

Private cancer physicians partner with industry on new patient-focused platform

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Australia's peak body of private cancer specialists has partnered with companies to launch a suite of interactive education and engagement platforms with the aim of enhancing the cancer care journey for patients.

The president of the Private Cancer Physicians of Australia (PCPA), Associate Professor Christopher Steer, said prioritising the needs of Australians with cancer, and those who care for them, was the driving force behind the organisation's inaugural 'Strategic Alliance Partnership' program.

The first partnership initiative, launched today, is the PCPA Cancer Patient Management podcast series, featuring cancer patient-turned-doctor and author, Dr Ben Bravery.

Dr Bravery provides a patient perspective and says being diagnosed with stage three colorectal cancer motivated him to try and change the health system from within.

"Empathy is a skill that requires time and energy," said Dr Bravery. "Neglect it and it atrophies like a wasting muscle."

In the podcast, which also features PCPA board member, Dr Cameron McLaren, and fellow medical oncologist, Association Professor Katrin Sjoquist, Dr Bravery says he wants all doctors to "remember that the problem in front of them is actually a person".

The podcast is supported by Servier. CEO Brad Lloyd said the company is proud to be a founding strategic partner with the PCPA.

"We're committed to improving the lives of all Australian cancer patients today and working together to develop better treatments for tomorrow," he said. "Ben's mission to highlight the importance of connection and empathy in healthcare is one we support wholeheartedly."

Servier is joined by Gilead, GenesisCare and Fletcher Clarendon as the initial founding Strategic Alliance Partners with the PCPA.

PCPA President, Associate Professor Christopher Steer, described 2023 as a watershed year for the organisation. It is expanding its membership to include radiation oncologists and formally collaborating with organisations that 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," he 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."