Annual Report

2024

All.Can Belgium

Changing cancer care together

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Stepping Up in 2024

2024 was a remarkable year for All.Can Belgium in many ways.

We kicked off the "mother of all election years" with our policy memorandum, offering concrete recommendations to the yet-to-be-formed new governments on how to improve cancer care in Belgium.

In spring and summer, we raised awareness about sarcoma with patient testimonials and insights of medical experts. Sarcoma was one of the three cancers in young patients we highlighted in our 2023 Get Checked Early campaign for the general public, alongside breast cancer and testicular cancer.

In June, during our General Assembly, we also welcomed two inspiring presentations: one on advancing the early prediction of response to neoadjuvant immunotherapy in non-small cell lung cancer (NSCLC) through the identification of reliable biomarkers, and another exploring the broader challenges and priorities in Belgian healthcare policy under the new legislation.

The Future is Now

In early November, we hosted our first large-scale conference, Cancer Care: The Future Is Now, focusing on both groundbreaking advances in cancer research and practice and the policies needed to bring these innovations to patients.

And what a success it was!

Politicians, policymakers, healthcare professionals, researchers, and other stakeholders came together to learn and share insights.

Also in November, we launched the Clear the Air on Lung Cancer campaign with Prolong, ALK Positive Belgium, and the other members of our lung cancer working group. For a month, we shared powerful stories from patients, caregivers, and researchers.

Mid-November, we took it a step further with a high-profile awareness event at Brussels Central Station, which attracted national media attention. Soon after, we continued the conversation on national television.

In December, we published a whitepaper on the potential of lung cancer screening, sparking discussions with policymakers.

Looking Ahead

In 2025, we continue the momentum.

We will contribute to policy discussions for a new national cancer plan. Through the Get Checked Early campaign, we will raise awareness of ovarian cancer, gastric cancer, and HPV-related cancers. And for the second year, we will organize a large-scale conference on the opportunities and challenges in cancer care – both in research and on policy.

Dr. Pia Cox

Executive Director
All.Can Belgium
secretariat@all-can.be

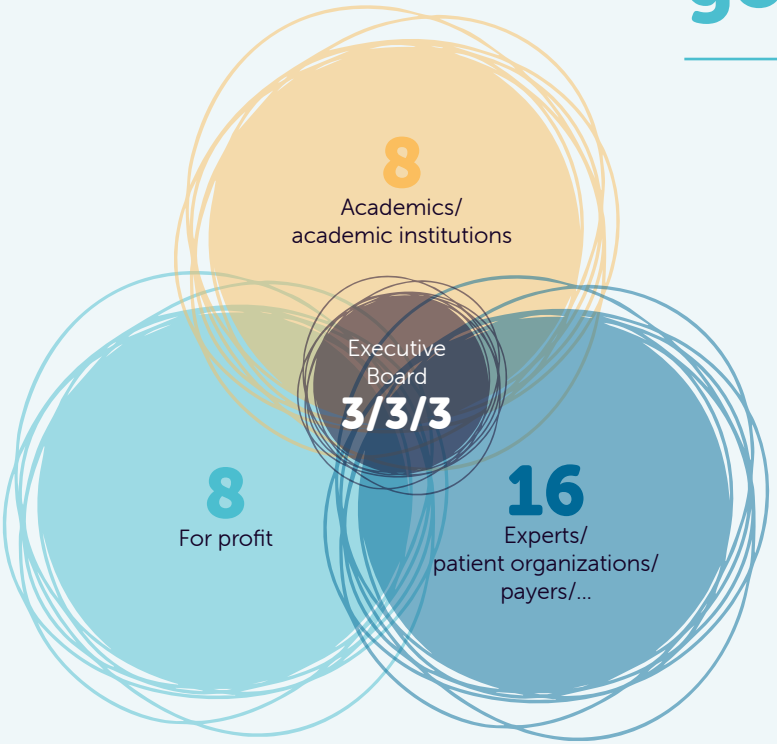
Prof. Dr. Ahmad Awada

Chair of the Board
All.Can Belgium

About All.Can Belgium

All.Can Belgium is a dynamic multi-stakeholder platform that unites the Belgian cancer care community to make tangible progress in cancer patient care. With the ambition to achieve sustainable, efficient and patient-centered cancer care, All.Can Belgium brings together a wide range of stakeholders, including patient and care representatives, healthcare professionals, health experts, policymakers and industry representatives.

Our mission is clear: improve cancer care by combining sustainability, accessibility and patient-centeredness and placing them high on the policy agenda. By identifying and reducing waste in care, using resources more efficiently, and addressing unmet medical needs, we strive to improve patient outcomes. Innovation plays a crucial role here in improving both the efficiency and quality of care.



Multistakeholder platform

Main goals

1. Uniting stakeholders around a **shared vision** for cancer care.
2. Initiating and realizing **projects** to achieve this vision.
3. Proposing solutions for more **efficient and innovative care**.
4. Proactive participation in **policy debate**.
5. Creating **public support** for the vision of better cancer care.

