

Novartis supports Philippine National Cancer Summit to empower patients and enhance breast cancer survivorship

Feb 29, 2024

- *In line with its mission of extending and improving the lives of those with breast cancer, Novartis is supporting the 5th Philippine National Cancer Summit (PNCS) scheduled on 29 February to 01 March 2024.*
- *With the theme “Advancing Integrated Cancer Care Systems for the Filipino”, the Summit is co-organized by the Philippine College of Surgeons Cancer Commission Foundation (PCS CanCom), the Cancer Coalition Philippines (CCPh), and the Philippine Cancer Society (PCS).*
- *Novartis is supporting a multi-sectoral plenary session on Day 1 of the Summit entitled “Beyond the Pink Ribbon: Empowering Patients to Navigate the Healthcare Maze for Better Breast Cancer Survivorship”.*

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With the theme “Advancing Integrated Cancer Care Systems for the Filipino”, the Summit is co-organized by the Philippine College of Surgeons Cancer Commission Foundation (PCS CanCom), the Cancer Coalition Philippines (CCPh), and the Philippine Cancer Society (PCS). It aims to continuously unite a diverse range of stakeholders from the national and international cancer community, including advocates and pioneers from the medical community, patient support and survivor groups, academic and research institutions, industry partners, the private sector, local government units, and key national government agencies.

Specifically, the Summit aims to foster collaboration among all stakeholders engaged in cancer care, including the government, healthcare professionals, patients, families, and the private sector; identify and disseminate best practices, models, and innovations in integrated cancer care, as well as engage in discussions on the progress of the National Integrated Cancer Control Act (NICCA) implementation and localization; establish concrete quality metrics in cancer care by introducing tools and frameworks and defining the standards of patient care in cancer; formulate actionable recommendations to enhance the quality and accessibility of cancer care in the Philippines; and release a unified statement as the primary outcome of the Summit.

Novartis is supporting a multi-sectoral plenary session on Day 1 of the Summit, February 29, 2024 from 4:05 to 5:05 pm. Entitled “Beyond the Pink Ribbon: Empowering Patients to Navigate the Healthcare Maze for Better Breast Cancer Survivorship”, the session has the following objectives:

1. Define patient navigation and its importance in improving breast cancer survivorship
2. Identify Pain Points and Best Practices of patient navigators in the public and private space
3. Examine the health care ecosystem and discuss strategies that can streamline patient navigation process, making patient care more timely, efficient and affordable

“Guided by the Novartis Commitment to Patients and Caregivers, we work with the patient community and other key stakeholders to discover new ways to improve and extend people’s lives, and strengthen healthcare

systems. We thank the Summit organizers for giving us the opportunity to contribute to the achievement of our shared purpose,” said Ms. Christine Fajardo, Communications & Engagement Head, Novartis Healthcare Philippines.

H.E. Amb. Dr. Nicolas Brühl, Swiss Ambassador to the Philippines, will deliver the welcome message to start off the plenary session. The interactive panel on Establishing and Strengthening Patient Navigation will have the following panelists: Dr. Corazon Ngelangel, President, Philippine Cancer Society; Dr. Frederic Ivan Ting, Co-Chair, Training Committee, Philippine Society of Medical Oncology, and Chair, Tumor Board Committee, Riverside Medical Center, Bacolod, Western Visayas; Dr. Cecille Montales, Executive Assistant for Health, Taguig City Health Office; Dr. Claudine Ordoñez, Head, Breast Care Team, East Avenue Medical Center; and Mr. Joel Chong, Country President, Novartis Healthcare Philippines.

Ms. Kara Magsanoc-Alikpala, Founding President of ICanServe Foundation and Vice President for Internal Affairs of Cancer Coalition Philippines, will serve as the moderator of the plenary session.

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