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News

Company backs cancer podcast 28.02.23 PM

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The Private Cancer Physicians of Australia (PCPA) has kicked off its Strategic Alliance Partnership program with a podcast supported by Servier.

[Outgoing CEO](#) of Servier Australia, Brad Lloyd, said the company was proud to be a founding Strategic Partner with the PCPA, which aims to advance the cancer care journey of Australians, particularly through the private system.

"We're committed to improving the lives of all Australian cancer patients today and working together to develop better treatments for tomorrow," Lloyd said.

Cancer-patient-turned-doctor and author, Dr Ben Bravery stars in the [first episode](#) of the Cancer Patient Management podcast series and delivers a searing patient perspective.

After being diagnosed with stage three colorectal cancer, Bravery was motivated to try and change the health system from within. He wants all doctors to "remember that the problem in front of them is actually a person".

"Empathy is a skill that requires time and energy. Neglect it and it atrophies like a wasting muscle," he warned.

Bravery is joined by PCPA board member, Dr Cameron McLaren and fellow medical oncologist, Professor Katrin Sjoquist on the podcast.

Other Strategic Alliance Partners with the PCPA, include Gilead, GenesisCare and Fletcher Clarendon.

With support from PCPA's education allies, ScienceToLife, the Partners will engage in other high impact, immersive education and engagement initiatives including onsite multi-disciplinary team live masterclasses, virtual symposiums, horizon scanning and strategic roundtables.

President of the PCPA, Professor Christopher Steer, hailed 2023 as a watershed year for the PCPA.

For the first time, it will open its membership to radiation oncologists and formally collaborate with organisations who share the PCPA's values and its mission-critical aim to ensure cancer patients are at the forefront of all decision making.

"We will bring together the best minds in cancer care diagnosis and treatment, hospital and clinical trial innovation, advanced technology and equitable health policy," Steer said.

"We believe the cancer care journey, especially through the private health system, should be the absolute best it can be for our patients, their families and our members who are entrusted to care for them."

Tiffany Walker

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