



**A CURE FOR EVERY CANCER**





**René Medema, head of the Netherlands Cancer Institute Board of Directors:**

"The organizations that change the world all have one thing in common: 'a big hairy audacious goal'. A goal so big that people say: you will never make it. Consider Bill Gates, 30 years ago, when he set himself the goal: 'a computer on every desk and in every home'. It seemed unthinkable at the time, but has now become a reality. We set ourselves a similarly extreme goal in which we firmly believe; in our case, a 'big healthy audacious goal': a cure for every cancer."

# A CURE FOR EVERY CANCER

## OUR STRATEGY TOWARDS 2030

In the Netherlands alone, 120,000 people are diagnosed with cancer every year, and a total of 18 million people worldwide. Fortunately, their prospects have improved significantly due to improvements in diagnostics and treatment. The five-year survival rate after diagnosis is now at 65 percent, which is significantly higher than it was 10 years ago, although there are still opportunities to gain ground. At the Netherlands Cancer Institute, we apply ourselves to this cause for more than 100%. As an internationally recognized groundbreaking oncological institute, we have formulated an ambitious goal: a cure for every cancer.

To accomplish what is necessary today, tomorrow, and over the next ten years, we have articulated a well thought-out strategy in which we both cherish our strong foundation and work towards improvements in five areas (key points) where we see great opportunities. We would love to walk you through them.

### Where we stand

The Netherlands Cancer Institute, the primary hospital specialized in cancer

treatment and research, is among the top 10 cancer centers in Europe. By combining cancer care, research and the exchange of knowledge, we contribute internationally to a solution to the problem of cancer in the 21st century. We are pioneers in precision medicine and large-scale diagnostics as well as immunotherapy research and treatment.

We play a leading role in image-guided therapy, which increases precision in surgeries and radiation treatment. Through fundamental research we unravel the way cancer cells work – why, for example, are some cells resistant to drugs?

We use artificial intelligence to increase the accuracy of our diagnoses and treatments. In this way we literally make the world a better place.





## Innovations

In addition to these medical and technological innovations, we boost other developments that are currently taking place in oncological care. Consider the shift from cancer treatment to prevention. From late diagnoses and meta-

static cancer, to increased screenings and early diagnostics. From surviving to quality of life. From hospital care to care at home. From an approach focused on the condition to pathways of care centered around patients - in which patients and their loved ones, for example, play an increasingly active role by deciding which treatment options are most relevant and important to them. These are trends that the Netherlands Cancer Institute applauds and embraces. Trends that fit our views on oncological care: with an eye for the human dimension.

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# WE WILL KEEP DOING WHAT WE EXCEL AT

A new strategy does not mean that everything we do has to change. To reach our goal, we will continue to cherish the things we do best and continue to further expand on those qualities. This means that we will:

1. stay loyal to our **core values**: excellence, groundbreaking, dedicated, together;
2. guard our excellent reputation for **quality and expertise**;
3. continue to offer a **broad range** of oncological care with sufficient volume for high quality care and research;
4. make a demonstrable impact over the coming years with our **care innovations**, for instance in the field of immunotherapy, personalized medicine, and care technology – and make these innovations accessible to patients;
5. keep investing in care with a **human dimension**, and make patients feel at home as much as possible;
6. continue to recruit and retain the world's **best health care professionals** to our institute;
7. keep conducting **fundamental research** at the highest level and translate those findings into practical solutions;
8. remain interesting to **top (physician-) scientists**;
9. continue our **leading research** activities in five overarching main themes – immunotherapy, survivorship, image guided therapy, precision medicine (based on the unique tumor characteristics), and fundamental research;
10. carefully maintain our excellent **research facilities** and pharmacy.





# WHERE DO OUR OPPORTUNITIES LIE?

To reach our goal, we need to seize every opportunity that could accelerate our progress. That is the reason why we have looked at several areas in which we can go the extra mile to move even closer to our goal. In what areas will targeted additional investments help us and, more than anything, our patients and their loved ones? We have formulated clear strategic choices that will help us reach our goals over the next ten years. Our five key points are:

