

# PREVENTING THE PREVENTABLE: THE CASE OF COLORECTAL CANCER



YEARS OF COLONOSCOPY

Why are too many Europeans dying of colorectal cancer when it is preventable?

## Colorectal cancer represents a considerable burden to Europe



**150,000+**

Europeans die each year, equivalent to 410 deaths per day<sup>1</sup>



**206,000**

Europeans will die each year by 2035<sup>2</sup>



**€13 billion**

Direct and indirect costs in the EU per year<sup>3</sup>



**€8 billion**

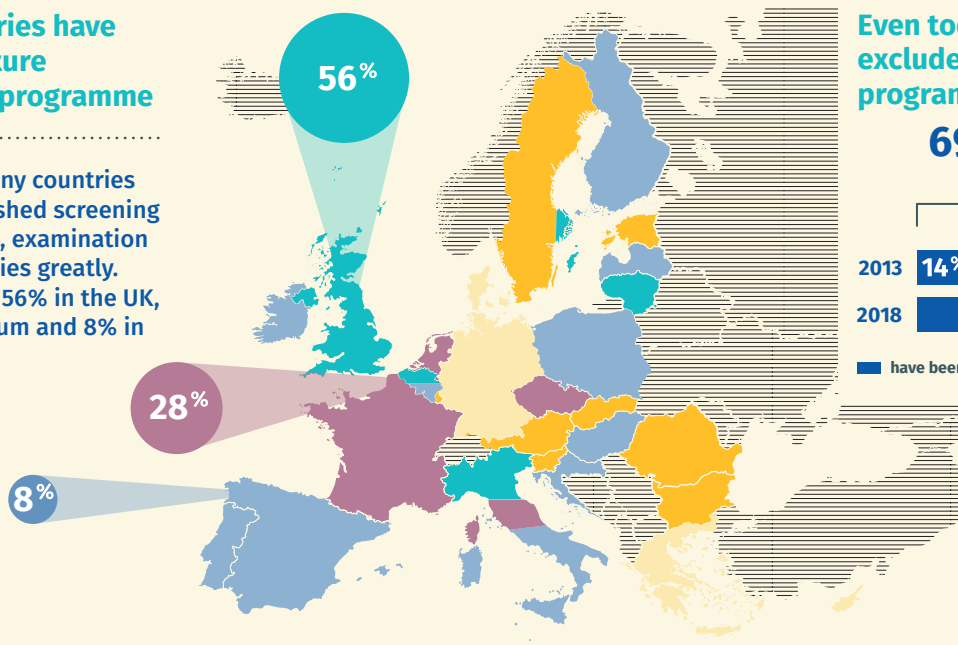
Medical costs saved by diagnosing patients at Stage 1 per year<sup>4</sup>

## Health inequalities across the EU and poor screening coverage are key issues facing European citizens<sup>5</sup>

### Coverage of the colorectal cancer screening programmes in the EU (%)<sup>6</sup>

Few countries have a fully mature screening programme

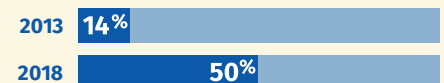
Although many countries have established screening programmes, examination coverage varies greatly. For example 56% in the UK, 28% in Belgium and 8% in Spain.



Even today, much of Europe is excluded from screening programmes

**69 million people**

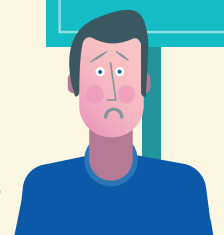
target population (50-74 years) for screening in the EU



■ have been screened

**NO SCREENING PROGRAMMES**

in Bulgaria, Romania and Slovakia



Proportion of patients covered by colorectal screening programs

■ planning a screening programme/ no screening programme 
 ■ 0-23 
 ■ 24-45 
 ■ 46-68 
 ■ no data 
 ■ extra EU countries

## Effective screening programmes lead to early detection and increased survival

5-year survival rate for colon cancer<sup>7</sup>

**60%**

UK

**40%**

Croatia

Incidence rate (per 100,000 inhabitants)<sup>7</sup>

The Netherlands  
Romania

**10,266**

**6,086**

# #50YearsOfColonoscopy

**#50YearsOfColonoscopy** is a Norgine initiative that seeks to foster further collaboration across the colonoscopy community to make the vision of better screening, improved colonoscopy care and the eradication of colorectal cancer a reality in Europe.



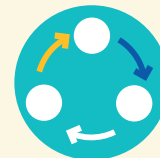
## 1. Pan-European stakeholder and listening exercise

Brought together leading clinicians to present the future of colonoscopy and ask "What next for colonoscopy services?"



## 2. Polling of public attitudes towards colonoscopy

Providing new insights on the public perception of colonoscopy and barriers to update



## 3. European Parliamentary Roundtable

Identified the key policy steps required to realise the goal of full colorectal cancer screening in Europe

The **#50YearsOfColonoscopy** call to action is focused on the four main areas where further action is required to prevent colorectal cancer

### Education

Only 45% of the public know that a colonoscopy can prevent cancer.<sup>8</sup>

### Equality of access

Access to screening is unequal across the EU and, where programmes are in place, implementation is suboptimal.

### Capacity

The quality of available screening tests varies across countries, which is worsened by the persistent shortage of healthcare professionals.

### Incentives

Healthcare systems are lacking incentives for high quality colonoscopies.

## Challenges and Recommendations

### Increased awareness

Launch public awareness campaign to overcome colonoscopy misconceptions

### Data generation

Generate and share further data on the economic value of preventative measures for colorectal cancer

### Specialist training

Invest in HCP training programmes focused on colonoscopy and in the specialist clinical workforce (eg nurses)

### Address gender inequality

Define gender specific approaches to colonoscopy in recognition of the fact that women experience more pain due to anatomical differences

### Screening guidelines

Disseminate the EU colorectal cancer screening guidelines in easy to understand formats in all 24 EU languages and publish the guidelines in scientific journals

### Sources

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- 3 The Lancet Oncology, Economic burden of cancer across the European Union: a population-based cost analysis, 2013, <https://bit.ly/2V9drlS>
- 4 Belgian Cancer Registry, "Saving lives, averting costs", 2018
- 5 Directorate-General for Health and Consumers (European Commission), European guidelines for quality assurance in colorectal cancer screening and diagnosis, 2010, <https://bit.ly/2ltDP30>
- 6 European Commission, Cancer Screening in the European Union, 2017, <https://bit.ly/2kZhbSv>
- 7 Digestive Cancers Europe, Data Map, 2018, <https://bit.ly/2V1izbR>
- 8 Bhandari P, Amlani B. and Radaelli F, Public attitudes to colonoscopy: The purpose of colonoscopy, 2018, available upon request