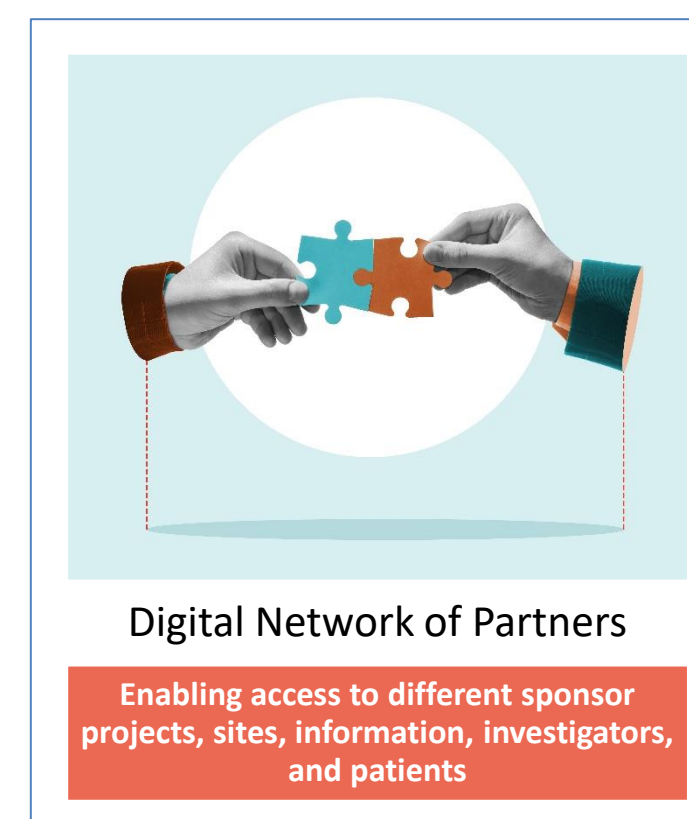
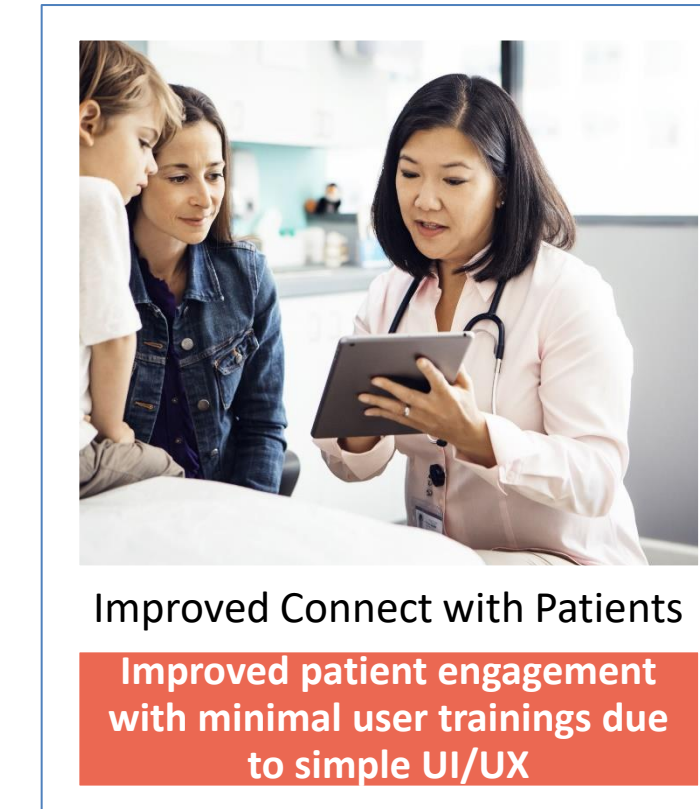
