

Driving the uptake of medical technologies in cancer care

Bridging innovation and access

9 June 2026

Event report



*"When it comes to health, we
are united, there are no
political parties."*

**MEP Michalis Hadjipantela,
European Parliament**



DRIVING THE UPTAKE OF MEDICAL TECHNOLOGIES IN CANCER CARE BRIDGING INNOVATION AND ACCESS



Hosted by

MEP Michalis Hadjipantela (EPP, Cyprus)

9 June 2026

16:00 - 18:00 CEST

European Parliament, A5F385

Opening Remarks: Why Innovation Uptake Matters for Europe's Cancer Strategy

16:00 - 16:05

MEP Michalis Hadjipantela (EPP, Cyprus)

Prof. George Astras, European University, Cyprus

Framing the Policy Landscape: Implementing the EU Beating Cancer Plan

16:05 - 16:15

Matthias Schuppe, DHoU DG SANTE B1, European Commission

Session 1 - Strengthening Screening and Diagnosis

Framing the Discussion: Key Policy Priorities

Katalin Ersek, MedTech Europe Cancer Sector Group

16:15 - 16:20

Moderator-led Discussion

16:20 - 16:50

Patient Perspective - André Deschamps, Europa Uomo

Clinical Perspective - Dr. Nisha Sharma, NHS

Diagnostic Perspective - Dr. Paola Thellung, European Society of Pathology

Audience Q&A

16:50 - 17:00

Session 2 - Enabling Better Treatment and Care

Framing the Discussion: Key Policy Priorities

17:00 - 17:05

Paolo Capelli, MedTech Europe Cancer Sector Group

Moderator-led Discussion

17:05 - 17:45

Patient Perspective - Chiara Kuby, Cancer Patients Europe

Clinical Perspective - Prof. Wim Ceelen, UGhent

Health Systems Perspective - Dr. Marc Van den Bulcke, Sciensano

Policy, Financing, Workforce, and HTA Considerations to Accelerate Innovation Adoption Across Europe - Alexander Olbrechts, MedTech Europe

Audience Q&A

17:45 - 17:55

Concluding Remarks: Supporting Innovation for Better Cancer Care in Europe

17:55 - 18:00

MEP Michalis Hadjipantela (EPP, Cyprus)

Event Summary

The high-level policy meeting, "Driving the uptake of medical technologies in cancer care: Bridging innovation and access," marked the **first event of MedTech Europe's Cancer Sector Group**. Hosted by MEP Michalis Hadjipantela at the European Parliament on 9 June 2026, it brought together EU institutions, healthcare professionals, patient advocates, health system experts and industry stakeholders.



"The focus is now on continued implementation of the actions set out in the Cancer Plan to ensure its success."

Matthias Schuppe, European Commission

Across the discussions, participants underlined that **improving cancer outcomes depends** not only on innovation, but **on the ability of healthcare systems to adopt and scale it**. The event highlighted the need to bridge innovation and access through stronger implementation, investment, collaboration and patient-centred approaches across Europe.

The programme combined political, policy and expert perspectives, including a **European Commission update on the implementation of Europe's Beating Cancer Plan** and two sessions on strengthening screening and diagnosis, and enabling better treatment and care.



"We are still using the same tools that we have used for the last 3 decades."

Dr Nisha Sharma, NHS

Bridging Innovation and Access

Medical technologies are increasingly central to Europe's ability to deliver on its cancer policy ambitions. The event gave this agenda political and institutional visibility, bringing together the European Parliament, European Commission, Council, healthcare professionals, patient representatives and industry around a shared challenge: how to ensure that innovation reaches patients in practice.



"Access to high-quality diagnostics is essential for precision medicine."

**Dr Paola Thellung de Courtelary,
European Society of Pathology**

Across the cancer pathway, from screening and early detection to diagnosis, treatment, monitoring and survivorship, the discussion showed that innovation is not the limiting factor. The central challenge is uptake. Too often, **proven technologies face delays linked to reimbursement, infrastructure, regulatory complexity, data systems and workforce capacity.**

The event therefore framed **medical technologies** not as standalone solutions, but as **essential enablers of better outcomes, more personalised care and more sustainable health systems.** Bridging innovation and access will require implementation conditions that allow these technologies to be adopted consistently and equitably across Europe.

Optimising Screening and Diagnosis

Medical technologies are reshaping cancer screening and diagnosis. **Digital tools, artificial intelligence, advanced imaging, molecular testing, liquid biopsy and digital pathology** can support earlier detection, more accurate diagnosis and more targeted treatment decisions.



"For policy makers, the opportunity is clear: do not leave early detection to chance, geography or unequitable access."

André Deschamps, EuropaUomo

Yet many **screening programmes still rely on outdated approaches**, while access to **advanced diagnostics remains uneven** across Europe. The discussion also highlighted that barriers are not only technical or financial: reimbursement, capacity constraints, stigma, limited awareness and cultural factors can all prevent earlier access to screening and care.



"Success is measured by how the patients live."

Chiara Kuby, Cancer Patients Europe

Modernising screening and diagnostic pathways therefore requires better technologies alongside **stronger outreach, health literacy, laboratory capacity and workforce development**. This will be essential to ensure that innovation supports earlier diagnosis across cancer types and reaches the populations most at risk.

Innovation, Access and Patient Impact

Innovative medical technologies play a key role in **improving clinical and patient-reported outcomes** and **reducing complications across the care pathway**. By avoiding preventable adverse events and hospitalisations, these technologies significantly improve patient outcomes and quality of life while reducing pressure on healthcare. Yet, **access remains uneven** across Europe, limiting their full impact. Implementation of medical technologies should be driven by clinical evidence and the value delivered.



*"We use images to tailor surgical therapy.
It is no longer one-size-fits-all."*
Prof Wim Ceelen, Ghent University

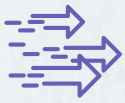
Bridging innovation and access therefore requires a **stronger focus on equity across the cancer pathway**. European cooperation, cross-border knowledge exchange and stronger national capacity are essential to ensure that medical technologies reach patients regardless of where they live.



*"For a Joint Action Personalised Cancer
Medicine and 1 clinical trial with 7
institutions, we needed 64 data
agreements. That is not manageable."*
Dr Marc Van Den Bulcke, Sciensano

Improving cancer outcomes also means **looking beyond survival alone**. Quality of life, survivorship, patient experience and timely access to care should be central measures of progress, ensuring that innovation responds to real patient needs during and after treatment.

Key Takeaways and Next Steps



Accelerate the uptake of proven medical technologies across the cancer care pathway.



Strengthen **investment in screening, diagnostics, innovative treatment, and technical and digital infrastructures.**



Promote wider availability of **advanced, precision diagnostic tools.**



Address inequalities in access between and within Member States.



Modernise reimbursement frameworks and funding mechanisms to support innovation adoption.



Enhance **data interoperability and cross-border collaboration.**



Ensure **regulatory frameworks** support both patient safety and innovation.



Develop **robust monitoring systems and measurable indicators** to assess the impact of Cancer Plan investments.



Recognise **quality of life, survivorship, and patient experience** as core outcomes alongside survival.

Contact us to **read our one-pagers** or to engage with us:

cancersectorgroup@rpp-group.com



This report is endorsed by

- Dr. Marc Van den Bulcke, Sciensano
- Prof. Wim Ceelen, UGhent
- Prof. George Astras, European University, Cyprus
- Chiara Kuby, Cancer Patients Europe
- Paola Thellung de Courtelary, European Society of Pathology
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