

Changing the Game in Global Cancer Care

“Changing the game in global cancer care is no longer a choice — it is a must.”

We already have the science. We already have the evidence.
What we need now is leadership — and the collective will to act.

Let us be the generation that turns knowledge into access,
and equity into reality — for every patient, everywhere.

Subject: A Call for Win-Win Global Collaborative Action to Remarkably Increase the Affordability of High Value Cancer Care in the Real World

Dear colleagues, Cancer care professionals and scientists, cancer societies, organizations, institutes, health industries, and all those concerned with the affordability of cancer care in the real world: Welcome to

“The Win-Win Game-Changing Global Cancer Care.” **(Short Title: “The Win-Win Initiative”)**

Please consider what follows.

In the next 5–10 years, meetings and organizations will still be discussing the widening gap in the affordability of better-value cancer care — a gap that will be even worse than it is today.

Despite the turbulent world around us, we strive to deliver a message of love translated into action through science, for the sake of millions of people living with cancer and their families. To increase the affordability of high-value cancer care with dignity, in the real world, please co-lead and advocate for this endeavor now and in the future.

Many scientific solutions already exist, but unfortunately, they are not highlighted and are overlooked — intentionally or not. There are vast opportunities for focused studies, research, and innovation. Billions of dollars continue to be wasted!

Please read, consider, advise, and co-lead. This initiative belongs to all. We claim no praise and no ownership. We did not invent this, and this is not just talk. Everything here is based on evidence and scientific approaches.

With respect,

Sincerely, Ahmed Elzawawy (on behalf of all co-leaders of “The win-win game changing global cancer care” and GOIS/GO-U) worldcooperation@gmail.com

Concluding Notes and a Message to All:

Please read this thoroughly — I assure you, your time will not be wasted.

Do not let it stop in your inbox. Please disseminate widely and co-lead.

- What is the value of new and current cancer treatments if the tragic gap in affordability of better-value cancer care continues to widen for millions of patients worldwide, including some in the USA?
- Despite the respectable efforts of all organizations, societies, institutes, conferences, summits, commissions, plans, declarations, thousands of publications, talks, and recently hundreds of podcasts, the affordability crisis persists — and it will worsen. Rising costs are not matched by improved outcomes. The status quo is unsustainable and risks healthcare system collapse. (If you have contrary data, please share it with us!). Future generations may ask and may curse us— and rightly so: “Why did you continue on the same path without change?”
- Imagine if these efforts collaborated and focused primarily on remarkably increasing the affordability of better-value cancer care in the real world through science.
- The issue is not about announcements, talks, publications, conferences, and projects whose real outcome is just a few services here and there — while more than 70% of cancer patients in LMICs still have no access to care. According to an ASCO survey, the first cause of fear among cancer patients in the USA — for about 40% or more — is the cost and fear of family bankruptcy. The gap is widening despite everything we have heard and contributed to for years!
- The main proposal is to form cooperation, collaboration and coordination among groups within societies, organizations, institutions, and individuals who are focused on accelerating the scientific work and implementation of game-changing global cancer care to increase the affordability of better-value cancer care in the real world. This will require substantial work and shared leadership with clearly defined roles.
- The proposed coordination and intercommunication groups will not — in any way — interfere with the internal independence, systems, or financial matters of any contributing group or organization.
- **What we are calling for is a movement — not another competing organization, and not a replacement for any existing one.**

The seven needed actions: We present these as essential actions if we truly want to increase the affordability of high-value cancer care, reduce the total cost of care without compromising patient outcomes, and make cancer care more sustainable in the coming years through science and real-

world implementation. These seven points can be expanded upon and refined. Ultimately, all stakeholders will win and will benefit.

SURPRISINGLY, THERE ARE:

- **MANY PUBLISHED SCIENTIFIC APPROACHES THAT COULD REDUCE COSTS – some up to 70-80% or more WITHOUT COMPROMISING THE OUTCOME.** Unfortunately, these approaches are rarely highlighted (Is it intentional?). <https://icedoc.website/SELAC1.pptx>

(N.B. we mean here how to reduce the cost of expensive treatment via science worldwide. Knowing that there is an appreciated initiative limited to essential drugs in underserved countries IDA Foundation -founded in Netherlands- created NCDconnect— <https://idafoundation.org/ncdconnect/>)

So: **The first action:** a) Let's amplify them through science, to implement, not to omit them. B) There is room for everyone to contribute and to benefit. C) We call for an international online free accessible repository for all these already existing scientific works that could increase affordability in addition that the regular updating-with more scientific works with evidences would be opened for all. This repository or web, will have links to all the relevant organizations and resources and vice versa.

