

Fact sheet

CANCER AND INTERVENTIONAL ONCOLOGY

Worldwide

- In 2012, the worldwide number of new cases of cancer rose to an estimated 14 million¹.
- This figure is expected to rise to an annual figure of 22 million over the next two decades².
- Over the same period, cancer deaths are predicted to rise from an estimated 8.2 million annually to 13 million per year³.
- 50% of people in England and Wales diagnosed with cancer today will survive the disease for at least 10 years according to recent landmark figures published by Cancer Research UK⁴. In the early 1970s, only a quarter of people diagnosed with cancer in this region survived 10 years.
- Primary liver cancer is the second leading cause of cancer deaths⁵.

Treatment

- Cancer care has several areas of treatment - surgery, medical oncology (i.e. chemotherapy immunotherapy, hormonal therapy and angiogenesis inhibitors), radiation therapy and interventional oncology⁶.

Interventional oncology

- Interventional oncology is a minimally invasive treatment that directly targets cancer tumors using advanced image-guided technology. It's considered to be one of the newest and more aggressive options in cancer treatment today⁷.
- Philips' new EmboGuide solution supports the image-guided procedures called embolization procedures typically used to treat primary liver cancer. Embolization is a procedure that injects solid or semi-solid substances (chemo) to try to block or reduce the blood flow to cancer cells⁸. Embolization of liver tumors is intended to improve a patient's quality of life and to prolong a patient's life.
- The market for interventional oncology as a whole is growing annually by 15% (CAGR).

¹ WHO <http://www.who.int/mediacentre/factsheets/fs297/en/>

² WHO <http://www.who.int/mediacentre/factsheets/fs297/en/>

³ WHO http://www.iarc.fr/en/media-centre/pr/2014/pdfs/pr224_E.pdf

⁴ Cancer Research UK <http://www.cancerresearchuk.org/about-us/cancer-news/press-release/half-of-all-cancer-patients-now-survive-at-least-10-years>

⁵ WHO <http://www.who.int/mediacentre/factsheets/fs297/en/>

⁶ Wikipedia http://en.wikipedia.org/wiki/Management_of_cancer

⁷ <http://www.ohiohealthcancercare.com/Main/InterventionalOncology.aspx?sraud=Main#sthash.0lel0cj8.dpuf>

⁸ <http://www.cancer.org/cancer/livercancer/detailedguide/liver-cancer-treating-embolization-therapy>