

Strategic Alliance Partnership

A Prospectus for

- Biopharmaceutical industry
- Private and NfP cancer care providers



Embracing
THE CHALLENGE

Foreword

PCPA is a dynamic not-for-profit member-based, oncology specialist organisation that aims to make high impact policy change for private practice, education and in delivering to patients the latest innovative treatments and world-class clinical trials.

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

We want to embark on this new connected journey with organisations of the highest integrity, with whom we share our values, our passion and our mission-critical need to ensure cancer patients are at the forefront of all decision making.

Together with our Strategic Alliance Partners, we can better ensure world-class cancer care is prioritised by those decision makers who can, and will, make the difference to the lives of those most vulnerable of Australians.

We know our members – haematologists, medical and now, radiation oncologists - are seeking trusted insights into new treatments in development, innovative approaches, new ways of thinking, new technologies and new perspectives.

We know connecting and collaborating with our partners will help our members – consultants and trainees alike - become even better specialists in medical and radiation oncology or haematology.

We are honoured to welcome you to the PCPA family, as our founding Strategic Alliance Partner.

Kind regards,



A handwritten signature in white ink, appearing to read 'C Steer'.

A/Prof Christopher Steer
President

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Why join our journey?

2020-2023 have been three of the toughest years experienced by those on the front line of healthcare and emergency services and those working to bring us cutting edge medicines, vaccines and to protect our patients against world-wide medicine shortages.

For Australians with cancer and for those who may have delayed in seeking a diagnosis of their disease, it's been an incredibly stressful and worrying time.

But as we emerge from this global health and economic pandemic, we look once again to the bright future of cancer care.

Private Cancer Physicians of Australia has long been a high impact peak body that advocates for cancer patients, the medical and radiation oncologists and haematologists who care for them and the private healthcare system we all must navigate and ensure remains robust and resilient.

We lead the engagement with the nation's decision-makers and opinion formers

Together with our patient advocacy groups and other cancer doctors and clinical trial colleagues, we lead the engagement with the nation's decision-makers and opinion formers to ensure they prioritise the needs of Australians living with cancer. Recent examples of our work include:

- Seeking (and being granted) an extension of six months for Telehealth for patients needing phone consults with their specialists
- Ensuring cancer patient navigators are front and centre of the National Cancer Plan
- Ring-fencing cancer patients – and their chemotherapy treatments – from the Special Pricing Arrangement (SPA) reforms
- Extending MBS to subcutaneous chemotherapy treatments
- Achieving all of our key objectives for cancer patients out of the long-running MBS review
- Expanding access to key oncology medicines

We have worked hard to harness funding and meaningful policy outcomes and our track record is reflected in our high political capital with all sides of politics.



Launching the Strategic Alliance Partnership program



For the first time, and due to demand, Private Cancer Physicians of Australia is inviting your organisation to join us as our founding **Strategic Alliance Partner**.

Together, we will bring together the best minds in private cancer care diagnosis and treatment, drug development, hospital and clinical trial innovation, advanced technology and equitable health policy.

We want to work with our trusted Strategic Alliance Partners to future scan for breakthrough treatments and policy challenges whether it be affordable access to world-class medicines that Australians deserve, educating our trainees on the latest in digital healthcare or private practices or offering our partners a multidisciplinary live masterclass about the management of cancer patients.

Through our bespoke collaboration, you will have a seat at our policy development table and the opportunity to connect with our board of Australia's most respected private cancer physicians.

Your role in - and unique offering to - the cancer care community will be communicated to our members and you will have the opportunity to share with them the cutting-edge innovation and knowledge that only your organisation can deliver.

As our inaugural Strategic Alliance Partner, you will share our values, be exposed to the country's most respected private cancer specialists, practising in a complex and ever-changing field. You will have a positive impact on our trainees, who are just embarking on their cancer career and are thirsty for the knowledge and you will experience the patient and physician advocacy networks this premium partnership provides.

