

Join us on Wednesday, 2 October, from 2:00 to 2:45 PM for an essential session on enhancing patient adherence to cancer drug treatments and addressing patient needs. Chaired by Nilgün Kizilmese, clinical pharmacist in oncology in Belgium and ESOP ambassador of EU affairs. This event aims to connect ESOP with the patient community through collaboration and understanding. Featuring personal stories from two patient advocates—Mrs. Margaret Graham McDonald, Public Engagement Group member at the Chief Scientists Office (Health) Scotland (C.S.O.), and Mr. Carl Ernst-Günther from the European Prostate Cancer Patient Organization Europa Uomo - this session will offer valuable insights into the real-life challenges and solutions related to adherence.

This session will include:

1. A theoretical introduction on the importance of adherence.
2. Personal testimonies highlighting the challenges and solutions from the patients' perspectives.
3. An overview of current initiatives promoting adherence.

This interactive format will allow attendees to ask questions directly to the patients, providing a platform to learn, share, and collaborate towards better patient outcomes. Join us to ensure our efforts align with patient needs and support them more effectively.