

Seminário de Integração dos CACONS e UNACONS

Parceiro ao longo da trajetória clínica

**Somos pioneiros em
avanços na área da
saúde.**

Para todos.
Em toda parte.

**E as nossas capacidades
permitem-lhe ...**

... inovar o cuidado personalizado

que você promova a saúde de cada paciente, conectando digitalmente diagnósticos com tratamentos precisos.

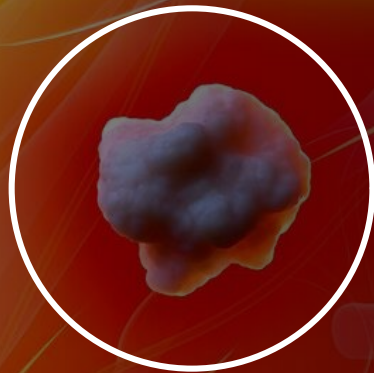
... alcançar excelência operacional

que suas equipes de atendimento se concentrem na criação de valor, aumentando suas capacidades e simplificando seu trabalho, de forma sustentável.

... transformar o cuidado

que você crie um modelo de prestação de cuidados inteligente que forneça acesso equitativo aos cuidados, não importa onde os pacientes estejam.

Cancer é uma das
Doenças mais complexas



Cancer é um fardo

Incidências estão aumentando

48.8¹

milhões de
pessoas
vivendo com
câncer 2018

57%²

dos casos novos
ocorreram em
regiões menos
desenvolvidas



+58%⁴

Aumento de custos
em 20 anos

Doença com maior
perda econômica

\$3.3³

Trilhões de custos
econômicos anuais totais do
câncer em 2017

O impacto econômico é
significativo e está
aumentando

1: <https://www.cancer.gov/about-cancer/understanding/statistics>

2: <https://gco.iarc.fr/>

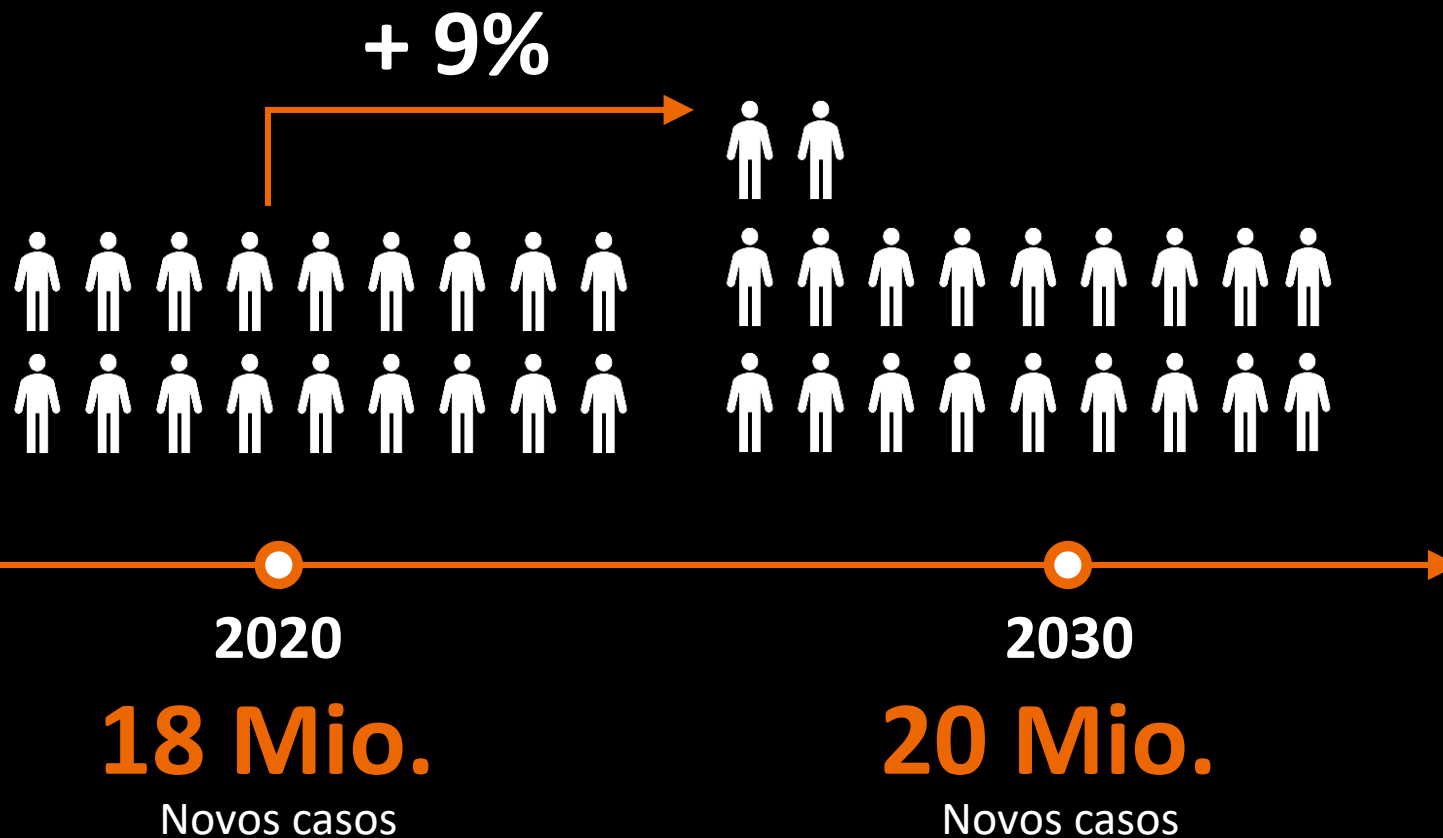
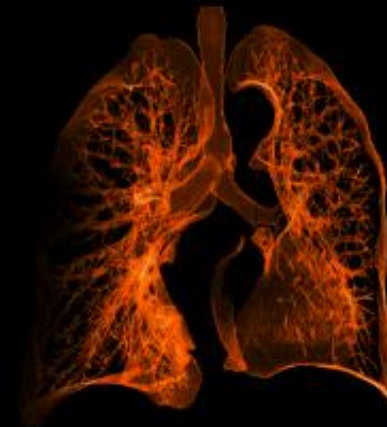
3: <https://canceratlas.cancer.org/taking-action/economic-burden/>

