

# MSPGH/VCCC Joint Research Seminar



## Improving the Delivery of Value-Based Personalized Cancer Care Services: *Linking HTA and Health Services Research*

### Professor Maarten Ijzerman

Chair of Cancer Health Services Research  
Melbourne School of Population and Global Health; &  
Professor, Victorian Comprehensive Cancer Centre

Precision medicine applications offer the promise of improved risk assessment, earlier diagnosis and tailored treatment and survivorship care for cancer patients. However, despite significant investments and breakthroughs in genomics and precision medicine, successful translation into health services for the benefit of patients remains challenging. This presentation will examine challenges in Health Technology Assessment of precision medicine applications in oncology, introduces opportunities and barriers of providing value-based cancer services and discusses the potential of real-world data and data-sciences to improve high-quality cancer services.



Professor Maarten Ijzerman is a VCCC professor and head of Cancer Health Services Research in the School of Population and Global Health, University of Melbourne. He also holds a fractional appointment as a professor in the University of Twente, where he was the Vice-Dean in the Faculty of Science. Maarten is an active global researcher with multiple research visits and collaborations in the USA, UK and Canada. He is an active board member of ISPOR, and now promotes active collaboration between ISPOR and the European Cancer Organisation (ECCO). In 2016, he joined the European Society for Medical Oncology (ESMO) Cancer Medicines working group dealing with the disparities in access to cancer drugs. Maarten is a member of two hospitals, mainly responsible for quality and safety and strategy/innovation.

*(the venue might change due to impending building works, please check closer to the time at <https://blogs.unimelb.edu.au/sph-events/category/event-type/seminar/>)*

**Wednesday 19 September 2018**

12:30pm - 1:30pm, Seminar Room 515

Melbourne School of Population and Global Health

Level 5, 207 Bouverie Street, Carlton

**ALL WELCOME**

***(Please feel free to bring your lunch)***