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ISN'T THE TIME?

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Ahmed Elzawawy, MD, PhD

Posted 5 minutes ago

REPLY | ▾

Dear Colleagues,

In a recent report and a medscape article it is stated that :

"The median launch price for 13 new cancer drugs introduced this year was \$257,000, which is more than three times the median household income for a California family."

Is that logic to continue facing the same challenges?

My comment is " **Isn't time to create smart global win-win deals, based on scientific approaches to increase affordability of better value cancer care in the real world, provided that no one would lose and the winner will gain more?** "

(see medscape article and my comment as appeared in medscape

<https://www.medscape.com/viewarticle/983765?>

[src=WNL_mdpls_221115_mscpedit_honc&uac=302309ER&spon=7&impID=4870261](https://www.medscape.com/viewarticle/983765?src=WNL_mdpls_221115_mscpedit_honc&uac=302309ER&spon=7&impID=4870261)

From the Medscape article and from the report of Prof. Katie Porter, Rep. Senator and Law Professor at the University of California, USA entitled "Skyrocketing: How Big Pharma Exploits Launch Prices to Cash in on Cancer")

References are our new book <https://iopscience.iop.org/book/978-0-7503-3075-6>

and my youtube

<https://youtu.be/5clVYk-qjso>

& a record presentation on behalf of all contributors in the book and the leaders and faculty of the win-win movement.

<https://attendee.gotowebinar.com/recording/7525879342848354315>

My question is focused on:

a) **Isn't the time** to go more forward and make touchable progress , focused on the goal " Increase affordability of better value cancer care via scientific approaches and win-win scenarios" .

b) **Isn't the time** to create smart global win-win deals, based on scientific approaches to increase affordability of better value cancer care **in the real world**, provided that no one would lose and the winner will gain more?" All parties and stakeholders will win.

c) **Isn't the time** to create a global campaign, a think tank open for flow of ideas, efforts and flexibility of thoughts focused and "The win-win modifications of the blue ocean strategies"?

(More details are in our common book " Approaching global oncology. The win-win model")

It needs A post- book (Approaching global oncology) commissions , publications, webinars by the GO-U and courses and interested journals , all focused precisely on that goal and a movement of scientific win-win **solutions and not only plans or hopes "**.

It needs scientists from different domains , economists, Industry, business , thinkers -some authors of relevant books and articles, some Noble prize laureates in medicine and economy who showed great relevant works or calls.

I am just a modest thinker and a clinical oncologist . But , there are many personalities in different needed fields in the world and leader in our win-win

Please feel free . to kindly adopt or to crystalize with your views and experience.

(I send the same for some of the main pillars of the book and the win-win movement)

Would kindly spread the message?

I look forward to having the pleasure of hearing from you.

Sincerely,

Ahmed

Prof. Ahmed Elzawawy, MD, PhD

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Our new book " Approaching Global Oncology. The win-win model" <https://iopscience.iop.org/book/978-0-7503-3075-6> (For feedback , suggestions and comments on the book <http://icedoc.net/feedback.html> and <http://icedoc.org/feedback.html>)

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ICEDOC & GHC Win-Win movement & Global Oncology University Go-U

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