4: [https://www.managedcaremag.com/archives/2015/10/world-us-costs-cancer-care-skyrocket-2030#:~:text=The%20approximately%2021.5%20million%20new,of%20Cancer%20Research%20\(AACR\).](https://www.managedcaremag.com/archives/2015/10/world-us-costs-cancer-care-skyrocket-2030#:~:text=The%20approximately%2021.5%20million%20new,of%20Cancer%20Research%20(AACR).)

A incidência de câncer continuará a aumentar em todo o mundo ...

Mais de 12 %

dos novos casos de câncer em todo o mundo são casos de câncer de pulmão.



Cancer de Pulmão – os desafios



#1 em mortalidade

>1.7 milhões de morte por cancer de pulmão – 5,000 por dia¹



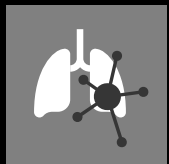
#2 em incidência

>2 milhões de novos casos por ano¹



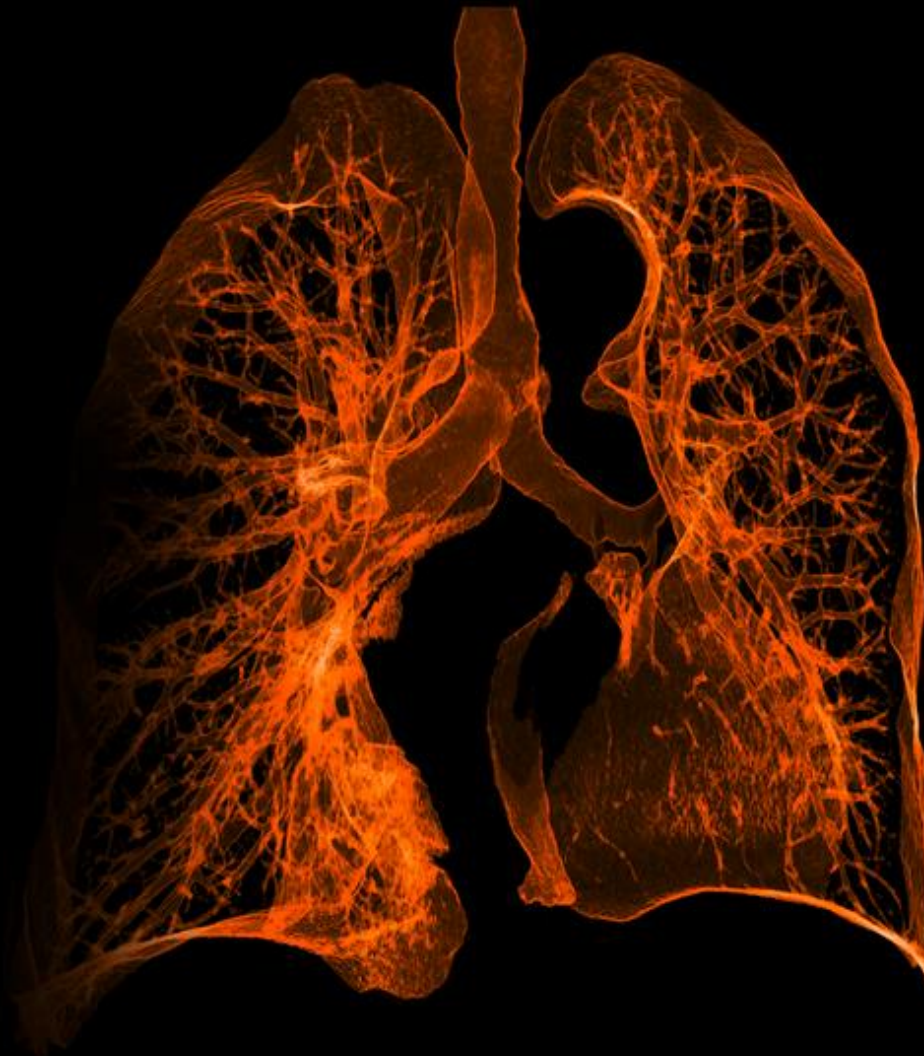
<20% sobrevivência

A menor taxa de sobrevivência após 5 anos ¹



~55% dos pacientes

Com metástase²



Stage I ~9 anos
survival

Stage IV ~9 meses
survival

1) IARC / World Health Organization, 2020.

2) Spiro SG, Gould MK, Colice GL. Chest. 2007 Sep. 132(3 Suppl):149S-160S.