- 2) THERE IS ROOM FOR UNLIMITED IDEAS AND RESEARCH THAT SHOULD BE FOCUSED ON SCIENTIFIC APPROACHES AND EVIDENCES TO INCREASE AFFORDABILITY of BETTER VALUE CANCER CARE WITH DIGNITY FOR MILLIONS OF PATIENTS IN THE REAL WORLD.

So: **The Second Action:** It is necessary to place greater focus on research into the many aspects of how to increase the affordability of better-value cancer care.

Initiatives like Common Sense Oncology, Choosing Wisely, and deeper scientific interpretation of trials — particularly Phase 3 —are appreciated. However, it is not wise and non to assume that they alone will solve everything, or that they will be enough to remarkably reduce the gap in the real world. They are important and mandatory parts for maintaining the integrity of the action in this item. Otherwise, it will be like focusing on a tree or a few leaves, while we are calling everyone to look at the whole forest — through these seven initial, expandable items and actions. The solution is wide collaboration and coordination that includes different aspects and types of actions. All contributors are important.

3) REPORTS INDICATE THAT 58% OF POTENTIALLY FATAL ADVERSE EVENTS ARE NOT LISTED IN THE INITIAL FDA DRUG LABEL, AND 38% ARE NOT REPORTED IN RANDOMIZED TRIALS, EVEN IN HIGH-IMPACT JOURNALS. This leads not only to potential mortality but also to increased side effects and financial burden due to hospitalizations.

-One more missed global campaign: is the fight against counterfeit Medicines that worth 200 billion USD and causes one million deaths annually in the world. There are already proposed solutions to control this missed catastrophe. How the death of million persons annually, more than 50% of them are patients with cancer, is overlooked by the concerned international community, organizations, and conferences? Link http://icedoc.website/CounterfeitMedicine_SELAC.pptx

So: **The Third Action:** This crucial information about potentially fatal and serious adverse events should be made more accessible to cancer care doctors and scientists.

Moreover, a serious global campaign should be established with scientific methods and tools e.g. Spectrometers and AI smart tools to easy preliminary detection of counterfeit drugs worldwide. The issue should be raised in cancer organizations.

4) THERE IS ALSO WASTE OF TENS OF BILLIONS OF DOLLARS — despite published solutions to reduce the waste!

5) THERE IS MISALLOCATION OF ENORMOUS RESOURCES. (*References at the end of this paragraph*)

So: **The Fourth and Fifth Actions:** Uncovering this information about the waste of tens of billions of dollars and the misallocation of enormous resources and making it known at meetings, conferences, and in articles is a much-needed first step. Everyone should know that it is shameful to continue without repair when these issues are uncovered.

The savings from these corrections could be used in:

a) to increase both the quantity and quality of cancer health services, and NOT to have to beg for charity or global funds, etc.

b) to repair systems and to improve remuneration for cancer care professionals to be fair and adequate— in the real world. Without that, corruption, bad incentives for massive abuse in investigations, and costly treatments that could be spared on a scientific basis will continue and will sadly increase worldwide, despite many talks, conferences, and publications. (See references below.)

Could anyone tell us why these issues are not being highlighted in organizations, societies, publications, conferences, podcasts, etc.?

For reference: -Brainstorming feedback on the repairing systems to provide resources for better cancer treatment and for not commercially biased research

<https://ecancer.org/en/video/12749-brainstorming-feedback-on-the-repairing-systems-to-provide-resources-for-better-cancer-treatment-and-for-not-commercially-biased-research>

& - <http://icedoc.website/WhyNeed.pptx> particularly slides 9-27

& - Be one of the leaders of game changing in the world <https://icedoc.website/Beoneoftheleaders.pdf>

- **6) The Sixth Action:** An important mission is persistent and effective advocacy and dissemination of scientific approaches and their implementation, aiming to remarkably increase better-value cancer care in different parts of the world. There is needed role for all i.e. leaders, seniors and juniors' cancer care professionals and scientists, organizations and societies.

