# EMA Cancer Medicines Forum (CMF) meeting with industry stakeholders on cancer treatment optimisation

**Agenda**

**14 November 2025**
Hybrid meeting / EMA, Amsterdam

The EMA in collaboration with the Cancer Medicines Forum (CMF) is organising a workshop to enable industry support for cancer treatment optimisation.

The workshop aims to foster dialogue on cancer treatment optimisation, focusing on industry support for cancer treatment optimisation both during the development phase and the post-marketing authorisation process, from innovation through clinical practice, and ways to facilitate effective stakeholder dialogue and communication.

Topics to be explored will include optimisation strategies related to treatment dose and duration, reward mechanism for post-marketing studies, industry's role in supporting optimisation post-approval, and data and tissue sharing.

The workshop will conclude with recommendations about opportunities for further collaboration between industry and academia in the context of cancer treatment optimisation.

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*Chaired by Francesco Pignatti (scientific adviser for oncology, EMA)*

## 13:00 Joining and technical checks

## 13:30 Welcome and introduction

**Welcome and workshop objectives** **5'**
*Francesco Pignatti, scientific adviser for oncology, EMA*

**Context setting on CMF initiatives and industry roles in innovation and optimisation** **10'**
*Michael Zaiac, Head of Medical Affairs Oncology, Daiichi-Sankyo Europe, Germany*
*Domnita-Ileana Burcoveanu, Bayer*

## 13:45 Session 1: Finding the 'optimal dose' and duration– an ongoing challenge

**Oncology Dose Optimisation: An Industry Perspective on Challenges & Opportunities** **15'**
*Chunze Li, Roche*
*Leslie Carter, AbbVie, Pavan Vajjah, AstraZeneca*

**Should dose-finding be concluded pre- or post-approval?** **10'**
*Olli Tenhunen, vice chair of the Oncology Working party, EMA*

## 14:10 Discussion

## 14:15 Session 2: Reward Mechanisms for Post-Marketing Studies — Incentives for Optimisation

**Balancing innovation and access: Insights from AIM's Fair Pricing model and its current and future applications** **15'**
*Jocelijn Stokx, International Association of Mutual Benefit Societies*

**Incentives to support post-marketing research** **15'**
*Mikhail Akimov, Boehringer-Ingelheim*
*Francis Nissen, Kite-Gilead*

**Innovative reward mechanism** **15'**
*Sahar van Waalwijk van Doorn-Khosrovani, Pharmacist Medicine & Society, CZ National Funder's Committee for Evaluation of Specialised Medicines and Companion Diagnostics (CieBAG), Prime-Rose Consortium, Leiden University Medical Centre*

**15:00** **Discussion**

**15:10** **Session 3: Collaborations and Partnerships — Industry's Role in Supporting Optimisation Post-Approval**

**Industry support for pragmatic trials and real-world evidence studies** **15'**
*Nafsika Kronidou, Roche, EFPIA Pragmatic Trials sub-group lead*
*Liz Poole, Jazz Pharmaceuticals*

**Collaborative models with academia and research institutions** **15'**
*Denis Lacombe, Chief Executive Officer, EORTC*

**15:40** **Discussion**

**15:45** **Coffee break**

**16:15** **Session 4: Data Sharing and Tissue Banks — Moving Forward**

**Opportunities in sharing molecular clinical data** **15'**
*Pr. Jonas Bergh, Karolinska Institutet, Sweden*

**Advancing Cancer Research Through Shared Data & Samples** **15'**
*Pr. Christine Desmedt, LKI - KU Leuven Cancer Institute, Belgium*

**16:45** **Panel Discussion: Opportunities Ahead** **40'**

**Opportunities for collaboration on optimisation clinical trials, data and samples sharing, and innovative reward mechanisms**
*Industry representatives: Francis Nissen (Kite-Gilead); Pavan Vajjah (AstraZeneca); Liz Poole (Jazz Pharmaceuticals); Marieke Schoonen (Amgen, EUCOPE)*
*ESMO representative: Pr. Dirk Arnold*
*EHA representative: Pr. Tarec Christopher El Galaly*
*EORTC: Denis Lacombe*

**17:25** **Conclusion and next steps**

**Closing remarks** **5'**
*Francesco Pignatti, scientific adviser for oncology, EMA*

**17:30** **End of meeting**