& priorities

- **Prevention and early detection**
- **Access to high-quality care**
- **Timely access to innovation**
- **Efficiency in research**

Executive Board

Our board of directors includes representatives of the various stakeholders. They are appointed by the general assembly for a period of three years.

The day-to-day management and its representation are delegated to the Executive Director.

The current board members were appointed in 2022.

Dr. Pia Cox
Executive Director
All.Can Belgium

An Cloet
MSD

Prof. Dr. Anne Rogiers
CHU Brugman

Dr. Veronique Le Ray
Foundation against Cancer

Dr. Bernard Willemart
CHU UCL Namur

Prof. Dr. Ahmad Awada
Chair of the Board
CHIREC Hospitals

Gilles Poncé
Bristol Myers Squibb

Frédéric Maddalena
CHU UCL Insititut Roi Albert II

Benoit Mores
MLOZ

Jean-Michel Luyckx
Novartis

Members 2024

With the help and support of our members, we work every day to make cancer care more efficient, both for patients and for society. Our members are medical experts, patient representatives, health economists, industry representatives,... and other stakeholders in cancer care.

Dr. Philip Lerut
AZ Groeninge

Jean-Yves Daxhelet
MSD

François Perl
Solidaris

Olivier Grégoire
Health economist

Prof. Dr.
Jan Van Meerbeeck
UZA

Marc Van den Bulcke
Sciensano

André Stoop
Patient expert

Mitchell Silva
Patient Centrics

Kevin Raymakers
Pfizer

Prof. Dr. Paul Van Schil
UZA

† Florence Duvieusart
ALK Positive Belgium

Ina Gesquiere
AstraZeneca

François Daue
Solstisse

Prof. Dr.
Thierry Berghmans
Institut Jules Bordet

† Johan Thibo
Prolong vzw

Robert Henkinet
Johnson & Johnson

Dr. Henry Paridaens
CHR de la Citadelle

Jo Jansen
Amgen

Anne De Middelaer
Gynca's

Dr. Kristof Cuppens
Sint-Trudo Ziekenhuis
Jessa Ziekenhuis

Prof. Dr. Ingel Demedts
AZ Delta

Dr. Kevin Punie
ZAS Hospitals

Thomas Limberopoulos
Roche

† David Gaier
Bristol Myers Squibb

Lung Cancer Working Group

"Lung cancer is the second most common form of cancer in our country and unfortunately the most deadly. With the Lung Cancer Working Group, we aim to leverage the collaboration between the stakeholders, to address those areas where patient needs are the highest"

