



**BREAST CANCER IN THE DEVELOPING WORLD:
MEETING THE UNFORESEEN CHALLENGE TO
WOMEN, HEALTH AND EQUITY**

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HARVARD UNIVERSITY
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www.hsph.harvard.edu/breastandhealth

Global movement Design thinking for cancer

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We know the problems

- Action - achieve the achievable
- Collaborate - design a team
- Integrate - don't act alone



Achieving the achievable

- UICC World Cancer Declaration
 - lists what needs to be done
- UICC Campaigns
 - childhood cancers, smoking, diet

World Cancer Declaration Targets

- Ensure effective delivery systems in all countries
- Significantly improve measurement of cancer burden
- Decrease tobacco, alcohol consumption and obesity
- Ensure universal coverage of the HPV/HBV vaccine
- Dispel damaging myths and misconceptions
- More cancers diagnosed via screening / early detection
- Improve access to diagnosis, treatment, palliative care
- Universal availability of effective pain control
- Improve training opportunities for cancer professionals
- Reduce emigration of cancer healthcare workers
- Major improvements in global cancer survival rates

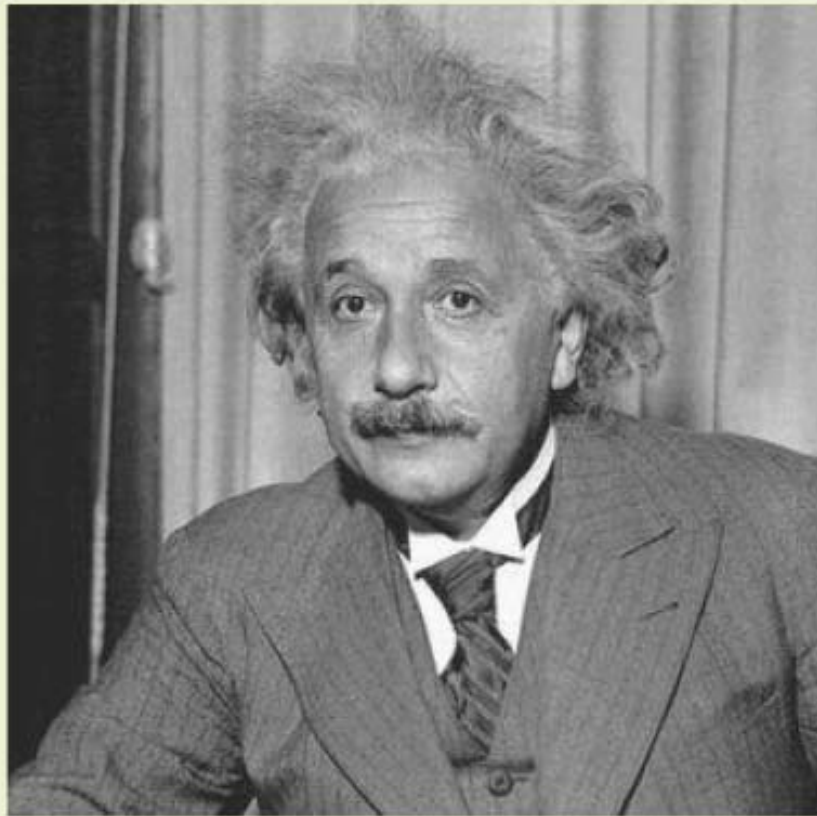


Achieving the achievable



- Many individual and group efforts to help constrained resource countries
 - Focus on childhood cancers, leukemias, cervix, breast cancer
 - INCTR, UICC, St Jude's, ASCO, ASTRO, IAEA PACT , Switzerland, France, PIH

More of the same will not do...



"Insanity is doing the same thing over and over again and expecting different results."