A leap in cancer care
A leap in impact

Um salto no tratamento do câncer, um salto no impacto

Nossa missão

**Criar um mundo
sem medo do
câncer**



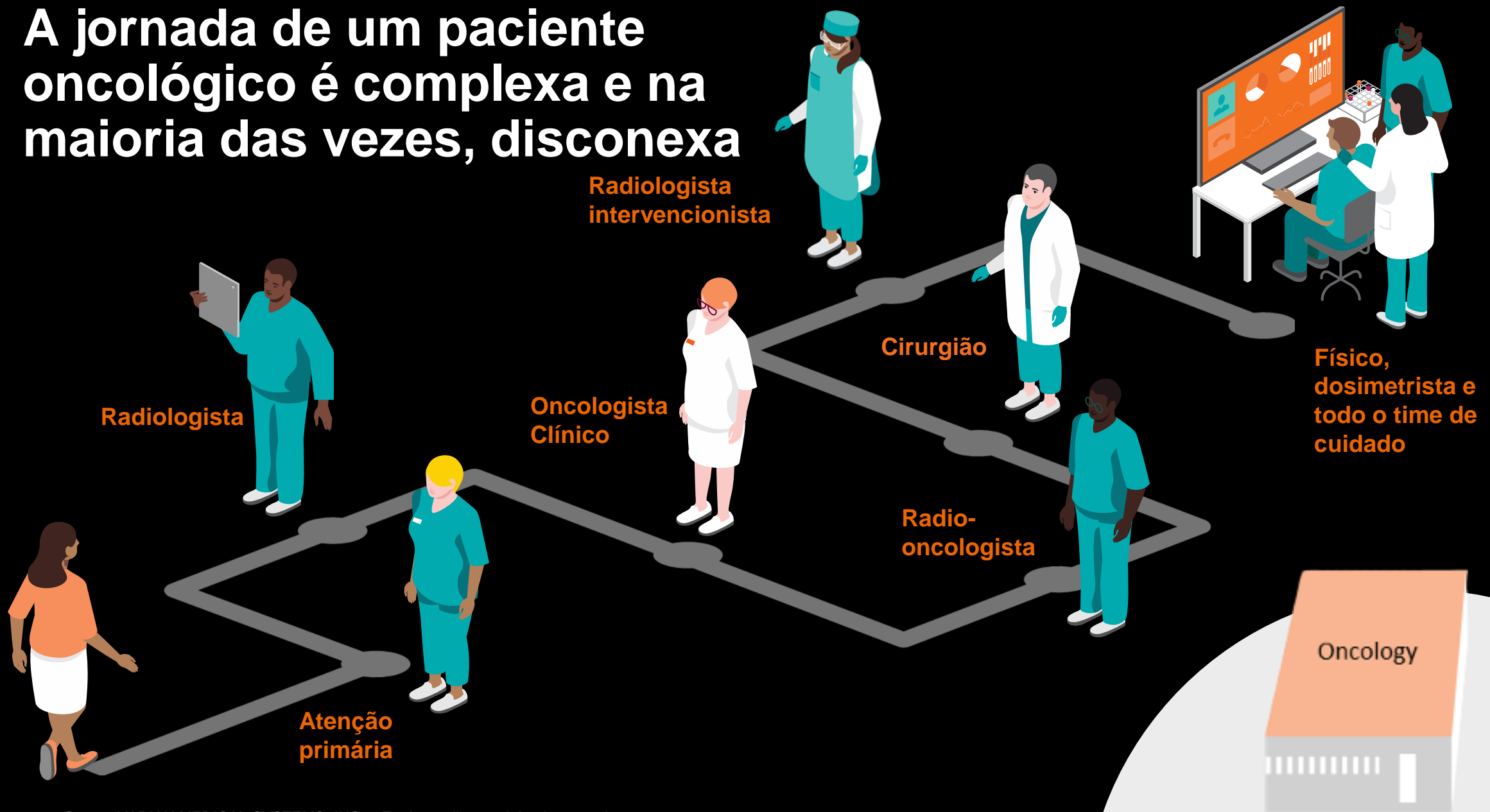
Nosso objetivo

**Aumentar o acesso e a
qualidade do tratamento do
cancer globalmente**



Doenças complexas normalmente estão acompanhadas
**de um processo de decisão
clínica igualmente complexo**