- **Prof. Dr. Ingel Demedts**
Chair of the LCWG

Prof. Dr. Ingel Demedts
Chair of the LCWG

Dr. Henry Paridaens
CHR de la Citadelle

Dr. Veronique Le Ray
Foundation against Cancer

Saar Vandekeere
MSD

Bart Croes
Bristol Myers Squibb

Cassandre Lecomte
Roche

Ina Gesquiere
AstraZeneca

Dr. Kristof Cuppens
Sint-Trudo Ziekenhuis
Jessa Ziekenhuis

André Stoop
Patient expert

Audrey Bénard
Pfizer

Sylvie Lambain
Institut Roi Albert II

Prof. Dr. Paul Van Schil
UZA

† Florence Duvieusart
ALK Positive Belgium

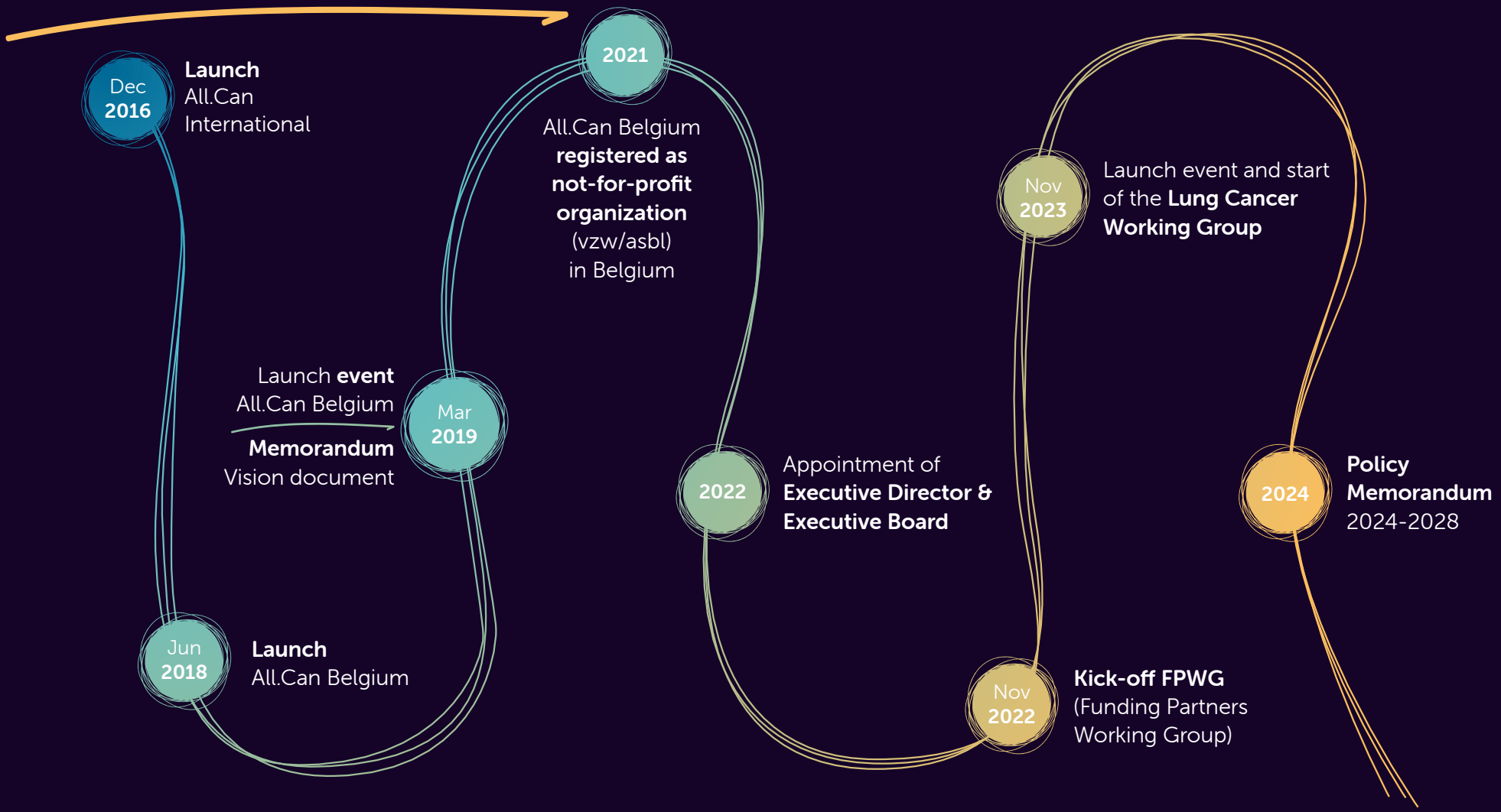
Prof. Dr. Jan Van Meerbeeck
UZA

† Johan Thibo
Prolong vzw

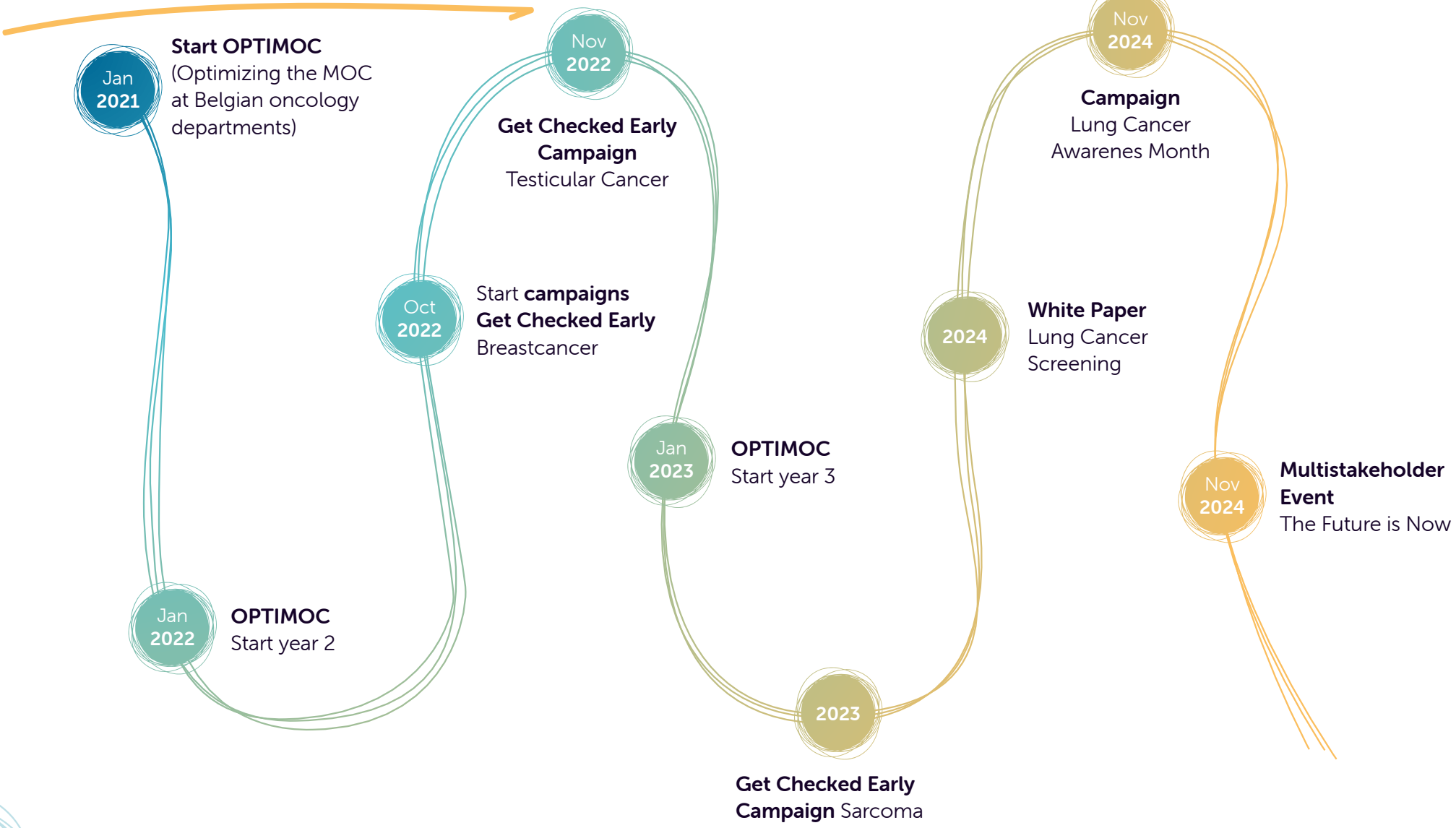
Prof. Dr. Thierry Berghmans
Insititut Jules Bordet