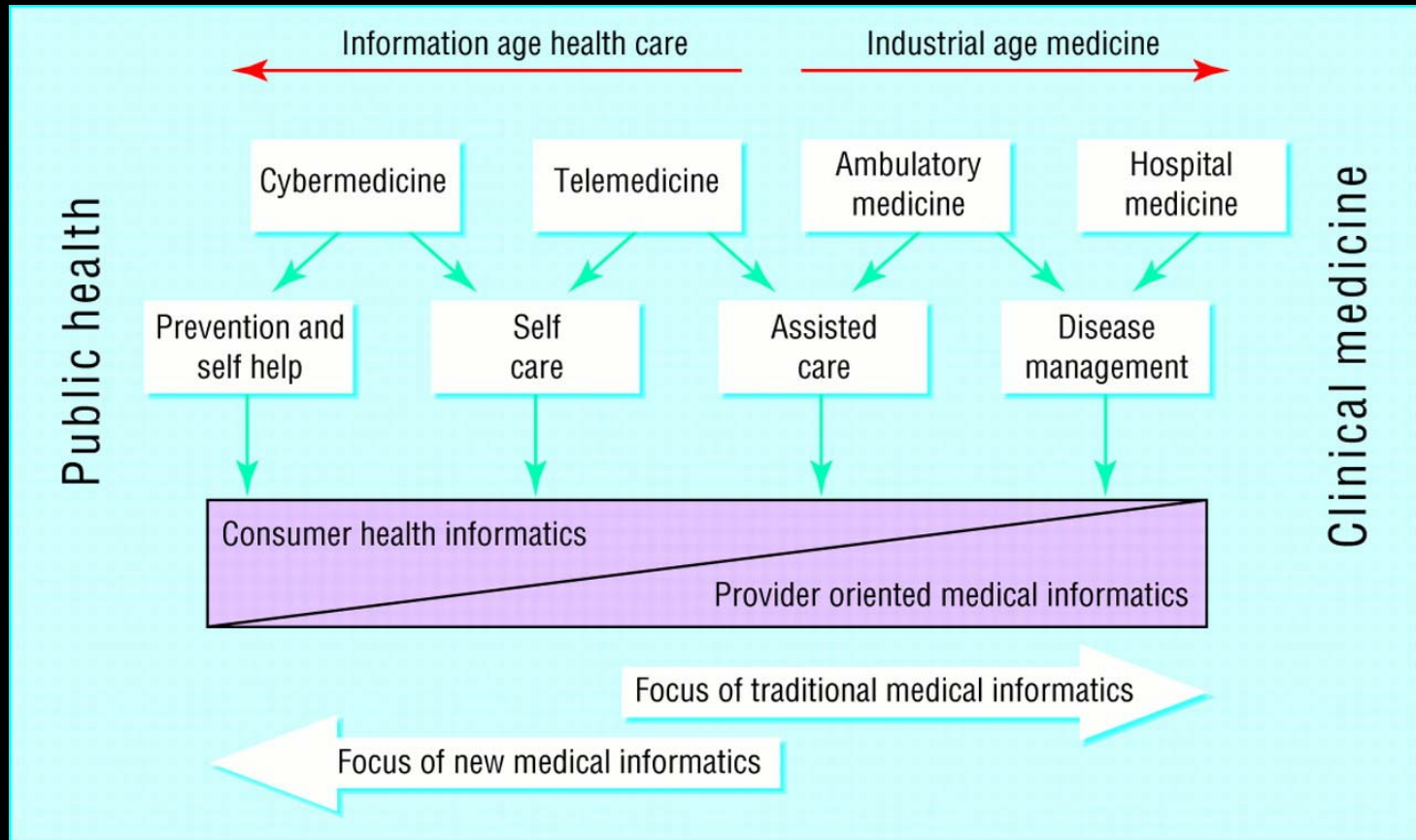
Why Collaborate?

“IF we stop thinking of the poor as victims or as a burden and start recognizing them as resilient and creative entrepreneurs and value-conscious consumers, a whole new world of opportunity will open up.”

