

Jörg Ruof at the World Health Summit 2026:

Key Hypotheses on the "Chronification of Cancer"

At the 2026 World Health Summit in Berlin, Jörg Ruof participated in the BeOne Symposium "Cancer is Changing: Is Care Keeping Pace? When Cancer Becomes a Long-Term Condition". His key hypotheses on this topic are:

- 1) Chronification of many oncology conditions is a major achievement of the past decades. However, the battle is not over yet; Cancer, different from conditions such as HCV, still remains a life-threatening condition.
- 2) Europe is transitioning from the Pharma Hub to the HTA Hub of the world. The major concern is that Europe does not any more value innovation, a fear recently voiced by 9 pharma CEOs in an open letter.
- 3) Health Technology Assessment, and in particular EU HTA, is fully supported by the EAA, but it needs to be slim/ meaningful/ and finally: facilitate rapid access to beneficial medicines for patients in need.
- 4) Rational Value and Pricing Decisions - which is at the heart of the EU HTA Regulation - are at risk in an environment of global disruptive and intransparent pricing policies such as MFN.
- 5) Europe has to turn EU HTA into a success story. Key requirements are:
 - EU level: consolidation of PICOs (approach the 'lead PICO era' where Europe will consolidate and specify their comparative data needs)
 - Member State level: rapid national pull-through i.e., ensure that across the European Union medicines with an additional benefit are rapidly reaching patients in need
 - Both Member State and EU level: ensure full involvement of the most knowledgeable patients and clinical experts including their respective scientific societies' views in the process from beginning to the end.