The objective is that become a main topic and goal in societies, organizations, research institutes, studies, conferences, and professional cancer education worldwide.

- **7) The Seventh Action:** Place affordability at the heart of all professional cancer education programs worldwide.
One of the most important actions, based on the information in the above items and on scientific and practical, implementable approaches, is "Professional Cancer Education" with an emphasis on how to increase the affordability of better-value cancer care through science at different levels — in professional cancer educational programs, all qualification degrees, courses, training and continuous medical education worldwide.

To present an example: The Win-Win International Scientific Initiative presents a free professional cancer education program , Global Oncology — Implementing Science (GOIS/GO-U) www.icedoc.website as is a small-scale example of global initiative.

We focus exclusively on improving the affordability of better-value cancer care through science. All stakeholders would benefit: patients, communities, professionals, science, the economy, and the health industry.

- As an example of The Win-Win International Scientific Initiative and its Free Professional Cancer Education Program Global Oncology-Implementing Science (GOIS) are Records of The st series of The ASCO -GOIS webinars and Certificate "Game changers in global oncology"
<https://icedoc.website/webinars.html>
- & Free Link to ecancer - ASCO-GOIS International Webinars:
<https://ecancer.org/en/conference/1646-asco-gois-international-webinars>

But clearly, what we are calling for is not just our small-scale initiative or example, but a major global coordination and intercommunication effort with multiple leaders and shared ownership — all focused on a common goal.

Updates September 15, 2026. We add this important note for Action 7" Place affordability at the heart of all professional cancer education programs worldwide:

We raise an important point that we ask everyone to consider, discuss, and hopefully implement worldwide. If we look at the yearly number of cancer courses, educational sessions in countless conferences, and training programs, around the clock worldwide — which, if they are conducted with the arrangement and coordination that we suggest here, and they could also be delivered virtually with their recordings kept in an online repository accessible to all via the internet — then we can recognize the vast amount of effort that has been made without achieving maximum use and benefit from it. What is going on is that every organization, group, or even small unit presents some activities, then launches conferences, educational events or training courses. In most cases with financial support from companies — does this impact educational content? — and when onsite with more expenses, leading to "Onco-tourism," sometimes with safaris. Who pays? And, in some cases, they are considered wrongly as "Global Oncology". Are the global cancer scientific and educational communities, including all organizations and institutes, not able in the second half of the third decade of the 21st century to coordinate and organize together wisely and efficiently in large, globally streamed internet programs, plus a global repository for recorded lectures, trainings, and events, with regularly updated lists of content and online search? Or will the world continue as it does now — in a way that we see as bizarre and wasteful of resources and effort? We clearly call for that with the different objectives of any professional educational program or qualifying certificate or degree, an emphasis should be made on how to increase the affordability of better-value cancer care through science in different communities, and to stimulate scientific research in these directions to fit local patients in the real world. (Dear all, please use the draft with this suggestion as a starting point to build on, refine, and lead.)

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Finally,

We aren't criticizing any party; the problem lies in the game, not the excellent players. Game-changing global oncology has become a necessity, not an option. "Be one of the leaders of this movement. Add to it, suggest, modify, update, and co-lead.

Our main suggestion is to establish cooperation and coordination between groups: It is a forum, open to all and owned by all — not a replacement for any organization, and not just

one more organization. It is a win-win scientific movement based on collaborative effort. It's a message of care for all, driven by scientific approaches, not just by talks. We do not claim praise or seek leadership. **It is a movement and not a competing organization.**

Achieving a real and remarkable increase of better-value cancer care is a huge goal. It needs to be considered the central **raison d'être** for cancer organizations, cancer societies, universities, research departments, cancer institutes, and cancer centers. It is achievable if there is collective will and a game-changing focus on that goal.

It is imperative that we prioritize enabling millions of cancer patients to access affordable, better-value cancer care through science and smart, win-win approaches that consider the interests and incentives of all stakeholders in the real world. We do not underestimate the voice of any stakeholder or any individual.