C.K. Prahalad

- If we would design a new system what would it look like
 - team approach
 - engage patients, public
 - equitable access, quality, efficiency
 - use best available technology
 - shared resources
 - education, research, innovation

Medicine in the Information Age



Eysenbach G. BMJ 320:1713-1716, 2000

Internet

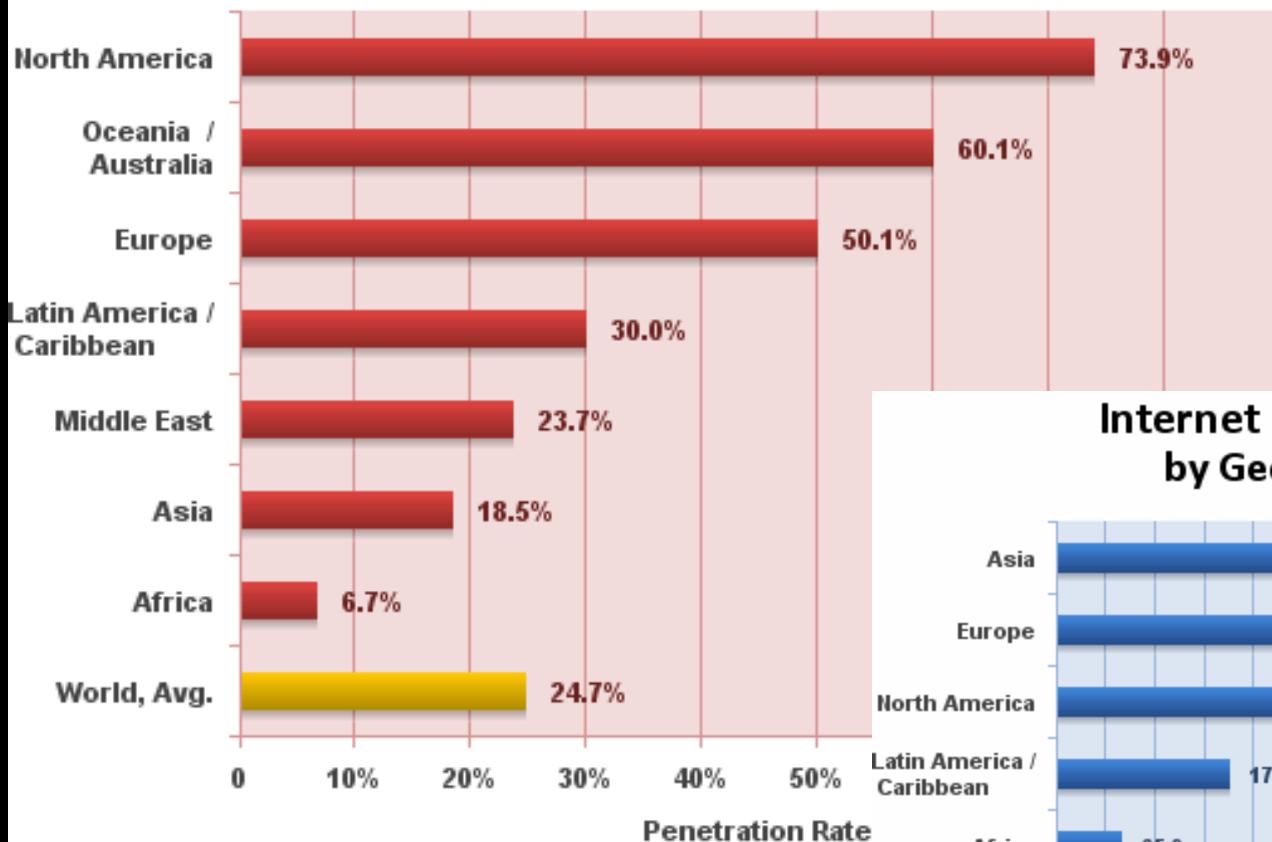
Perfect Tool for Collaboration

- No one controls it and no one can turn it off
- Serves everyone, it is an “open” network
- Provides means to share works and ideas
- Diversifying, not centralizing
- Owned by no one, always on, empowering
- A publishing machine
- An innovation machine
- Marketplace of ideas, services, applications, goods
- It connects communities of interest

