

Healthcare Professionals Reunite at ESMO 2014 to Support Multidisciplinary Care for Head and Neck Cancer Patients Across Europe

- *Second European Head and Neck Cancer Society 'Healthcare Professional Information Day' marks the close of this year's successful Make Sense Campaign awareness week*
- *Early diagnosis, multidisciplinary care and post-treatment care crucial to ensure improved patient outcomes for people with head and neck cancer*
- *Healthcare professionals join the fight against a disease which kills over 62,000 people across Europe every year*

Madrid, Spain: 26 September 2014 –The European Head and Neck Society (EHNS) has launched this year's 'Healthcare Professional (HCP) Information Day' taking place today, Friday 26 September, as part of the second Make Sense Campaign Head and Neck Cancer Awareness Week. The information day aims to arm a multidisciplinary cross-section of healthcare providers with information and resources to help them effectively identify head and neck cancer at the earliest stage possible. Currently, 60% of patients with head and neck cancer are diagnosed when the disease is at an advanced stage, and of these, 60% will die within 5 years, as a consequence.

Today's information day follows the success of last year's inaugural campaign, which generated widespread awareness of head and neck cancer among healthcare professionals, the public, policy makers and patient advocacy groups.

Early diagnosis remains a priority, but additionally this year's *Make Sense Campaign* focusses on the vital importance of standardised multidisciplinary care of head and neck cancer patients across Europe, including post-treatment care. Currently, only four EU member states (France, Belgium, The Netherlands and UK) offer multidisciplinary care.

Healthcare professionals are invited to visit the *Make Sense Campaign* booth at the ESMO congress, where there will be an opportunity to meet with the EHNS steering committee. Free educational materials will be available, including a head and neck cancer signs and symptoms leaflet and newly launched 'post-treatment care' booklet.

"With the support of our European healthcare colleagues, the EHNS is calling for the implementation of an initiative that will ensure every patient with head and neck cancer in Europe is treated by a multidisciplinary team in a centre of excellence," said Professor René Leemans, President of the EHNS and Professor and Chief of Otolaryngology-Head and Neck Surgery at VU University Medical Centre. *"Being treated by a multidisciplinary team results in many benefits to the patient, such as reduced time to diagnose and stage a patient's disease, greater access to the most up-to-date treatments and improved coordination and continuity of care throughout the duration of treatment and post-treatment care."*

A multidisciplinary team (MDT) combines the skills, experience and expertise of all healthcare professionals involved in a patient's management, including their post-treatment care. It is vital that all patients who have undergone treatment for head and neck cancer receive multidisciplinary post-treatment care, for a minimum of 5 years.

"Effective multidisciplinary post-treatment care can support patients' in their rehabilitation, ensure earlier identification of disease recurrence and improve patient satisfaction," said Professor Wojciech Golusiński, Chairman of the Department of Head and Neck Surgery, Wielkopolska Cancer Center, Poznań, Poland. "It is crucial that healthcare professionals in Europe continue to drive awareness of head and neck cancer, promote multidisciplinary care and ultimately improve patient outcomes."

How to get involved:

If you would like to get involved and help raise awareness of head and neck cancer, you can:

- Visit our booth located in the patient advocacy area PA9 at ESMO 2014, to find out more about head and neck cancer from members of the EHNS
- Pick up a copy of the 2014 *Make Sense Campaign* newsletter from the ESMO booth, or download it at <http://makesensecampaign.eu/downloads>
- Download our post-treatment care booklet and get people talking about multidisciplinary care <http://makesensecampaign.eu/downloads>
- Get people talking – download our flyers and posters to promote the campaign and get people talking about the One-for-Three signs and symptoms <http://makesensecampaign.eu/downloads>
- Share our video – Watch and share our educational video about head and neck cancer <http://makesensecampaign.eu/video-content>
- Sign the *Make Sense Campaign* petition – Show your support, alongside European Parliamentarians for the Make Sense Campaign <http://makesensecampaign.eu/petition>
- Join the conversation on Twitter – Use our hashtag #makesense and then visit our website www.makesensecampaign.eu

For more information, visit www.makesensecampaign.eu.

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Notes to Editors

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