

WECAN
Academy



WECAN ACADEMY 2024



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Academy

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ABOUT THE EVENT: EMPOWERING CANCER PATIENT ADVOCATES



This year, the WECAN Academy brought together close to 90 dedicated advocates from 32 countries for an immersive and transformative experience. Attendees had the opportunity to select from two tailored programs: **WECAN SmartStart**, geared towards emerging advocates, and the **WECAN Masterclass**, designed for those with more experience. Aligned with previous editions, our overarching goal was to equip cancer patient advocates with the essential knowledge and skills needed to make a substantial impact in healthcare and beyond.



11-14th July 2024



Barcelona



115 Participants



32 Countries



Day by Day Highlights

- **Day 1** kicked off with participants diving into the world of advocacy. They gained a solid understanding of **key advocacy principles** and learned **effective communication techniques** with patients. This foundational knowledge paved the way for deeper exploration in the days to follow.
- On **Day 2**, the focus shifted to the intricacies of **drug development** and **navigating the diverse ecosystems** within healthcare.
- **Day 3** took a deeper dive into **research-related topics**, spotlighting patient-centricity in clinical trials and the interpretation of scientific data. Participants expressed their enthusiasm for discussions surrounding the EU AI Act, access and regulations, and long-term survivorship. The day culminated with engaging conversations on patient-reported outcomes, advanced evidence-based advocacy, and hereditary cancer.
- Participants also showed significant interest in **healthcare economics and inequalities**. The day wrapped up with a thought-provoking session on the impact of EU policy on patient advocacy.



Sharing Knowledge & Skills

WECAN is committed to continuously enhancing training opportunities and expanding outreach to both novice and seasoned patient advocates.

Over the years, WECAN has hosted a variety of online courses covering fundamental topics such as Evidence-Based Advocacy, GDPR compliance, and Clinical Trials Regulations. These resources empower advocates to effectively participate in the research process—designing studies, collecting Patient Experience Data, and leveraging that information for advocacy, including peer-reviewed publications.

The WECAN Academy serves as a pivotal in-person event that complements our educational offerings and has solidified its status as an annual highlight.



ADVOCATES AT THE CORE OF THE EVENT

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A remarkable aspect of this year's WECAN Academy was the diverse lineup of **26 training sessions led by 25 expert speakers**, many of whom are esteemed WECAN members. Their dual roles as both presenters and participants underscored the richness of knowledge and collaboration that energizes our community.

This **exchange of insights** is crucial for the future of WECAN's advocacy and capacity-building initiatives.

This year, we were excited to see participation extend **beyond Europe**, with advocates traveling from Canada and South Africa, and reinforcing the meaningfulness of this event.

The WECAN Academy 2024 in Barcelona was much more than a training event; it was a heartfelt gathering of advocates united in their mission to revolutionize cancer care. As these passionate individuals return to their communities, they carry with them a unified commitment to champion the needs of cancer patients and instigate meaningful change within the healthcare system.

Congratulations to all the enthusiastic attendees of WECAN Academy for their vibrant participation and unwavering dedication to driving positive change!





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Knowledge is power! Together we are stronger!

After 2 kids and my husband's cancer, on WECAN Academy I finally felt like myself again: eager to learn, to socialize, to talk about things that really matter. I will bring home information, ideas, inspiration and wind in my wings!,

Very insightful and gave me the basics so I can change things in my home country. Key take away- Pharma companies want to hear what we have to say.

It was very cool to meet so many different people from different places around the world with different perspectives. Take home message: focus on stakeholder engagement specifically principal investigator, to improve number of clinical trials in melanoma.

THANK YOU



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