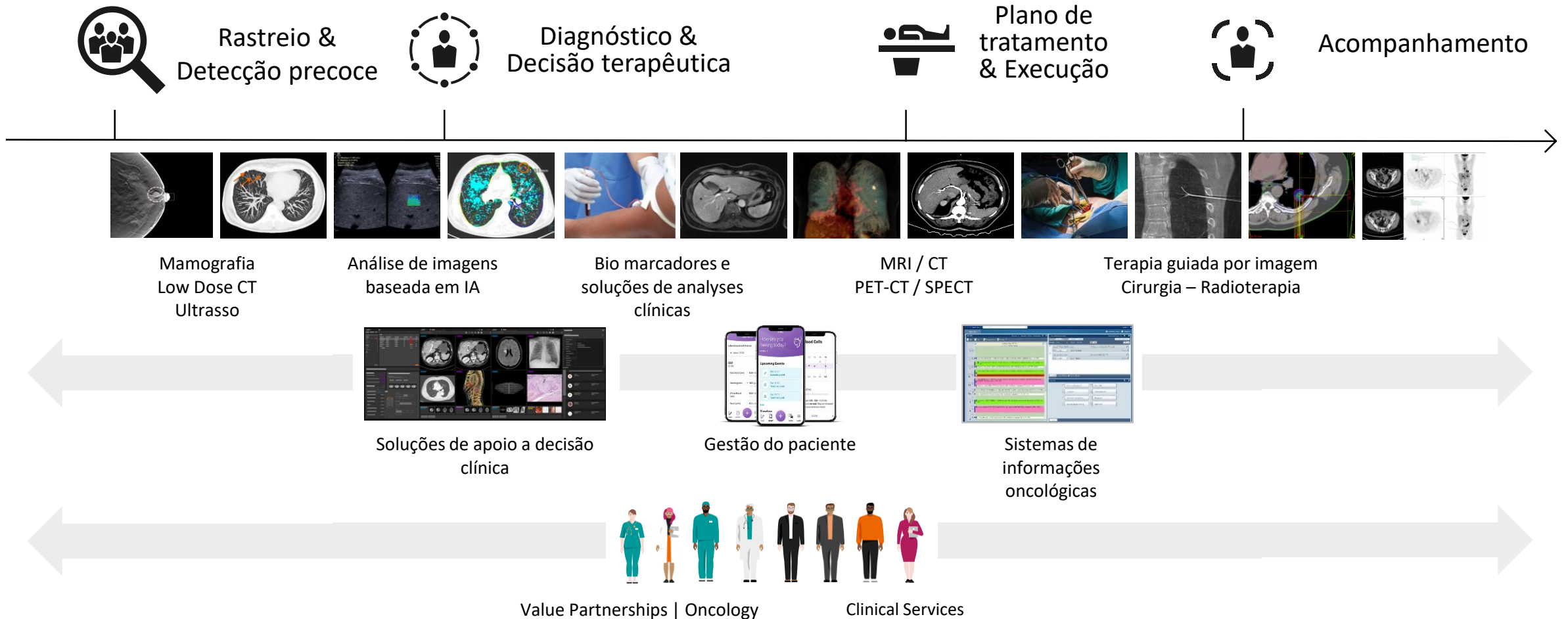
A jornada de um paciente oncológico é complexa e na maioria das vezes, desconexa



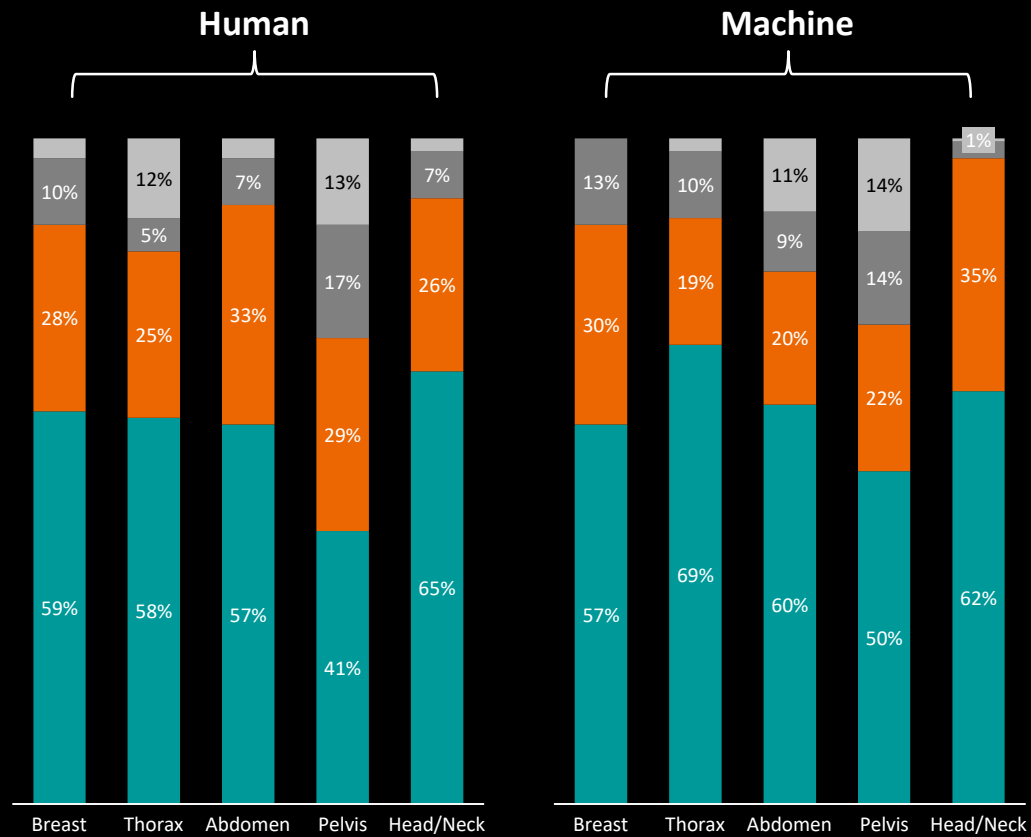
A necessidade de se acompanhar o paciente por toda a sua jornada



