



THE FUTURE IS NOW: DRIVING PRECISION ONCOLOGY ADOPTION WITH DATA

VIDEO TRANSCRIPT

For years, patients diagnosed with the same disease received the same treatment.

For some people that treatment worked, but for others it didn't—or only marginally. Take cancer as an example, standard cancer therapies are ineffective in over 75% of patients. One of the highest therapy failure rates for all diseases. Precision oncology is designed to change that.

Precision oncology should enhance the way drugs are developed, the way cancer is treated and most importantly the health outcomes patients can expect.

Precision oncology has momentum and is here to stay but surprisingly, based on our research, precision oncology is not yet widely adopted. Only 14% of oncologists routinely participate in molecular tumor boards, only 18% routinely use clinical decision support tools And only 41% routinely match targeted therapies to genomic alterations.

Why is that so? We don't have a targeted therapy for every cancer patient but even if we do, the enabling tools are often not available or not used. But above all, we lack the right data.

High quality patient datasets are the foundation to bring precision oncology into clinical practice. 9 out of 10 oncologists say they need access to real world cohort data. This data helps them to take the right decision in the context of the individual cancer patient. But what kind of data do they want to see?

According to our research, outcomes slash longitudinal data are the most important to be shared. Genomic sequencing ranked second, followed by clinical history and current treatment data.

To make data truly useful, data needs to be, standardized, broadly shared and secure. Over 90% of oncologist say data should be shared across borders. But we need common approaches to data collection, data quality, and accreditation.

So now that we know the important role of data, how can we drive precision oncology adoption in the industry?

WE HAVE IDENTIFIED FOUR ESSENTIAL PILLARS

BUILD THE BASICS

We need to ensure easier peer-to-peer exchange, provide access to the most useful Clinical Decision Support Tools, Advanced analytics and Real World Evidence.

THINK BEYOND BORDERS

Increased global data sharing is vital. We need to expand the data ecosystem across borders, drive data collection, accreditation and standardization.



REIMAGINE MEDICAL EDUCATION AND MINIMIZE COMPLEXITY

Oncologists need support mastering new skills and finding real time for staying up to date with latest innovation. And digital technology needs to be integrated into their daily routine. Precision oncology's importance is expected to grow significantly over the coming years, but to achieve the desired goals, we must jointly plot the course...

The time is now, the future of precision oncology depends on it. Are you ready to get started?

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