Once again, we stress: "Game-changing has become a necessity, not a choice. "Doctors, scientists, and healthcare experts need to drive the ideas, studies, and plans for change — **don't wait for policymakers or administrators, or you'll be waiting forever!**

As some of the co-leaders of this initiative stated "It is a needed forum, open to all who are willing" __ D. Kerr, E. Cazap, W. Ngwa, K. Sikora, L. Incrocci, C. Stefan, G.Tamamyan , D. Yip and A. Elzawawy

And "We can move from principles to wide, real-world impact through collective leadership, shared responsibility, and science-driven, win-win solutions". __ G. Curigliano

A Modern "New Deal" for Cancer Care:

Ahmed Elzawawy describes the movement that he proposed as a modern, modified "New Deal" for science and cancer care.

The original "New Deal", introduced under Franklin D. Roosevelt during the Great Depression of the 1930s, was primarily economic and political. It expanded the role of the United States federal government and included restrictions affecting business freedom and stakeholder autonomy and largely rejected global coordination.

The proposed cancer care movement is inspired from The New Deal" of Franklin D. Roosevelt. However, it is different. It is global, medical, and based on scientific evidence. It is intended for both affluent and less-affluent countries and seeks to protect the independence, internal policies, and autonomy of participating organizations and stakeholders.

“Its purpose is to create a win-win framework in which cancer health systems become more sustainable while all collaborators retain their freedom and independence” — Ahmed Elzawawy*

We welcome further discussion on the details of how a coordinating working group could be structured, and how its efforts could be aligned across institutes, societies, and organizations.

Millions of people are calling out: “Don’t let us down! Enough is enough”. So, please consider what is written and share this message widely.

Success requires your co-leadership and advocacy. This movement will succeed to serve millions of cancer patients **if it is adopted, grown, and refined by many. So, we invite all who would like to present talks or to publish articles inspired from the works of this movement and its materials with his/her name as authors, then it would be greatly appreciated.**

This movement belongs to all and surely to you too.

Materials for your kind reading and watching:

-Two short supporting videos from distinguished co-founders and co-chairs of “Win-Win Game Changing Global Cancer Care”:

Prof. David Kerr, Oxford University, UK – 3 min:

https://youtu.be/oxDrtTHwXTw?si=4KuK3NgAlv_6d0Km

& Prof. Eduardo Cazap, Former President, UICC, President of SLACOM – 3 min: <https://youtu.be/xV-Le0z32Yw>

- Why is there a need for game changing in global Oncology? And How to do it?-

<http://icedoc.website/WhyNeed.pptx> (Particularly slides 9-27)

- Be a game changer, Lead the flag of global cancer care. <http://icedoc.website/BeGameChanger.pdf>

-Brainstorming feedback on the repairing systems to provide resources for better cancer treatment and for not commercially biased research <https://ecancer.org/en/video/12749-brainstorming-feedback-on-the-repairing-systems-to-provide-resources-for-better-cancer-treatment-and-for-not-commercially-biased-research>

- Can we double—or more—the number of treated patients using existing radiotherapy facilities worldwide <https://icedoc.website/dl.php?f=24b5f6e7402b>

-Why a lot of further research in radiotherapy and allied sciences is needed- full lecture slides (An example of many: Do you imagine that most of NCCN guidelines for radiotherapy are not with strong evidence? Only 9.7% of these guidelines are of strong evidence I)

<https://icedoc.website/dl.php?f=2e9de0a2e31c>

- Our book "Approaching Global Oncology. The win-win model" (Eds Ahmed Elzawawy and Wil Ngwa) <https://iopscience.iop.org/book/edit/978-0-7503-3075-6> (The first chapter and the front matter, book summary and first chapter are free) & Practical Recommendations from The book Approaching Global Oncology. The Win-Win Model and systematic chapter-by-chapter extraction and contextual appraisal. Potential application to medical oncology services in Solomon Islands and Vanuatu by Prof. Desmond Yip, Australia <https://icedoc.website/dl.php?f=6fcce57fa62f>

-N.B. Following this original manuscript, an adapted version was featured in OncoDaily Link: https://oncodaily.com/public-health/the-win-win?utm_source=OM&utm_medium=email&utm_campaign=N090126

We emphasize on that we invite and welcome leaders, experts, seniors and juniors' colleagues if they like to inspire from this manuscript or any of our materials to publish or to present under their names as authors to do and to feel free to support or to refine or to add. This initiative "The Win-Win Game Changing Global Cancer Care" – (Short Title: "The Win-Win Initiative") belongs to all and to every colleague and concerned organization worldwide.