A Tecnologia a serviço da vida, em cada etapa, para cada um



Planejamento da RadioTerapia: Segmentação baseada em inteligência artificial

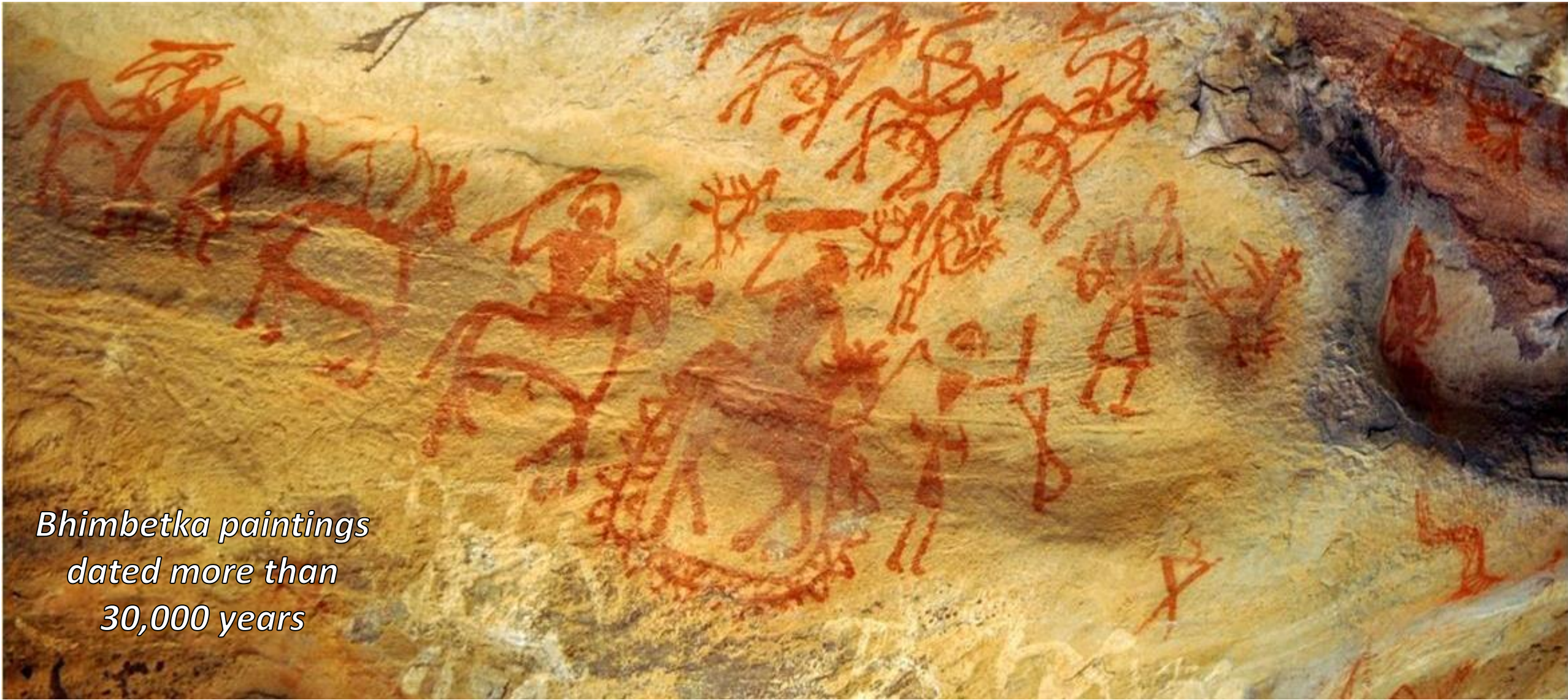


Must redo
 Major edit needed
 Minor edit needed
 Usable without editing

Organs RT is available on *syngo.via* VB50 and on AI-Rad Companion. | The feedback and the results are from the collaboration performed at UKER. The statements by Siemens Healthineers customers described herein are based on results that were achieved in the customer's unique setting. Since there is no "typical" hospital and many variables exist (e.g., hospital size, case mix, level of IT adoption) there can be no guarantee that other customers will achieve the same results.