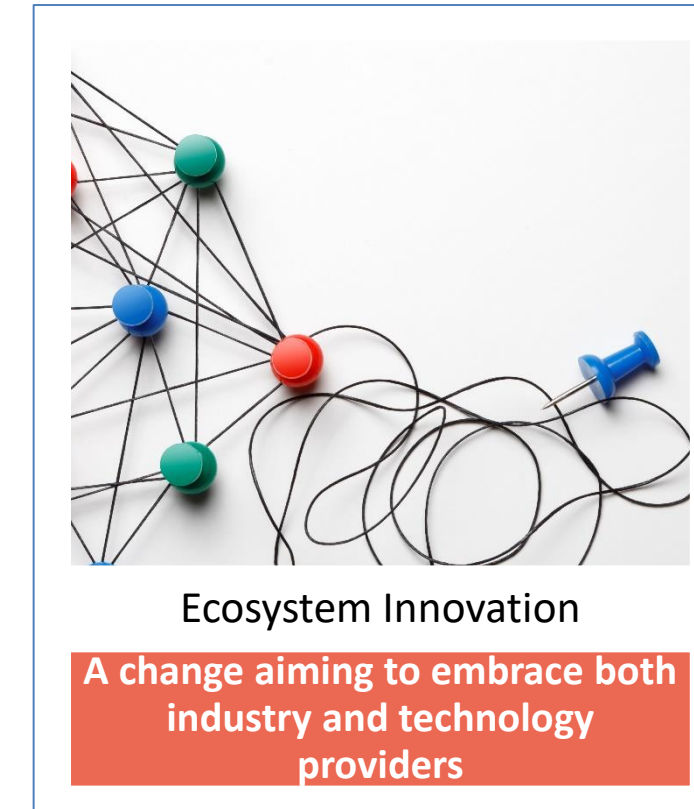
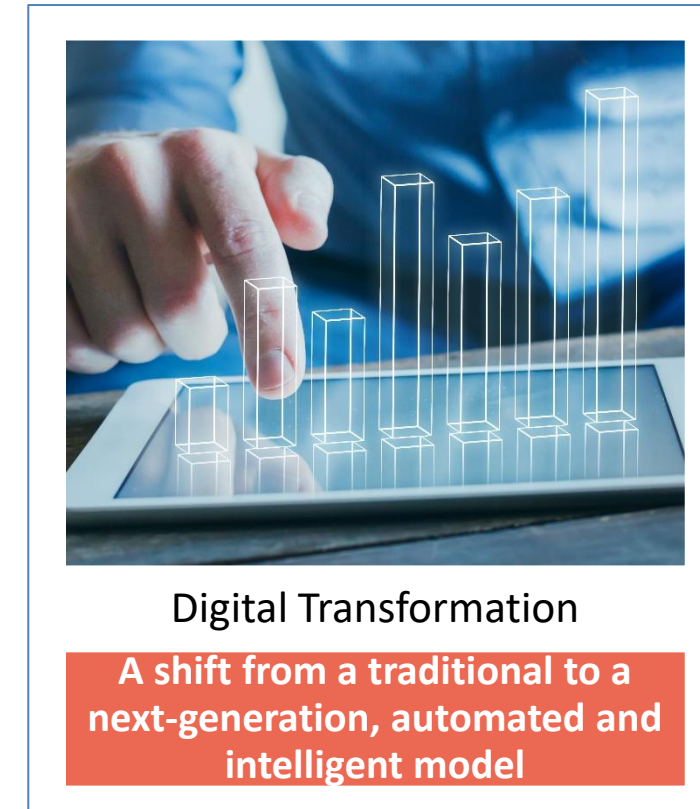