Ann Curias
Johnson & Johnson

All.Can Belgium Over the Years



All.Can Belgium Projects & Campaigns



Impact of Events & Activities

Get Checked Early

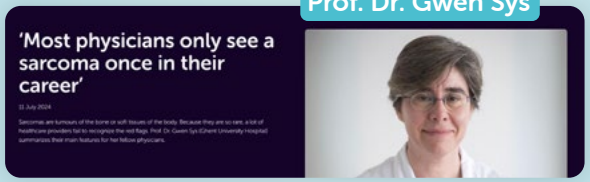
With the *#GetCheckedEarly* campaigns, All.Can Belgium remains committed to raising awareness about the importance of early detection and helping people recognize the warning signs of sarcoma, breast cancer, and testicular cancer. Through this initiative, we specifically target adolescents and young adults (AYAs), highlighting how early diagnosis can significantly improve treatment outcomes and survival rates.

Throughout 2024, the #GetCheckedEarly campaign continued to reinforce its message through expert interviews and patient testimonials, further emphasizing the importance of recognizing early symptoms. In July, during Sarcoma Awareness Month, we amplified our efforts by sharing impactful personal stories and expert insights across our campaign website and social media platforms.

Sarcoma Awareness Month 2024

Patient Testimonial
Eva's Story

Patient Advocacy
Freya Rowaert



Expert Insight
Prof. Dr. Gwen Sys

Expanding the Reach

By continuously engaging **patients, experts, and the public**, #GetCheckedEarly remains a crucial initiative in **empowering young people with knowledge and encouraging early cancer detection**. All.Can Belgium will continue to expand this campaign, ensuring that more lives can be saved through awareness and timely action.

Policy Memorandum 2024-2028
Improving cancer care in Belgium

In March 2024, All.Can Belgium launched a memorandum for Belgian policymakers with 11 recommendations to improve cancer care in Belgium. These recommendations focus on ensuring that innovations — whether already available or emerging — reach patients and healthcare providers as quickly and effectively as possible. Unfortunately, current procedures are no longer sufficient to achieve this goal.

But innovation alone is not enough. There are many other ways to improve the quality of cancer care. Our memorandum highlights the need for better access to psychosocial support, the consolidation of expertise in specialized reference centers, and the development of inclusive cancer care guidelines.

One of the most fundamental principles in healthcare is that the earlier we act, the better the outcomes. That's why our recommendations place a strong emphasis on primary prevention, early detection, and screening. By prioritizing these areas, we can significantly improve patient outcomes and reduce the overall burden of cancer in Belgium.

"Because cancer matters to us all"

With this memorandum, All.Can Belgium calls on policymakers to take concrete action, ensuring that every patient receives timely, high-quality, and innovative cancer care.