O homem sempre soube que a colaboração é a chave para a sobrevivência

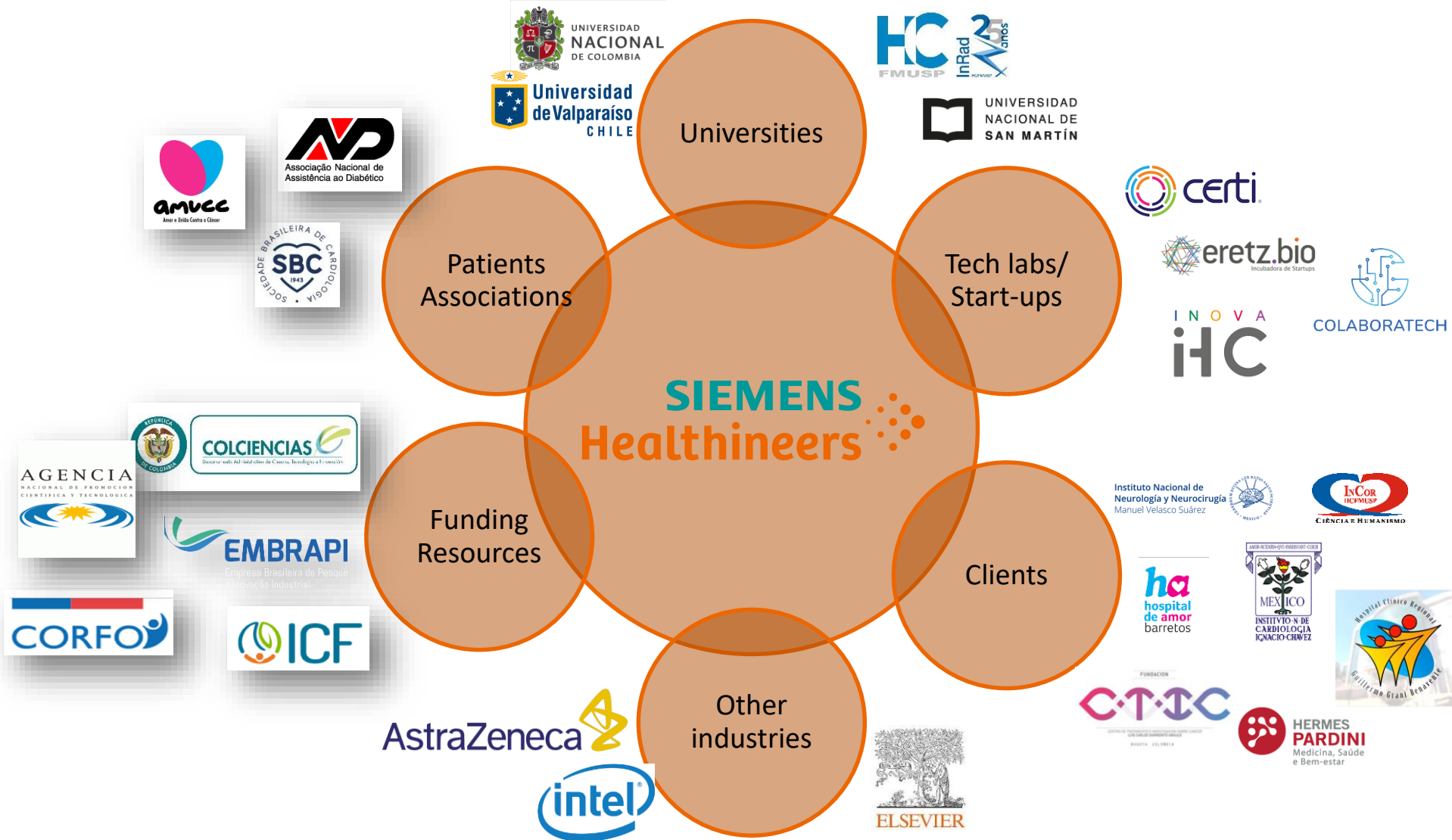


*Bhimbetka paintings
dated more than
30,000 years*

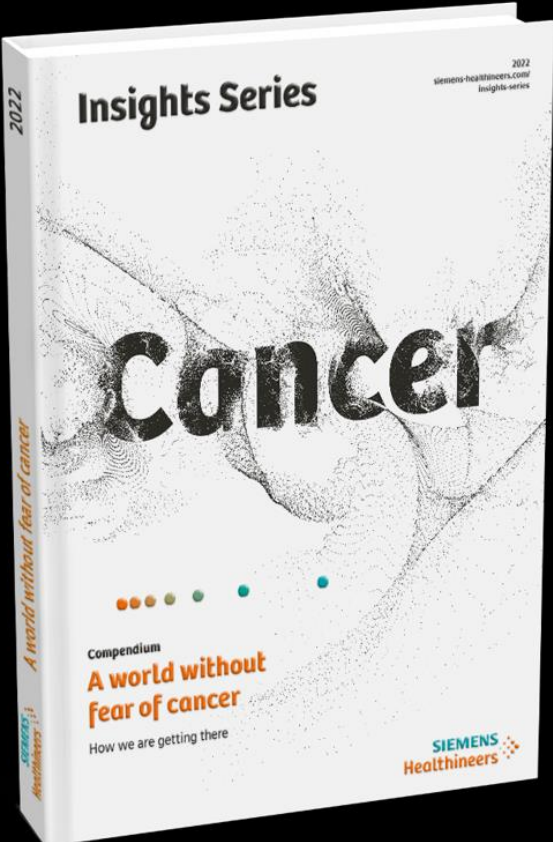
A população mais diversa da Terra



Como Podemos impactar mais pessoas no mundo?



Ajude-nos a aumentar o alcance de nosso propósito



Insights Series

Rethinking Cancer Care – A patient-centered best practice out of India

[Read the full paper here](#)

Summary & key takeaways

Globally, the demand for cancer care is rising. However, in some regions, cancer patients are challenged by limited supply. HealthCare Global (HCG), the largest cancer care provider in India, has developed an innovative hub and spoke model that increases availability and affordability. The hub is in Bengaluru, and 23 spokes span Tier 2 and 3 cities across the country. By virtue of this model, patients visit the spokes in proximity for diagnosis, routine treatment, and follow-ups. They are sent to the hub in Bengaluru only when there is a need for more intensive care.

- By decentralizing care across 23 spokes, the model makes basic cancer services locally available to people who beforehand did not have access.
- For those in need of more intensive and expensive care services, HCG offers them in one centralized hub. There, they leverage high utilization to drive down costs per patient and thereby make services affordable.

Key business questions to ask your customer

- What is your strategy to make your services easier available for your patients?
- How do you bring care closer to your patients?
- What is your strategy to make your services more affordable for your patients?
- Do you plan to open new centers? If yes, how do you plan to increase the number of your outpatient centers?
- How do you connect your different sites/centers?

The nurturing and interaction with customers could lead to sales in...

Click on this [link](#) to find our oncology portfolio from screening to diagnosis, therapy, and follow-up in your country and practice.

Click on this [link](#) to find more details on our [AI-powered pathology procedures](#) on how to improve accuracy to care.

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Need help preparing or driving a C-Level conversation? Please refer to:

- [Value Promise expert contact: Herbert Stecher, \[herbert.stecher@siemens-healthineers.com\]\(mailto:herbert.stecher@siemens-healthineers.com\)](#)
- [Watch the video of Dr. SS Rajkumar, HCG on "Transforming care delivery at Executive Summit 2023"](#)
- [Watch the video of Dr. SS Rajkumar, HCG on providing excellent cancer care in India](#)

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Insight Series - Cancer



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