INTRODUCTION

- Public-private partnerships (PPPs) in health systems foster innovations through strategically leveraging private sector expertise and resources, contributing to scientific progress and the achievement of sustainable development goals (SDGs).
- The health policy and systems research studies worldwide have shown positive and cost-effective results from successful collaborations between the government and private players.
- The role of private organizations in PPP is ever-evolving spanning from strategic advisory to end-to-end functional service provider.
- Present conceptual poster describes unique values that a next generation contract research organization (CRO) can add to existing research and policy implementation plan by government with an example of "CancerX" (A PPP model by the US government).

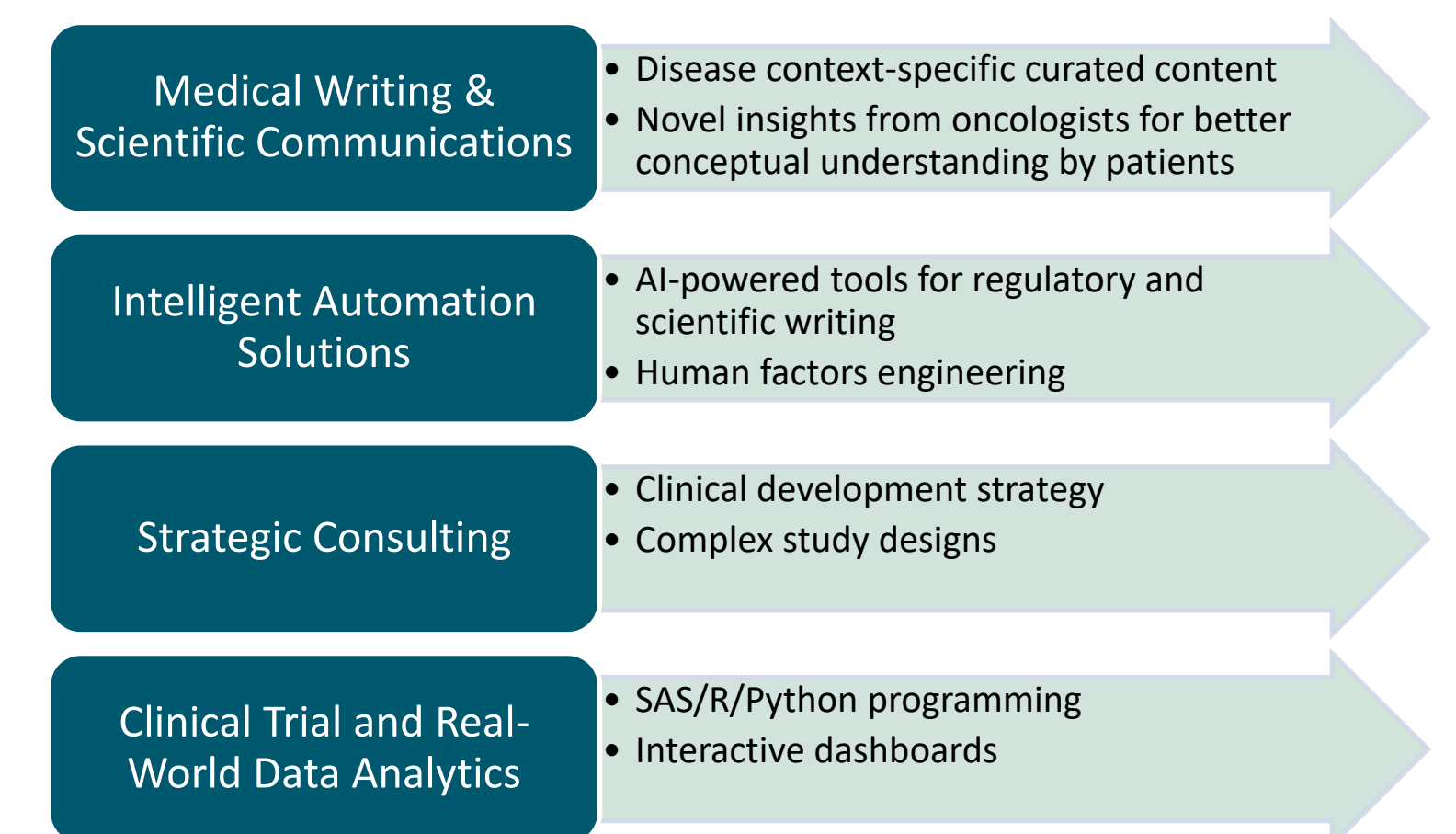
WHAT IS NEXT-GENERATION CRO?