Note: Please keep checking this link regularly and advocate as an ambassador — patiently — within your networks: <https://icedoc.website/dl.php?f=624c0b62a311>. We update it regularly. Moreover, and we add an annex for relevant links and materials

We'd love to hear from you soon! feedback@icedoc.website & www.gois.website

Kindest regards and many thanks,

Sincerely,

Ahmed, David, Eduardo, Wil, Karol, Luca, Cristina, Giuseppe. Gevorg and Desmond (Profs. Ahmed Elzawawy, David Kerr, Eduardo Cazap, Wil Ngwa, Karol Sikora, Luca Incrocci, Cristina Stefan, Giuseppe Curigliano, Gevorg Tamamyan and Desmond Yip)

On behalf of the all co-leaders and faculty of GOIS/ GO-U and the Win-Win Game Changing Global Oncology (The win-win initiative)

Welcome to register and to join now <https://icedoc.website/cms/login/index.php> & www.gois.website

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Prof. Ahmed Elzawawy, MD, PhD worldcooperation@gmail.com

Chair, Win-Win Initiative, & Co-founder and Chair, Board of Directors of Global Oncology -Implementing Science program GOIS, -The GO-U www.icedoc.website & www.gois.website & **registration is free for all** <https://icedoc.website/cms/login/index.php>

& Founder, President of ICEDOC & ICEDOC's Experts in Cancer Without Borders www.icedoc.org & Past President of AORTIC (African Organization for Research and Training in Cancer) & Co-founder and Co-President, SEMCO <http://www.icedoc.org/SEMCO.html>

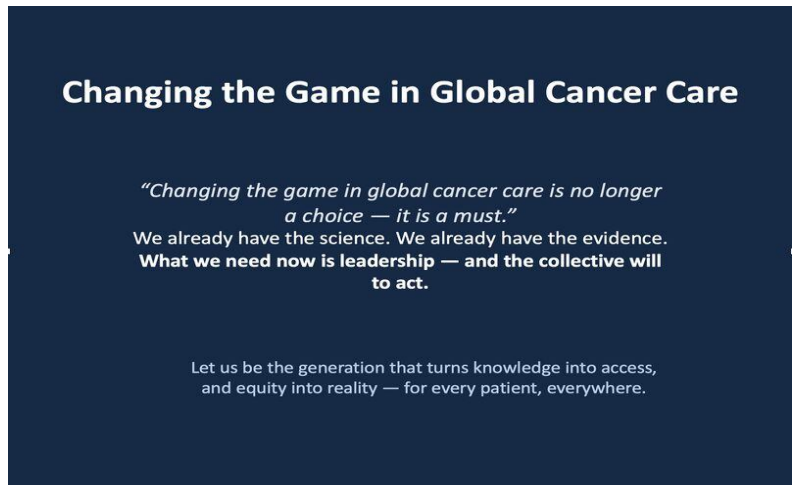
Professor of Clinical Oncology, Suez Canal University, Ismailia and Medical Founder of Alsoliman Radiation and Clinical Oncology Center, Port Said, Egypt.

Our book “ Approaching Global Oncology. The win-win model <https://iopscience.iop.org/book/edit/978-0-7503-3075-6> (The first chapter and the front matter, book summary are free online).

Link” to full free record of 1st Series of The ASCO -GOIS webinars and Certificate “Game changers in global oncology” <https://icedoc.website/webinars.html> & Link to ecancer -and 2nd series of ASCO-GOIS International Webinars: <https://ecancer.org/en/conference/1646-asco-gois-international-webinars>



Designed by Aya



Designed by Prof. Cristina Stefan

Welcome to register and to join now <https://icedoc.website/cms/login/index.php> & www.gois.website

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Annex:

- Be the voice of billions of human beings. Stop the shortage of cancer care and hunger in the world. Together we can, if there is a serious will. <https://icedoc.website/dl.php?f=a1ee738587cc>