

Subject: Invitation of ESMO DCTF to the meeting "ASCO's Top Five Keys- Choose Wisely and Win-Win Initiatives " Coordinator: Ahmed Elzawawy

(ASCO; American Society of Clinical Oncology. ESMO: European Society medical Oncology)

Sent on behalf of Adamos Adamou Chair of The ESMO DCTF and Alexndru Eniu, The ESMO (European Society medical Oncology) DCTF will be organizing a meeting entitled "ASCO's Top Five Keys- Choose Wisely and Win-Win Initiatives " at ASCO on Saturday, 2 June from 13.00-14.00 , in the ESMO Hospitality Room (Boardroom 1, Hyatt Regency McCormick Hotel attached to the Adjacent to the McCormick Place Convention Center 2233 South Martin Luther King Drive, Chicago, IL 60616), during the second half of the ESMO Developing Countries Task Force meeting. Coffee and a light lunch will served.

As you surely know about the campaign of Choose Wisely and what ASCO and alliances published "American Society of Clinical Oncology Identifies Five Key Opportunities to Improve Care and Reduce Costs: The Top Five List for Oncology".

Also, I informed you before about the win-win initiative (for information <http://www.icedoc.org/winwin.htm>) and my chapter entitled "Science and Affordability of Cancer Drugs and Radiotherapy in the World - Win-Win Scenarios" in the book "Advances in Cancer Management" with free online access:

Ahmed Elzawawy (2012). Science and Affordability of Cancer Drugs and Radiotherapy in the World - Win-Win Scenarios, Advances in Cancer Management, Ravinder Mohan (Ed.), ISBN: 978-953-307-870-0, InTech, Available from: <http://www.intechopen.com/articles/show/title/science-and-affordability-of-cancer-drugs-and-radiotherapy-in-the-world>

As you also know that this Win-Win initiative is led by David Kerr , Eduardo Cazap , and many of you. It is supported by Martine Piccart , president of ESMO. The concept of Value and how to get better value in cancer care are marvelously tackled in a concise book by the Editors: Sir Muir Gray and David Kerr. (With a group of authors, among them , David Kerr gave me the honor to wrote about " how to get better value Chemotherapy of Cancer")

After communications with Prof. Lowell Schnipper , Chair of the ASCO Task Force for The Cost of Cancer Care (and Professor of Medicine, Harvard Medical School) and according to request and arrangement of distinguished colleagues of the ESMO DCTF , We'll have a meeting entitled " ASCO's top five keys and win-win initiatives "

We'll discuss: How to increase and widen the waves produced by the ASCO's Top five list and Choose Wisely campaign , in the international level with different win-win possible scenarios , How it is very needed in Middle income countries too, Proposal of researches projects that could enhance win-win scientific scenarios with evidences to increase value of cancer care , while keeping the concept that these go with the interests of all stakeholders and no one would lose!.

Inspired from what Gracemarie Bricalli wonderfully summarized in her e-mail to me on behalf of the ESMO DCTF “ If we want the Win-Win project to become something concrete, we should present a project proposal at ASCO that outlines, goals, tasks, timeline, budget and human resources (who will do what). Any project proposal needs to be approved by the DCTF in Vienna, and hopefully to other potential important organizations (e.g. ASCO, UICC, NCI) or collaborators so at this stage we are only evaluating options, so that then you can develop a more detailed project proposal”

The ESMO DC Task force will hold this special meeting for " ASCO's top five keys and win-win initiatives". Till this moment , Lowell Schnipper (USA) , David Kerr (UK and immediate Past President of ESMO) , Eduardo Gazap (President of UICC), Martine Piccart (President of ESMO) , Hakan Mellstedt (Sweden) and Alexandru Eniu (Romania and Acting Chair of The ESMO DC Task Force meeting) , Edward Trimble (Director of Global Health, NCI, USA), Douglas Pyle , USA Director of ASCO International , Julie Torode (UK and UICC), Gouri Bhattarrya (India) , Nagi Elsaghir (Lebanon), Tony Mok (China) , Lodovico Balducci (USA) , Nia Sharikadze (Georgia), Julie Gralow (USA) , Kakil Rasul (Iraq & Qatar) IDana Wollins (Director, Health Services Division Cancer Policy and Clinical Affairs , ASCO), Courtney Tyne (Health Policy Manager, ASCO), and some other distinguished international colleagues , and me (Ahmed Elzawawy, Egypt) arranged their busy schedule to be available in this time , Thanks to the energetic communications of Gracemarie Bricalli, ESMO International Affairs Manager.

N.B. Not my modest draft of agenda is what counts, but your valuable and concrete positive notes and discussions, practical suggestions to make an advance, would make this meeting meaningful and productive. So, be prepared with your short verbal notes on the cited points and any other relevant points you like to cite.

Looking to having the pleasure of going forward ,hand in hand , in fruitful cooperation and productive outcome.

Sincerely ,

Ahmed Elzawawy

<http://www.icedoc.org/winwin.htm>

& www.icedoc.org

Agenda of "ASCO's Top Five Keys- Choose Wisely and Win-Win Initiatives “

Organized by ESMO DCTF , Saturday, 2 June from 13.00-14.00 , Place : In the ESMO Hospitality Room (Boardroom 1, Hyatt Regency McCormick Hotel attached Adjacent to the McCormick Place Convention Center 2233 South Martin Luther King Drive, Chicago, IL 60616 (During The ASCO Conference)

13:00 First part: 20 minutes

- Welcome : Alexandru Eniu and Hakan Mellstedt (3'-4') .
- Introductory notes:: Ahmed Elzawawy (Introduction, Why we meet?, Challenges? Why Win-Win? What we hope to achieve?.(5')
- ASCO's Top five Keys in Oncology and Choose wisely, Lowell Schnipper : (What could be next? Challenges?), It is a win-win for all!(5')
- The concept of Value in cancer care. David Kerr (Value is what counts!, Ongoing and upcoming efforts and publications)(5')

13: 20: Second Part: 30' : Discussion: All Participants, Moderator: Ahmed Elzawawy

The participants are encouraged to include in their contribution one or more points of the following (but, surely, the discussion is opened to any other point or proposal or comment that the participants like to cite)

- Concrete upcoming Actions ? either local ,regional and/or international.
- Potential cooperation and collaboration ?
- How International , regional and local Educational professional conferences could help? -.
- ideas and Proposals for projects and researches
- . Formation of a small group or groups to crystallize options of projects coming from the meeting into concrete project proposal , goals, tasks, timeline, budget and human resources (who will do what). And then: to come back to the participants of the meeting and potential collaborators.
- Two or more of the participants(who would be the volunteer?) to write a draft of Win-Win declaration or report coming from the meeting , to discussed by e-mails among the participants . Editors? ,Where it could be published?

(The official short minutes per se would kindly prepared by Gracemarie)

13:50 -14:00 3rd part ; (10'): Conclusive notes and concrete upcoming actions and projects by David Kerr :and Eduardo Cazap - Closing the meeting: Alexandru Eniu