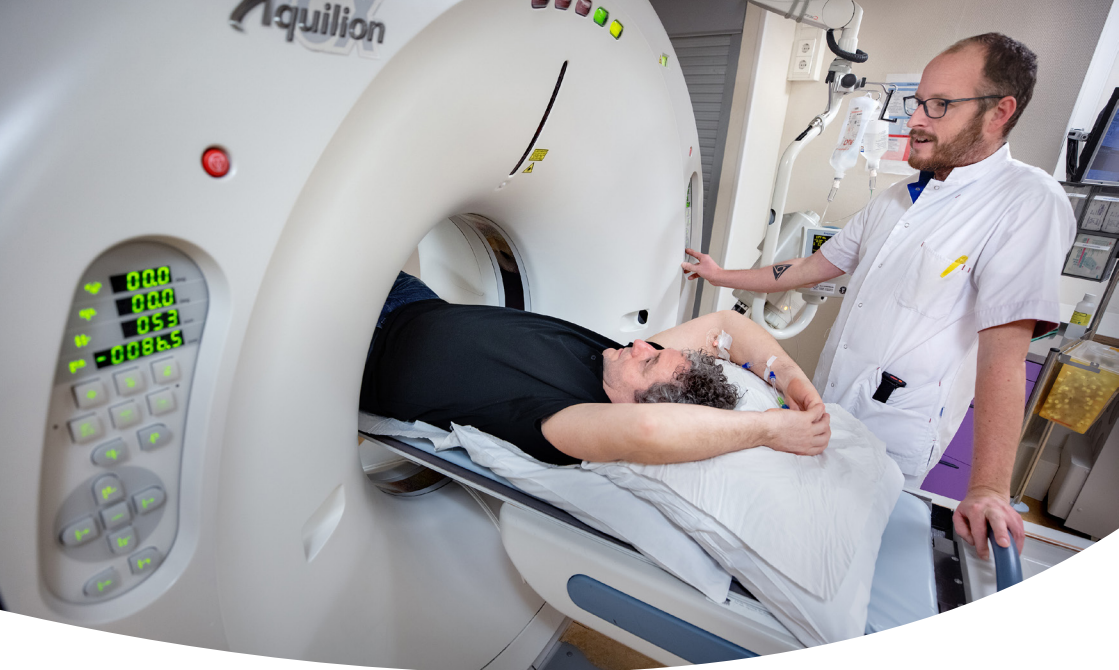
## **1. Internationalization of research – the Netherlands Cancer Institute strengthens its position**

To further strengthen the international position of the Netherlands Cancer Institute, we are establishing research programs that will attract international top talent: principal investigators as well as PhD students and postdocs. We actively recruit on the European market and beyond. We also invest in artificial

intelligence with our own specialists who are looking for international collaborations. This allows us to collect patient data on a large scale. We would like to promote innovations by offering possibilities to startups – a catalyst for innovations which can be applied in our patient care. This, too, we consider to be a driving force to attract new international top talent.







## 2. Connecting care and research

The connection between research and care, theory and clinical practice, is one of our strengths. Our care professionals

face tremendous challenges and help our researchers find relevant clinical research questions, while our researchers validate treatments and help us improve the quality of our care. We think that we can take further steps to improve the speed at which these research findings reach our patients. We will continue to support the connection between research and clinical practice. For example, we will give researchers a prominent place in our tumor work groups, turning diagnostics into a facility in which researchers and care professionals join forces. To further encourage the exchange of clinical and research knowledge, we will establish the Data Center in which we will store diagnostic and clinical data, therapies delivered, and results achieved so we can subject them to further analyses at a later date.

‘WE GAAN  
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BRENGEN.’



### 3. World-class diagnostics

Early diagnoses increase the chances of survival for our patients. That alone is reason enough to strive to detect cancer as early as possible. We will launch our early diagnostics clinic near our current location and/or outside of it, so we can scale up preventive colon examinations and screen more at-risk groups for lung, prostate, skin or breast cancer. These data can help us improve our early diagnostics, which will enable us to apply artificial intelligence, DNA decoding, and analytical skills to determine the risks in case of late diagnoses. Based on those results we can come up with a personalized treatment plan, which will result in better results and less invasive therapies for our patients.

### 4. National care position – we will strengthen our role as primary national oncological expert center

We collaborate with the Dutch Cancer Society and share a common goal: improving the quality of life for all people with cancer. We offer a broad range of oncological care with sufficient volume for optimal quality of care, research, and innovation. We don't work alone but collaborate with our partners. We don't work in isolation but take on a coordinating role and refer patients to other hospitals if we believe that they can receive equal or better care there.

We share our data and make sure to bundle our knowledge so we can all benefit from it, all with the aim to bring scientific research results to patients as quickly as possible, so they can reap the benefits.





## 5. Care pathway innovation – we offer a refreshing oncological care process centered around the patient

In everything we do, we make sure that our patients' questions and needs are central. We work proactively and give patients a lot of personal attention. We guide them through the entire process, from intake to aftercare. We see opportunities for growth in this area, too. We want to intensify the collaboration between health care professionals working on treatment for the same patient

– both internally and externally – so everybody stays up-to-date on the latest developments, and treatment across different disciplines is coordinated and the patient only has to share their story once. We see potential to innovate in this area through long-distance care (eHealth). This will help patients to avoid potentially time consuming checkups, allowing them to spend more time at home. We will all benefit from this innovation: patients will have a better quality of life and we can relieve some of the pressure on the health care system.





# LET'S DO THIS

Our goals are ambitious, but so are we. And the best part is that everybody at the Netherlands Cancer Institute contributes to a cure for every cancer. From our specialists to our receptionists, from our cleaners to our researchers, and from volunteers to trainees – we are all eager to accept the challenge to find a solution to the problem of cancer. Step by step, but as quickly as possible, to make sure that anyone affected by cancer can live a long and comfortable life.

The Antoni van Leeuwenhoek Foundation raises funds for scientific cancer research at the Netherlands Cancer Institute.  
[www.avlfoundation.nl](http://www.avlfoundation.nl)

## More information?

Would you like to learn more about the Netherlands Cancer Institute, our strategy, or the Antoni van Leeuwenhoek Foundation? Please visit [avl.nl](http://avl.nl)

## Questions, ideas, or suggestions?

Please contact us at [communicatie@nki.nl](mailto:communicatie@nki.nl)

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