



WECAN Academy



**The leading capacity-building event
for cancer patient advocates**

*26th, 27th, 28th and 29th June
Rome, Italy*



WECAN

The Workgroup of European Cancer Patient Advocacy Networks (WECAN) is a network of 24 dedicated umbrella cancer patient advocacy organizations operating across Europe.

WECAN represents cancer patients from all indications, uniting efforts at a pan-cancer level to drive meaningful improvements and advocate for change that benefits every patient.

Our thriving network, founded in 2015, is now a Foundation and it is preparing for its 10th year, marking a significant milestone in our mission to strengthen and expand our impact across Europe.

What is the WECAN Academy

There is no shortcut to knowledge. To be able to advocate for patients in all different areas of need – e.g. patient care, healthcare policy or research – more effectively and to grow a new generation of advocacy leaders, patient advocates need to continuously build their skills and expertise in those areas.

One of WECAN's key objectives is to increase the capacity and number of well-trained patient advocates and patient experts in order to further grow a community of activists across the community that can induce change in healthcare, and more specifically, in cancer.

That is why the WECAN Academy is a comprehensive **training program designed to empower patient advocates** of all levels -from novice to expert- by enhancing their understanding and skills across various areas of advocacy.

Training levels

Attendees have the opportunity to attend two tailored programs: WECAN SmartStart, designed for emerging advocates, and the WECAN Masterclass, created for more experienced advocates.





Academy Workgroup

We sincerely thank the WE CAN Academy workgroup members for providing their time to create and design this training event.

- **Alex Filicevas**, WE CAN Chair, World Bladder Cancer Patient Coalition
- **Anita Kienesberger**, Childhood Cancer International
- **Bettina Ryll**, Melanoma Patients Network Europe
- **Gilliosa Spurrier-Bernard**, Melanoma Patients Network Europe
- **Denis Costello**, Chronic Myeloid Leukemia Advocates Network
- **Jan Geißler**, CML Advocates Network
- **Kathy Oliver**, International Brain Tumor Alliance
- **Michi Geißler**, Sarcoma Patient Advocacy Global Network
- **Debra Montague**, Lung Cancer Europe



WE CAN
Academy

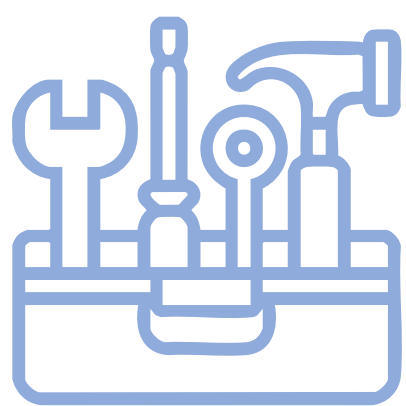


Content: knowledge branches

The content is based on three pillars, which form the foundation of patient advocate knowledge:

- **Advocacy tools and skills** (e.g., financial sustainability of your organization)
- **Healthcare systems, policy, and access** (e.g., understanding inequalities, patients’ rights mapping, or the basics of health economics and common challenges)
- **Research and data** (e.g., evidence-based advocacy and ensuring patientcentricity in clinical trials)

In general, half of the topics are fixed, while the other half evolves to meet the changing needs of the cancer patient advocacy community.



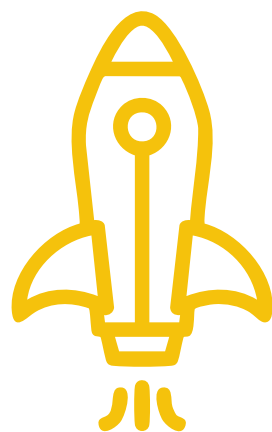
ADVOCACY TOOLS & SKILLS

- Accessing information
- Project management
- Presentation skills
- NGO governance
- Financial management
- Managing volunteers



HEALTHCARE SYSTEMS, POLICY & ACCESS

- Access to treatment & care
- Regulatory processes
- Healthcare system: EU vs country level
- Patients’ rights



RESEARCH & DATA

- How research & development works
- PROs
- Reading scientific papers & interpreting data
- Evidence-based advocacy

Diversity, Equity and Inclusion (DEI) reflected in all above pillars.