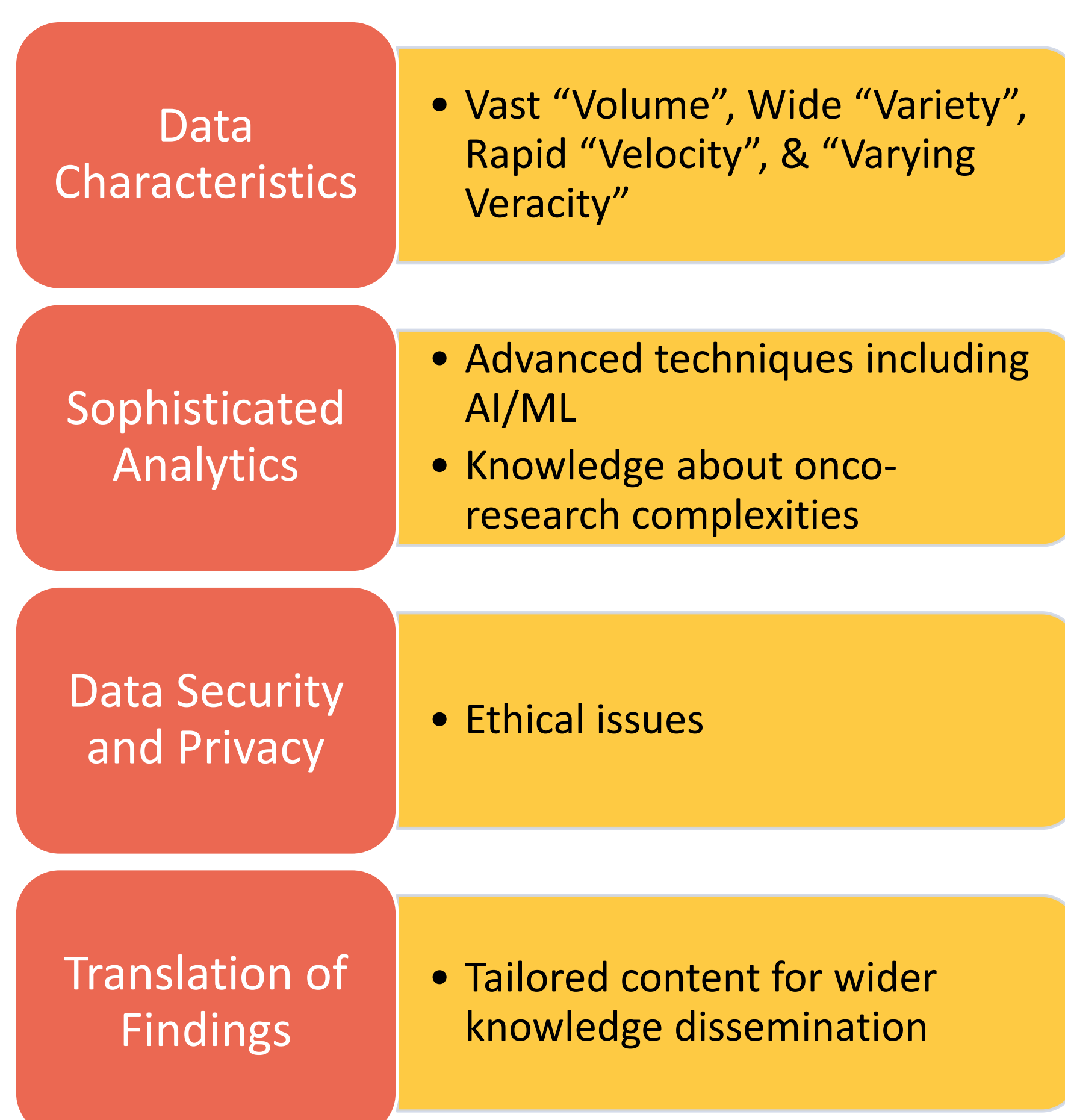
Source : White Paper : "The new age digital contract research organisations" by European Pharmaceutical Review (2)

"The advance of technology is based on making it fit in so that you don't really even notice it, so it's part of everyday life."