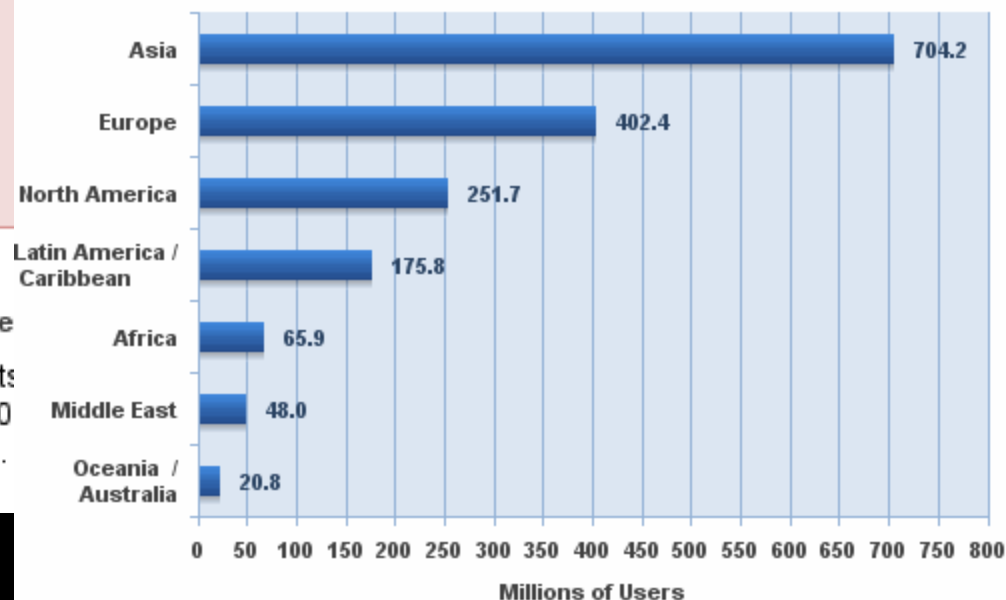
L. Kleinrock. Technology in Society 26:193–207, 2004



World Internet Penetration Rates by Geographic Regions



Internet Users in the World by Geographic Regions



Source: Internet World Stats - www.internetworldstats.com/stats
 Penetration Rates are based on a world population of 6,767,80 and 1,668,870,408 estimated Internet users for June 30, 2009.
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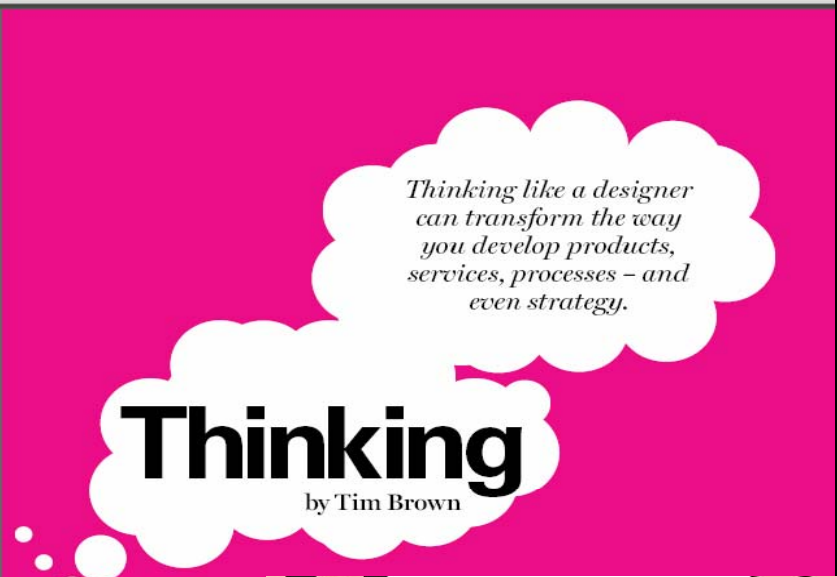
Source: Internet World Stats - www.internetworldstats.com/stats.htm
 Estimated Internet users are 1,668,870,408 for June 30, 2009
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Integration

- Cancer in the context of health care system
 - Cancer control, infection control, tobacco control, nutrition
- Adaptation to fit into infrastructure
- Access to care
- Education – professional and public
- Health human resources



Design



Thinking like a designer can transform the way you develop products, services, processes – and even strategy.