Primary prevention, early detection, and screening

1. Raise awareness on skin cancer among children and adolescents
2. Increase the national HPV vaccination rate to >90%
3. Screen for lung cancer in high-risk populations

Access to innovative treatment options

7. Modernize the reimbursement procedure for innovative drugs
8. Involve patients and healthcare professionals in the evaluation process
9. Broaden the possibilities for off-label use of therapies

Improve the access to high-quality care

4. Organize the care for ovarian cancer in reference centers
5. Facilitate an easier access to companion diagnostics
6. Build on an inclusive care for cancer patients with clear guidelines

International frontrunner in clinical trials

10. Leverage on the possibilities of digital technology
11. Ensure our position in international studies through a standard for decentralization

Read the full memorandum here

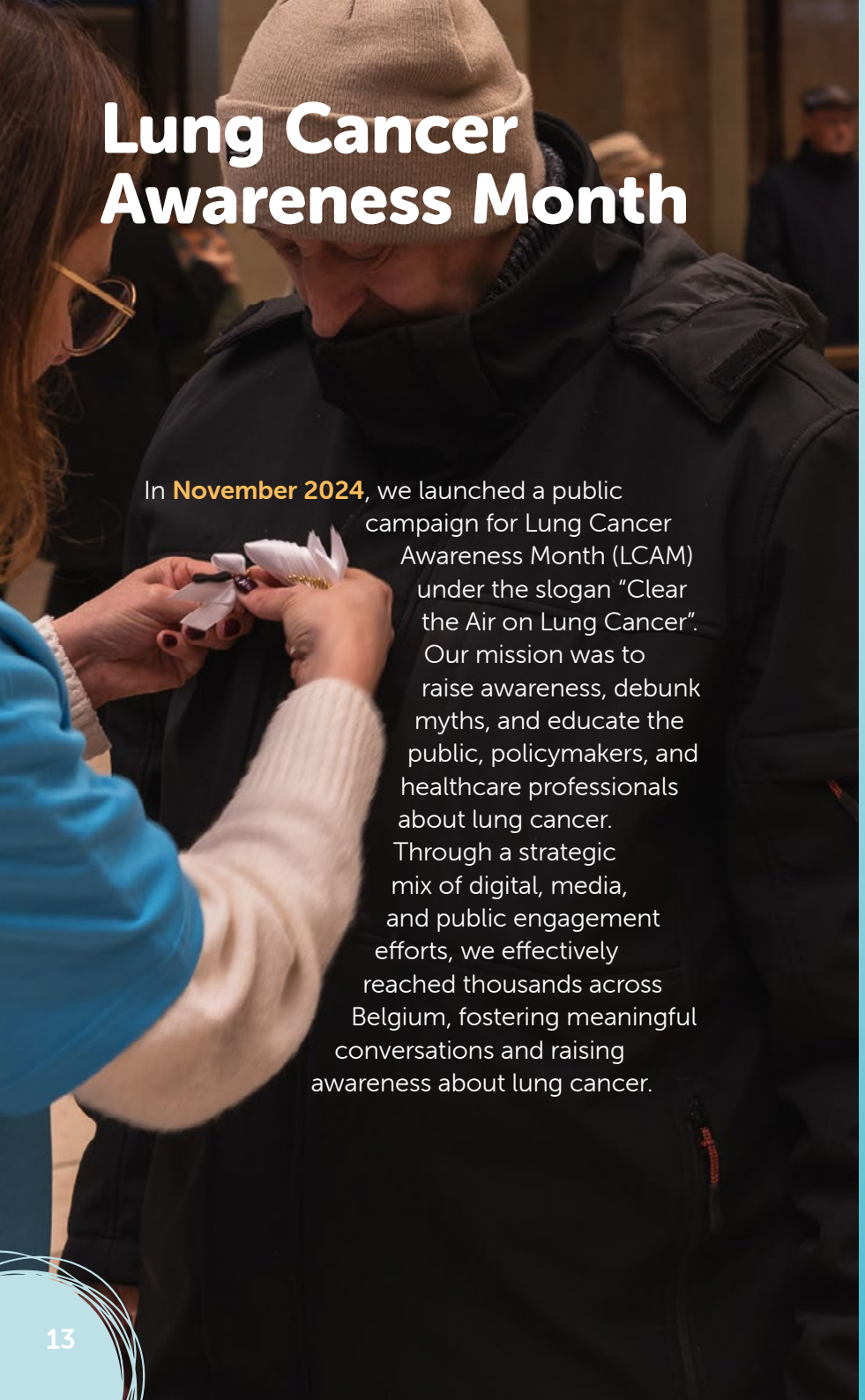
Event November 6, 2024
The Future is Now

Cancer care requires a paradigm shift

In November 2024, we hosted the conference "Cancer Care: The Future is Now", bringing together 158 key stakeholders from across the cancer care community. The event, held on November 6 at the TRACK venue in Brussels, attracted medical experts, healthcare providers, academic researchers, policymakers, representatives from patient organizations, and other vital figures in the healthcare sector. The day was filled with seven keynote speeches, seven panel discussions, and a closing debate on policies, all focused on advancing the future of cancer care.

At the heart of the conference was the theme of the rapidly evolving landscape of cancer research and its implications for treatment. Belgium is a globally recognized leader in oncological research, yet despite this progress, many challenges remain in meeting the evolving needs of cancer patients. Innovations in medication, digital technologies, and artificial intelligence (AI) demand new perspectives and a paradigm shift in the way policymakers and healthcare stakeholders approach cancer care.