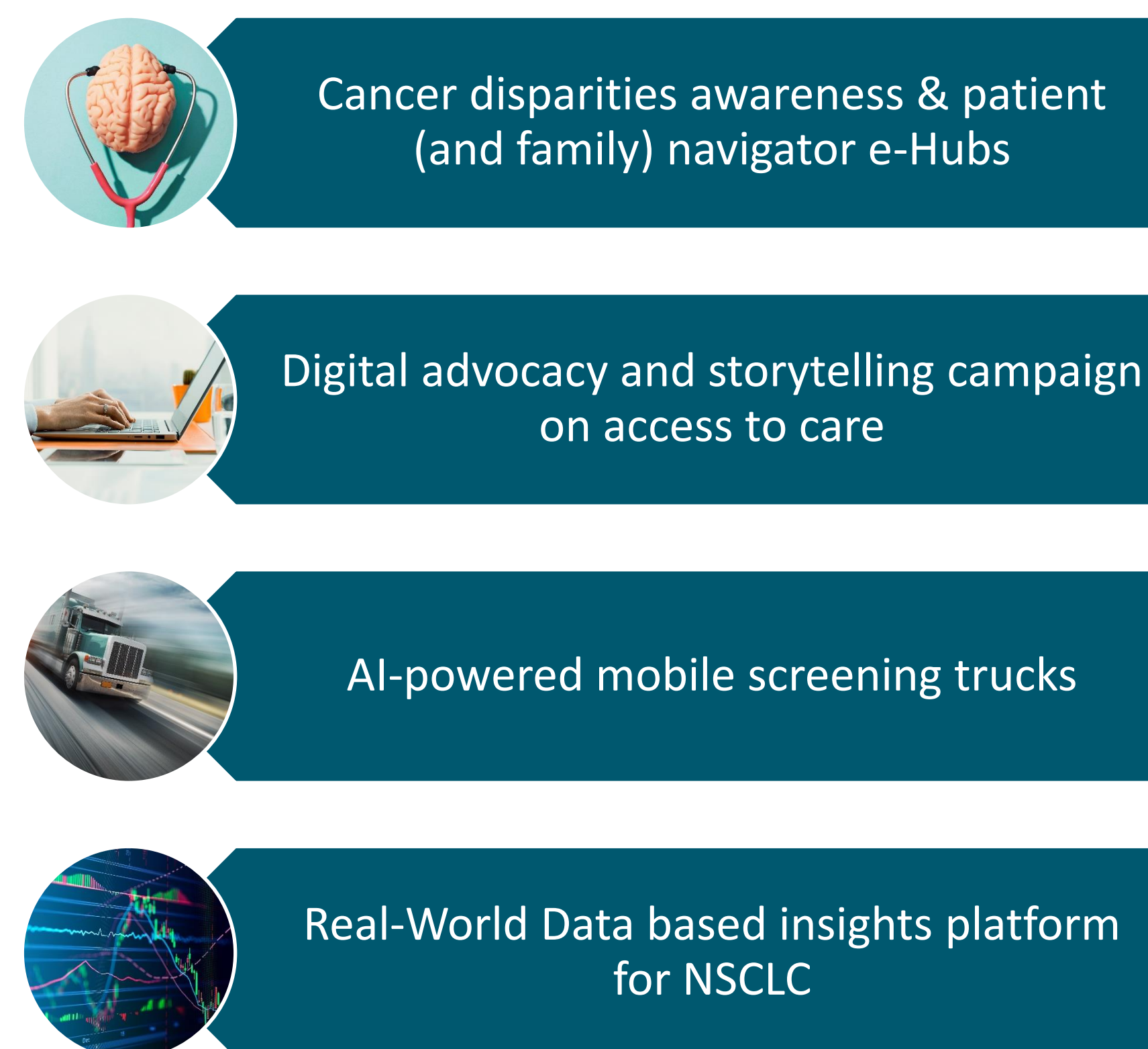
– Bill Gates



CHALLENGES – ONCOLOGY RESEARCH



KEY ACTIVITIES – CANCERX



VALUE OFFERINGS BY NEXGEN CRO

- Work in close collaboration with the US government and academia to conduct research surveys in communities of color
- Create patient information, education and communication materials in various styles and formats using latest evidence-based oncology information for effective knowledge translation
- Provide consultative and operational support in decentralized clinical trials including but not limited to medical writing, biostatistics, project management, analytics, and clinical trial operations
- Develop AI/ML-powered platforms to create personalized screening profiles and treatment plan based on the precision oncology concept
- Seamlessly integrate and harmonize real-world data from various sources
- Undertake HSPR projects to measure the program impact and identify areas of improvement

CANCERX: A PROGRAM OVERVIEW

A joint initiative by the U.S. Department of Health and Human Services (HHS), Office of National Security (ONS), and Office of Assistant Secretary for Health (OASH), with a similar modus operandi as KidneyX and PandemicX (1)