Thinking

by Tim Brown

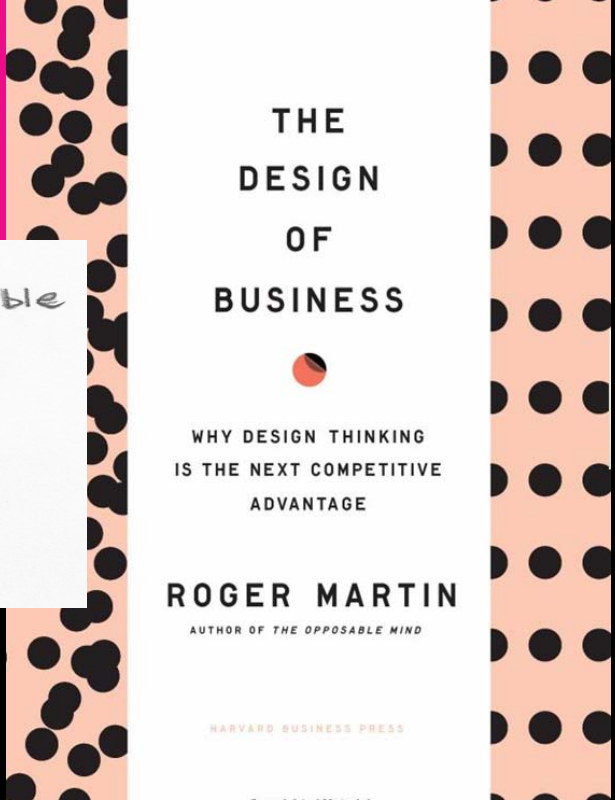
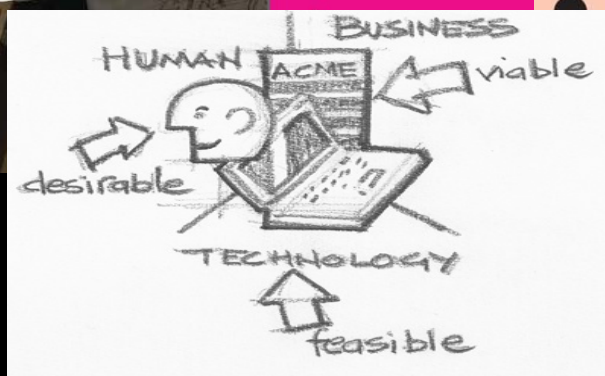


HOW DESIGN THINKING TRANSFORMS ORGANIZATIONS AND INSPIRES INNOVATION

CHANGE

BY DESIGN

TIM BROWN



THE DESIGN OF BUSINESS

WHY DESIGN THINKING IS THE NEXT COMPETITIVE ADVANTAGE

ROGER MARTIN

AUTHOR OF THE OPPOSABLE MIND

HARVARD BUSINESS PRESS

Design thinking is a process for practical, creative resolution of problems or issues that looks for an improved future result. It is the essential ability to combine empathy, creativity and rationality to meet user needs and drive business success.

Design thinking is a creative process based around the "building up" of ideas. There are no judgments early on in design thinking. This eliminates the fear of failure and encourages maximum input and participation in the ideation and prototype phases.

- Achieve the achievable
 - Optimize the use of current knowledge
- Collaborate
 - Optimize the use of modern technologies
- Integrate
 - Maximize political power and will
 - Maximize benefit