For the first time we are inviting you
to join our Strategic Alliance Partnership program

What we strive for:



Better funding models for in-patient care



Equitable, affordable and timely access to needed medicines for cancer patients



Participation in world-class, accessible clinical research and medical education



Constructive partnership with policy makers, funding bodies, patient groups, partners and health providers



A strong, supportive and vibrant network for private practitioners



Successful and sustainable career and educational pathways for our advanced trainees



To maintain, and build on, the respect and political goodwill we have earned as the peak body capable of delivering valued policy outcomes for our patients, our members and our partners

What the Strategic Alliance Partnership offers

As our Strategic Alliance Partners will have different needs at different times, and because no one in our cancer care world is cut from the same cloth; we have opted for a bespoke, tailored approach to our founding Strategic Alliance Partnership Program.

As a starting point:

We will offer true connectivity with our Strategic Alliance Partners.

We want to hear everything about you:

Benefits to cancer patients?



Your priorities?



Strategic Alliance Partner

How are you evolving?



Your challenges?



Laser-focussed with you

As a starting point, our Strategic Alliance Partnerships will be limited to organisations that truly align with our mission to improve the cancer care journey, and outcomes, for Australians.

Our political capital and integrity are extremely important to us, and our Partners will share these values.

We will ensure our collaborations are strategic, cost effective and high impact.

As busy working oncologists (medical and radiation) and haematologists, time management is mission critical and we, conversely, respect the time of our Partners.

Through the PCPA Strategic Alliance Partnership, you will have reach into our members and future members and our valued network of colleagues from other oncology and medical groups, private hospitals, medical centres and patient advocacy organisations. Our current membership base is approximately 500 and we expect this to significantly increase shortly as we expand our membership to include radiation oncologists for the first time.

Importantly, you will have access to the Board. Each member is an esteemed cancer specialist, experienced in both private and public cancer care settings but with a collective aim to protect our patients and to support our members.



Effective collaboration

With your collaboration, all Australians can be assured of:

- affordable and timely access to the best anti-cancer treatments available in the world;
- access to cutting-edge clinical trials, without being forced to leave the country;
- world class Multi-Disciplinary Cancer Care Teams, especially those in the private healthcare system; and
- confidence that their cancer care is ring-fenced from potentially negative policy decision-making.

Together, we will:

- reduce the financial toxicity of our patients' cancer care journey;
- ensure the private cancer care eco-system remains resilient and cost-effective; and
- deliver innovative and world-class breakthrough treatments and practices in cancer care and private health.

We will partner with you to prioritise equity of access for the most vulnerable of Australians to the best cancer care in the world.

Our offering

As our founding Strategic Alliance Partner, you will be offered:

- The opportunity to show case your hospital/institution via the educational activities shared with industry, consultants and advanced trainees
- Free access for your HCPs to the digital educational activities developed for the PCPA Masterclass series
- One digital communication to our members on an agreed topic of your choice
- Engagement during the PCPA Annual Scientific Meeting

As a founding Strategic Alliance Partners, you will have an opportunity to be involved with the PCPA Masterclass for your members and your institution. The diverse platforms include:



PCPA Masterclass Series



PCPA Strategic Insights and Advice



PCPA Multidisciplinary Live Masterclass



PCPA Educational Travel Grants

PCPA Masterclass Series

- You are invited to be the prime sponsor of a podcast, face to face or virtual symposia on a preferred topic of agreed interest.
- This is offered exclusively to you as a direct educational channel to our members (trainees and consultants) potential members, hospital and medical centres and networks of oncology groups, colleges and cancer patient advocacy groups.
- The opportunity to host a face to face Masterclass in your institution and showcase the facilities to advanced trainees is an invaluable way to develop future relationships.
- As part of our PCPA Masterclass series, the podcasts and virtual symposia will leverage our access to highly respected subject experts and multidisciplinary panels
- The symposia attendance and podcasts will be amplified through the PCPA website, Spotify, Apple and other social media channels.
- It will also be delivered to our network of mainstream health media (television, radio, newspapers and online).





Contact PCPA

Jannette Cotterell

PCPA Executive Officer.

Managing Director, Executive Counsel Australia.

Email: jcotterell@executivecounsel.com.au or call 0419 204 059

Jennifer Burgess

PCPA Secretariat.

Email: j.burgess@amaq.com.au or call 07 3872 2234

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