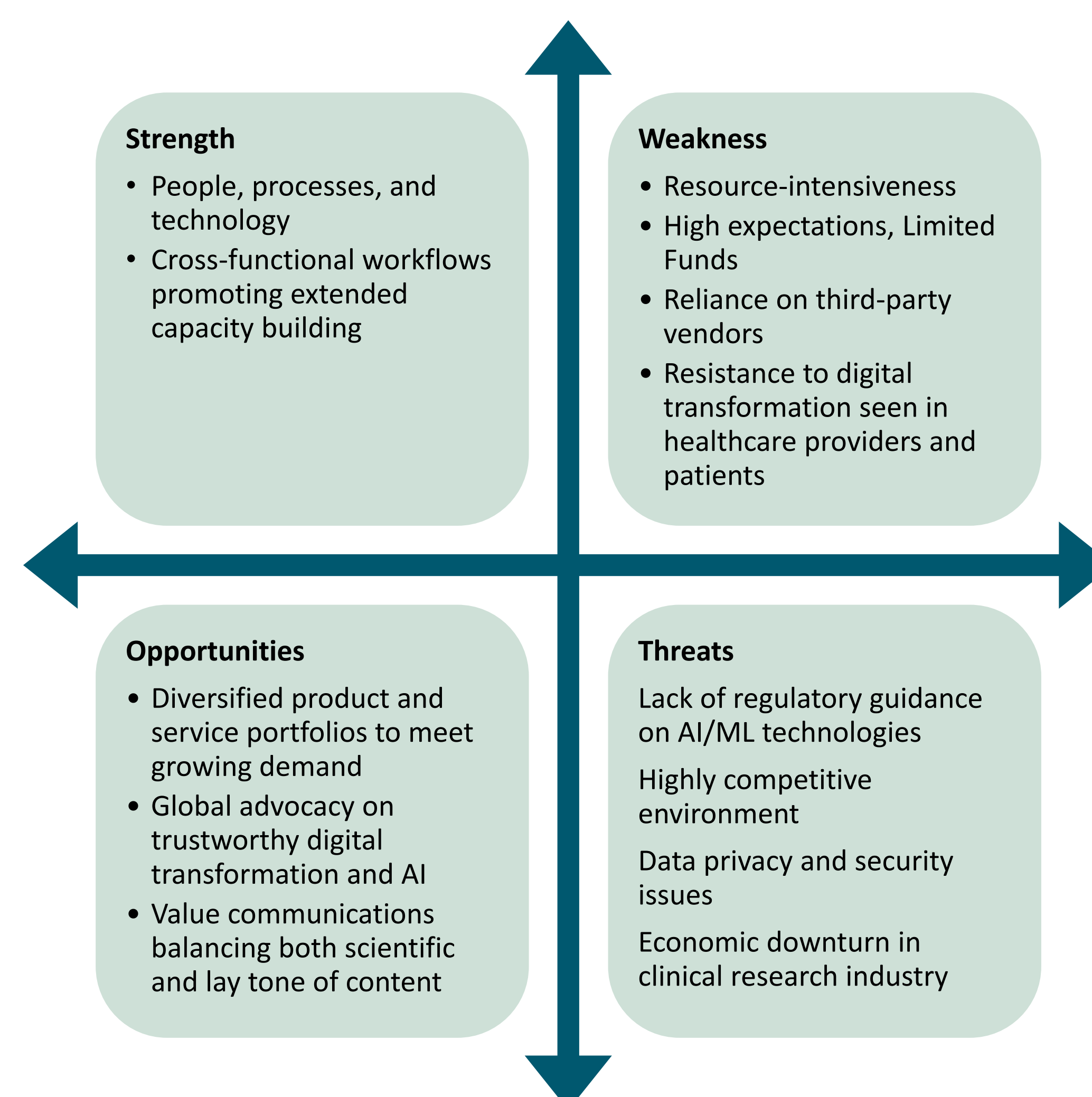
Aim: To support and accelerate innovative digital solutions enabling a continuum of cancer care

Who will take part? Organizations whose missions align with the Cancer Moonshot goals

Intended Objectives:

- ✓ Improved coordination and communication in cancer patient care.
- ✓ Facilitated interface between community organizations and cancer patients.
- ✓ Enhanced post-treatment care delivery support

SWOT ANALYSIS – PPP & ONCOLOGY



CONCLUSION

- The growing demand of innovative medicines and the intense competitive environment for Oncology Research and Development and Market Access present a great opportunity for NexGen CROs to offer out-of-the-box solutions.
- In Europe, innovative digital programs such as HARMONY, HARMONY PLUS, and HTx Horizon 2020 indicate a wide range of opportunities in similar space for purpose-driven collaborations and impact.
- PPP models are complex and demand a collective commitment from health equity researchers, scientific writing professionals, and AI solution providers in alignment with political agenda.**

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