WE CAN
Academy

Thursday, June
26th



SmartStart Day

●
ADVOCACY
TOOLS & SKILLS

●
HEALTHCARE SYSTEMS,
POLICY & ACCESS

●
RESEARCH & DATA

08:15 - 09:00	Registrations: SmartStart, Faculty & Partners	
09:00 - 10:00	Welcome Ceremony & Ice Breaker I	Alex Filicevas Lidia Dyndor
10:00 - 11:00	Health Economics Basics: Concepts and Common Problems	João L. Carapinha
11:00 - 11:45	Coffee Break	
11:45 - 12:45	Drug development basics	Katerina Charapa Jan Geissler
12:45 - 13:45	Inequalities Basics: Mapping and Understanding Patients Rights	Erik Briers
13:45 - 14:45	Lunch	
14:45 - 15:45	Heathcare Ecosystems & Stakeholder Management	Jan Geissler
15:45 - 16:45	Ethical issues in patient advocacy	Kathy Oliver
16:45 -17:30	Connections & Conversations Beyond the Sessions (optional)	



WE CAN
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Friday, June
27th



SmartStart & MasterClass Day

●
ADVOCACY
TOOLS & SKILLS

●
HEALTHCARE SYSTEMS,
POLICY & ACCESS

●
RESEARCH & DATA

08:15 - 09:00	Registrations: MasterClass	
09:00 - 10:00	Welcome Ceremony & Ice Breaker II	Alex Filicevas Lidia Dyndor
10:00 - 11:00	Evidence-Based Advocacy (Basic)	Rachel Giles
11:00 - 11:45	Coffee Break	
11:45 - 12:45	Reading and Interpreting Scientific Data Part I	Gilly Spurrier Bettina Ryll
12:45 - 13:45	Reading and Interpreting Scientific Data Part II	Gilly Spurrier Bettina Ryll
13:45 - 14:45	Lunch	
14:45 - 15:45	EUPATI: HTA 4 Patients I	Carolyn Ingram
15:45 - 16:45	Financial Sustainability of Your Organisation	Alex Filicevas
16:45 -17:30	Patient Advocacy speed professional “dating”	

Saturday, June
28th



SmartStart & MasterClass Day



ADVOCACY
TOOLS & SKILLS



HEALTHCARE SYSTEMS,
POLICY & ACCESS



RESEARCH & DATA

09:00 - 10:00	EUPATI: HTA 4 Patients II	Carolyn Ingram
10:00 - 11:00	How do we ensure Patient-Centricity in Clinical Trials	Rachel Giles Bettina Ryll
11:00 - 11:45	Coffee Break	
11:45 - 13:00	EU Cancer Policy in Action: What the Beating Cancer Plan and Cancer Mission Mean for Patient Advocates	Norbert Couespel Bettina Ryll Anita Kienesberger
13:00 - 13:45	NGO Governance: Managing a Crisis	Ananda Plate
13:45 - 14:45	Lunch	
14:45 - 15:45	Pharmaceutical Policy (Advanced)	Stefan Weber
15:45 - 16:45	AI for Patient Advocacy: From Science to Influence	Javier Ferrando
16:45 - 17:30	Connections & Conversations Beyond the Sessions (optional)	



WE CAN
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Sunday, June
29th



MasterClass Day



ADVOCACY
TOOLS & SKILLS



HEALTHCARE SYSTEMS,
POLICY & ACCESS



RESEARCH & DATA

09:00 - 10:00	Patient Reported Outcomes and Other Patient-Relevant Measures and Endpoints.	Erik Briers
10:00 - 11:00	Evidence-Based Advocacy (Advanced)	Denis Costello
11:00 - 11:45	Coffee Break	
11:45 - 12:45	Inequalities Advanced: Tackling and Addressing Inequalities. Equity, Diversity, Inclusion (DEI)	Michael Rynne
12:45 - 13:45	Not being the Victim of Hidden Agendas	Academy Programme: committee members
13:45 - 14:45	Lunch	
14:45 - 15:45	Closing Ceremony	
15:45 -16:45	Connections & Conversations Beyond the Sessions (Optional)	



WE CAN
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OurNetwork



Building trust, collaboration, and alignment to strengthen cancer patient advocacy across Europe.



Sponsors of the Academy



We thank our sponsors for standing with the cancer patient advocacy community and helping make WE CAN Academy a reality.





WECAN
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There is no shortcut to knowledge