Key Discussions at the Conference



Lung Cancer Awareness Month

In **November 2024**, we launched a public campaign for Lung Cancer Awareness Month (LCAM) under the slogan "Clear the Air on Lung Cancer". Our mission was to raise awareness, debunk myths, and educate the public, policymakers, and healthcare professionals about lung cancer. Through a strategic mix of digital, media, and public engagement efforts, we effectively reached thousands across Belgium, fostering meaningful conversations and raising awareness about lung cancer.

Clear the Air on Lung Cancer

LungCancerAwarenessMonth

Dedicated Collaboration for Maximum Impact

A key driver of our campaign's success was the dedicated task force created specifically for LCAM 2024. This group included members of the Lung Cancer Working Group of All.Can Belgium, as well as stakeholders from the healthcare industry and patient organizations. Their collective expertise, resources, and commitment significantly enhanced our campaign's reach and impact.

Engaging Expert Insights and Inspiring Personal Stories

We structured our campaign around four key themes: primary prevention, early detection and secondary prevention, access to diagnosis, and access to treatment options.

A core element of this approach was debunking nine common myths about lung cancer, tackling misconceptions related to prevention, diagnosis, treatment, and stigma. We collaborated with leading experts who provided valuable insights through in-depth interviews. Their expertise helped clarify complex medical topics and underscored the importance of early detection and access to treatment.

Personal stories played a crucial role in making the message resonate. Patients and their relatives, had the courage to share their experiences, giving a human face to the challenges of lung cancer.

"Early detection in lung cancer significantly increases the chances of recovery."

Prof. Dr. Ingel Demedts

Nationwide Survey

To further drive awareness, we conducted a nationwide survey that revealed eye-opening insights into public perceptions and attitudes on lung cancer in Belgium. These findings, shared across various platforms, reinforced the need for better education and policy support.

Campaign Website as Central Hub

Our dedicated campaign website, www.cleartheair.be, served as the central hub for information, where visitors can test their knowledge about the myths and misconceptions about lung cancer online and read in-depth interviews with experts and patients.

Dynamic Social Media Outreach

Our LinkedIn, Facebook, Instagram, and X accounts played a crucial role in amplifying the campaign. The active participation of stakeholders, task force members, and partners significantly boosted our campaign's reach.

3,000,000
Overall campaign reach via social media, national press & media and the campaign website.

Whitepaper on Lung Cancer Screening

At the end of 2024, following the successful Clear the Air on Lung Cancer campaign during Lung Cancer Awareness Month, we called on policymakers to consider a national lung cancer screening program. This call was backed by a comprehensive white paper, built on a robust methodology: a stakeholder survey, in-depth interviews, and a roundtable discussion with experts from across the healthcare landscape. The paper highlights the benefits of low-dose computed tomography (LDCT) screening for high-risk individuals, stressing its potential to significantly reduce lung cancer mortality through earlier diagnosis and treatment. Key recommendations include building proper screening infrastructure, integrating smoking cessation programs, involving first-line healthcare providers, ensuring quality care pathways, strengthening communication strategies, and conducting cost-effectiveness studies to guide policy decisions on lung cancer screening.

Read the full whitepaper here

Giant Inflatable Lungs in Brussels Central Station

A major highlight of our campaign was a public event at Brussels Central Station, where giant inflatable lungs were displayed to raise awareness for the cause. The event brought together organizations such as ProLong vzw, ALK Positive Belgium, Tabacstop, and members of the Lung Cancer Working Group, all united under the banner of the Clear the Air on Lung Cancer campaign. Together, we joined forces and actively engaged with passers-by, providing valuable information and debunking common myths and misconceptions about lung cancer.

The event's success was further underscored by the presence of key policymakers, such as Yves Coppieters, Minister of Health for Wallonia (Les Engagés), Stéphanie Lange, Member of the Parliament of the Wallonia-Brussels Federation – Member of the Parliament of the Brussels-Capital Region (Les Engagés), and Kathleen Depoorter, Member of the Chamber of Representatives (N-VA). The public event received significant media coverage, with RTBF La Une and RTL-TVI featuring it in their 7 PM prime-time news broadcasts.

Once again, the success of the event can be attributed to the collective efforts of all task force members, stakeholders, and partners, who played an active role by providing logistical support, engaging with attendees, and helping to spread awareness through their networks.

Dedicated collaboration for Maximum Impact

Extensive Media Coverage

= **€42,803** advertising value

RTL-TVI Info
RTBF La Une

+ **800,000** viewers

Radio Contact
RTBF La Première
Radio Vivacité

+ **120,000** listeners

Gazet van Antwerpen
Het Nieuwsblad
GVA Online

+ **1.7 million** readers

Highlights & Updates

Thank You, Dr. Didier Vander Steichel

In 2024, Dr. Didier Vander Steichel retired after years of dedicated service as Medical and Scientific Director of the Foundation against Cancer and as a valued member of our board. From the very beginning, Dr. Vander Steichel contributed his strategic insight, deep understanding of cancer care, and human warmth to our mission. His input greatly enhanced the effectiveness of our work. We thank him sincerely and wish him all the best in this new chapter. We also warmly welcome Dr. Veronique Le Ray as his successor.

