



## Media Backgrounder

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### **Advancing precise and individualized oncology care through partnership**

Enhanced through strategic partnerships, Philips end-to-end oncology solutions span the patient care cycle - all with the aim of improving patient and staff satisfaction and outcomes.

One such example is Philips' extended collaboration with [Elekta](#), which builds on the two companies' successful cooperation in the fast-emerging field of magnetic resonance (MR)-guided adaptive radiation therapy to further improve patient care and outcomes.



#### **Why is it important?**

Today, cancer care is a long, complex journey through various stages, settings, and providers, putting a significant burden on both patients and clinicians. The Middle East is no exception to the growing burden of cancer with breast cancer being the most prevalent, followed by lung cancer, cervical cancer, colorectal cancer, and prostate cancer. In 2012 alone, cancers in Islamic Countries caused 1.02 million deaths, accounting for 12% of the cancer deaths worldwide<sup>1</sup>. While the number of new cancer cases is expected to rise by about 70% over the next two decades<sup>2</sup>.

To drive down the prevalence and impact of the disease, optimized cancer care, where a patient's response to treatment is assessed and treatment is adjusted, is just as important as early cancer detection and diagnosis.

#### **What is innovative about it?**

To fully capitalize on these challenges and opportunities, healthcare providers require integrated solutions throughout the entire cancer care pathway, from diagnosis to treatment and follow-up.

Integrated solutions throughout the entire cancer care cycle have the potential to provide:

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<sup>1</sup> Rising cancer rates in the Arab World: now is the time for action. EMHJ – Vol 26 No 6 – 2020 [Available from: <https://applications.emro.who.int/>]

<sup>2</sup> WHO International Agency for Research on Cancer <https://gco.iarc.fr/today/data/factsheets/cancers/39-All-cancers-fact-sheet.pdf>

- Quicker, more accurate visualization of the tumor
- Easier decision of optimal treatment strategy
- Earlier assessment of therapy response
- More effective and efficient therapy delivery

### **What is the benefit of the innovation?**

The strengthened strategic partnership with Elekta intends to deliver a superior experience in diagnosis and adaptive, personalized treatments for clinicians, shorter treatment times and more precise therapy for patients, at a lower cost of care.

### **Find out more**

- Philips brings clarity to every moment of cancer care with [new patient-centered innovations](#).
- [Philips and Elekta](#) deepen strategic partnership in precise and individualized oncology care.

### **Sources**

- [Philips and Elekta deepen strategic partnership](#)
- [New patient-centered innovations at ASTRO](#)

**For further information, please contact:**

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#### **About Royal Philips**

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