Je Me Gère App

In 2024, the Je Me Gère app, developed by Frédéric Maddalena and his team, was upgraded to version 2.0, offering even more support to cancer patients. The app helps users regain autonomy by managing side effects, preparing for consultations, and finding psychosocial resources tailored to their needs. Je Me Gère 2.0 also integrates feedback from patients and healthcare providers to improve usability and impact.

Read the full article

Cum Cura: Rare but Not Devoid of Care

In 2024, All.Can Belgium highlighted the work of Cum Cura vzw, founded by Lina Vissenaeken, a survivor of osteosarcoma. Faced with loneliness and a lack of peers during her own cancer journey, Lina created Cum Cura to connect patients affected by rare bone and soft tissue tumors. Beyond fostering peer support, Cum Cura provides reliable information for both patients and healthcare professionals and advocates for stronger policies.

Read the full article

Facts & Figures

158
attendees to our event "The Future is Now"

32
Members

10
Executive Board Members

17
Lung Cancer Working Group Members

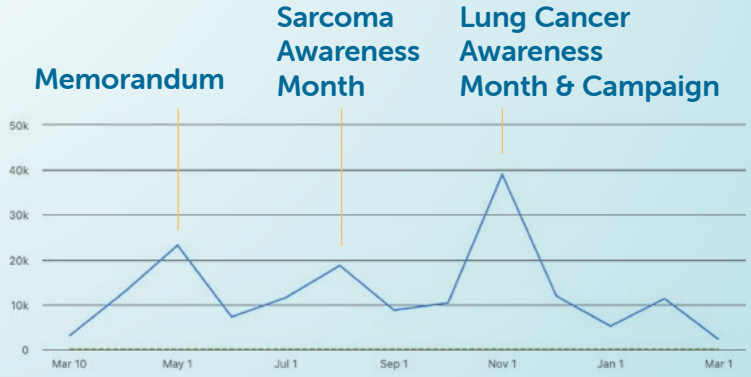
LinkedIn

97 posts

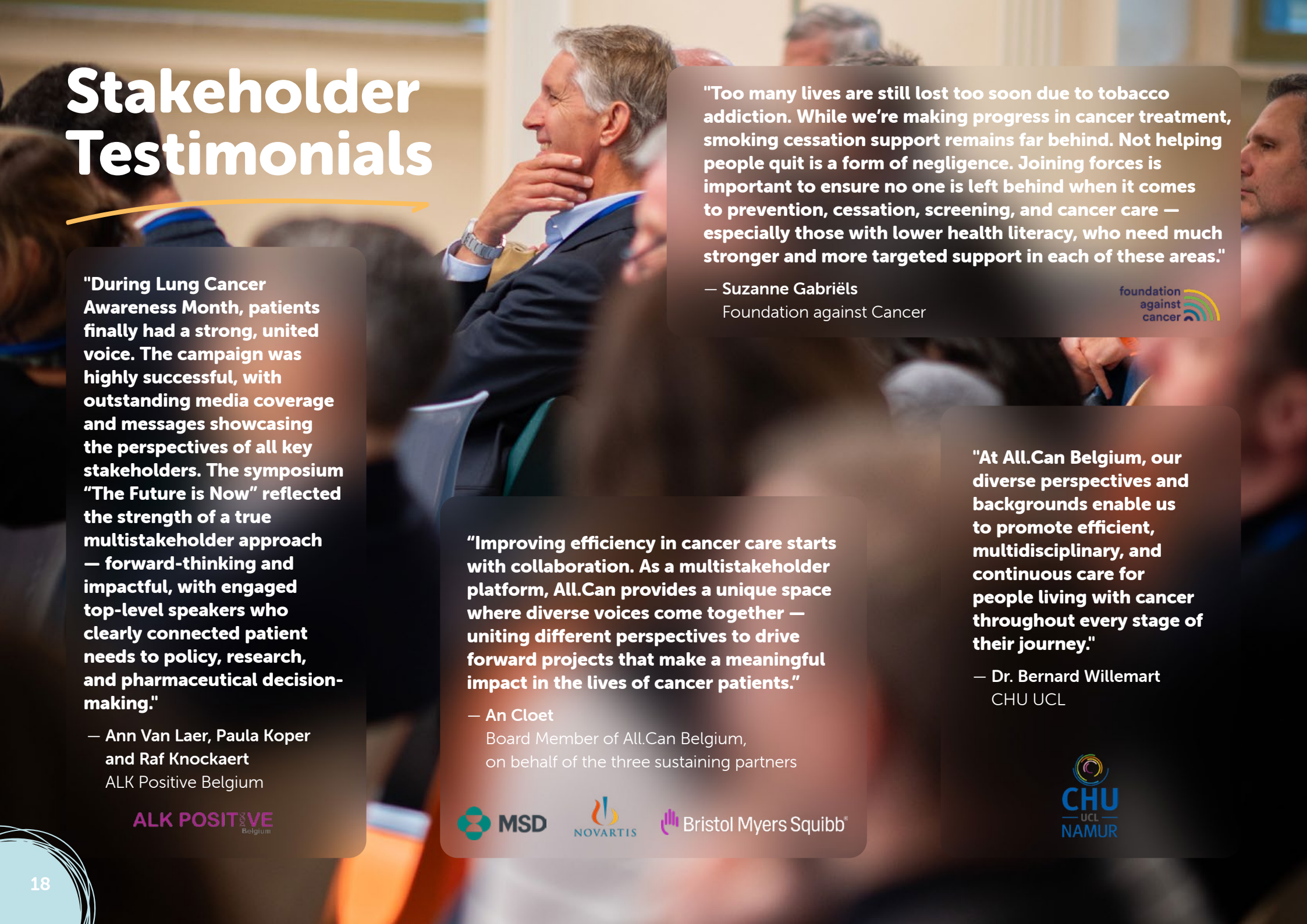
1,443 followers

+552 in 2024

Peak in post impressions



Stakeholder Testimonials



"During Lung Cancer Awareness Month, patients finally had a strong, united voice. The campaign was highly successful, with outstanding media coverage and messages showcasing the perspectives of all key stakeholders. The symposium "The Future is Now" reflected the strength of a true multistakeholder approach — forward-thinking and impactful, with engaged top-level speakers who clearly connected patient needs to policy, research, and pharmaceutical decision-making."

— Ann Van Laer, Paula Koper and Raf Knockaert
ALK Positive Belgium

ALK POSITIVE Belgium

"Too many lives are still lost too soon due to tobacco addiction. While we're making progress in cancer treatment, smoking cessation support remains far behind. Not helping people quit is a form of negligence. Joining forces is important to ensure no one is left behind when it comes to prevention, cessation, screening, and cancer care — especially those with lower health literacy, who need much stronger and more targeted support in each of these areas."

— Suzanne Gabriëls
Foundation against Cancer

foundation against cancer

"Improving efficiency in cancer care starts with collaboration. As a multistakeholder platform, All.Can provides a unique space where diverse voices come together — uniting different perspectives to drive forward projects that make a meaningful impact in the lives of cancer patients."

— An Cloet
Board Member of All.Can Belgium,
on behalf of the three sustaining partners

MSD NOVARTIS Bristol Myers Squibb

"At All.Can Belgium, our diverse perspectives and backgrounds enable us to promote efficient, multidisciplinary, and continuous care for people living with cancer throughout every stage of their journey."

— Dr. Bernard Willemart
CHU UCL

CHU UCL NAMUR

In Memoriam

David Gaier † 21 03 2024

David Gaier, beloved member of All.Can Belgium, passed away on March 21, 2024. David was the Governmental Affairs and Public Policy manager for Bristol Myers Squibb. In our executive board, he was deputy board member and he also served in our Lung Cancer Working Group. David contributed substantially to our organization, humbly behind the scenes.

We will always remember David for his profound kindness, his professionalism, his dedication, always ready to lend a helping hand. His commitment to make a positive impact in all he did, coupled with his innate kindness, have left an indelible mark on all who had the privilege to know him.

Florence Duvieusart † 31 07 2024

Florence Duvieusart, beloved member of All.Can Belgium, passed away on July 31, 2024. Florence was the co-founder of ALK+ Belgium, she was a member of our Lung Cancer Working Group, and an active member of All.Can Belgium. But above and beyond, she was a mother, a wife, and a diplomat.

We were lucky to have her join our mission, and we were all witnesses of her dedication to raising awareness and recognition of her ALK+ cancer, still known too little. We will honour Florence´s memory by continuing her work on lung cancer awareness, including ALK+ cancer, to ensure optimal outcomes for all patients and to take away the stigma still so present today.

Trusted Partner

Reflecting on 2024, one thing stands out most: our organization is firmly establishing itself as a trusted partner in Belgium's oncology landscape. This is clear from the many positive responses we have received and the ongoing, structured collaborations that have grown from our work.

Through our multi-stakeholder approach, we bring together diverse perspectives — patients, caregivers, healthcare professionals, policymakers, researchers, and industry — creating common ground, actionable solutions, and a shared vision for the future of cancer care.

And we do it all with one clear goal: driving meaningful change for cancer patients.

Feeling inspired?

You too can help shape a more efficient and patient-centered cancer care system. Together, we can make a lasting impact.

Become a member!

all-can.be
secretariat@all-can.be

Changing cancer care together