

STAKEHOLDER ENGAGEMENT WEBINAR

Global Platform
for Access to Childhood
Cancer Medicines



St. Jude Children's
Research Hospital



World Health
Organization

In collaboration with
unicef



PAHO
Pan American
Health Organization

Strategic
Fund

FROM STRATEGY TO COLLECTIVE ACTION

SHAPING HEALTHIER MARKETS FOR
CHILDHOOD CANCER MEDICINES

14 October 2026



Scan to learn more
about childhood
cancer medicines
market shaping
strategy 2026-2030



Welcome



Mr Santiago Millan

Technical Lead, Global Platform for Access to
Childhood Cancer Medicines
Department of Noncommunicable Diseases
and Mental Health
World Health Organization

Housekeeping

- This is a **virtual meeting** with interpretation from **English** into **Arabic, French, Russian** and **Spanish**. Please use the relevant channel throughout the session
- Please rename yourself in Zoom using the format: **Full Name – Country** and feel free to introduce yourself in the chat
- Please use the **Q&A function** to submit questions or make a comment, these will be actively monitored
- We encourage you to answer to some **poll questions** that will be asked during the webinar using the Zoom functionality
- This meeting is being **recorded**. The recording and related materials will be shared after the meeting on the **event page** on WHO website and **by email** to participants



Webinar objectives

- 1 Present **key findings** related to **market failures**, barriers and root causes for the limited access to childhood cancer medicines in many countries
- 2 Outline the **market shaping strategy** which includes ten priority interventions, its expected outcomes and impact
- 3 Facilitate a **dialogue among stakeholders** regarding the **collective action** that must be taken to create sustainable and equitable access to childhood cancer medicines globally; and
- 4 Explore childhood cancer medicines market shaping as a potential model for addressing **broader access challenges** for essential medicines in the field of non-communicable diseases.

Agenda

Time (CEST)	Topic	Speakers / Facilitators
14:00 – 14:05	Welcome, housekeeping, agenda	Mr Santiago Millan Technical Lead, Global Platform, Department of NCDs and Mental Health, WHO
14:05 – 14:10	Opening remarks	Dr Søren Brostrøm Director, Department of Noncommunicable Diseases and Mental Health, WHO
14:10 – 14:15	The access gap for childhood cancer medicines and need for market shaping	Mr Alessio Mola Technical Officer, Global Platform, Department of NCDs and Mental Health, WHO
14:15 – 14:40	Panel discussion 1: Addressing market failures in childhood cancer medicines	Facilitator: Dr Liliana Vasquez Technical Officer, Childhood Cancer, Pan American Health Organization
14:40 – 14:45	An overview of the market shaping strategy	Mr Alessio Mola Technical Officer, Global Platform, Department of NCDs and Mental Health, WHO
14:45 – 15:10	Panel Discussion 2: Turning strategy into action	Facilitator: Mr Hitesh Hurkchand Director Multilateral Program Implementation, St Jude Children's Research Hospital
15:10 – 15:25	Facilitated Q&A	Dr Bente Mikkelsen Director of Global Engagement Strategies at St. Jude Children's Research Hospital
15:25 – 15:30	Closing remarks	Dr Carlos Rodriguez-Galindo Executive Vice President, Director, St. Jude Global, St. Jude Children's Research Hospital

Opening remarks



Dr Søren Brostrøm

Director, Department of Noncommunicable
Diseases and Mental Health
World Health Organization

Poll question



If you are using interpretation, which language are you listening to?

- A. Not applicable (I'm listening in English)
- B. French
- C. Spanish
- D. Arabic
- E. Russian

Foregrounding the access gap for childhood cancer medicines and the need for a market shaping strategy

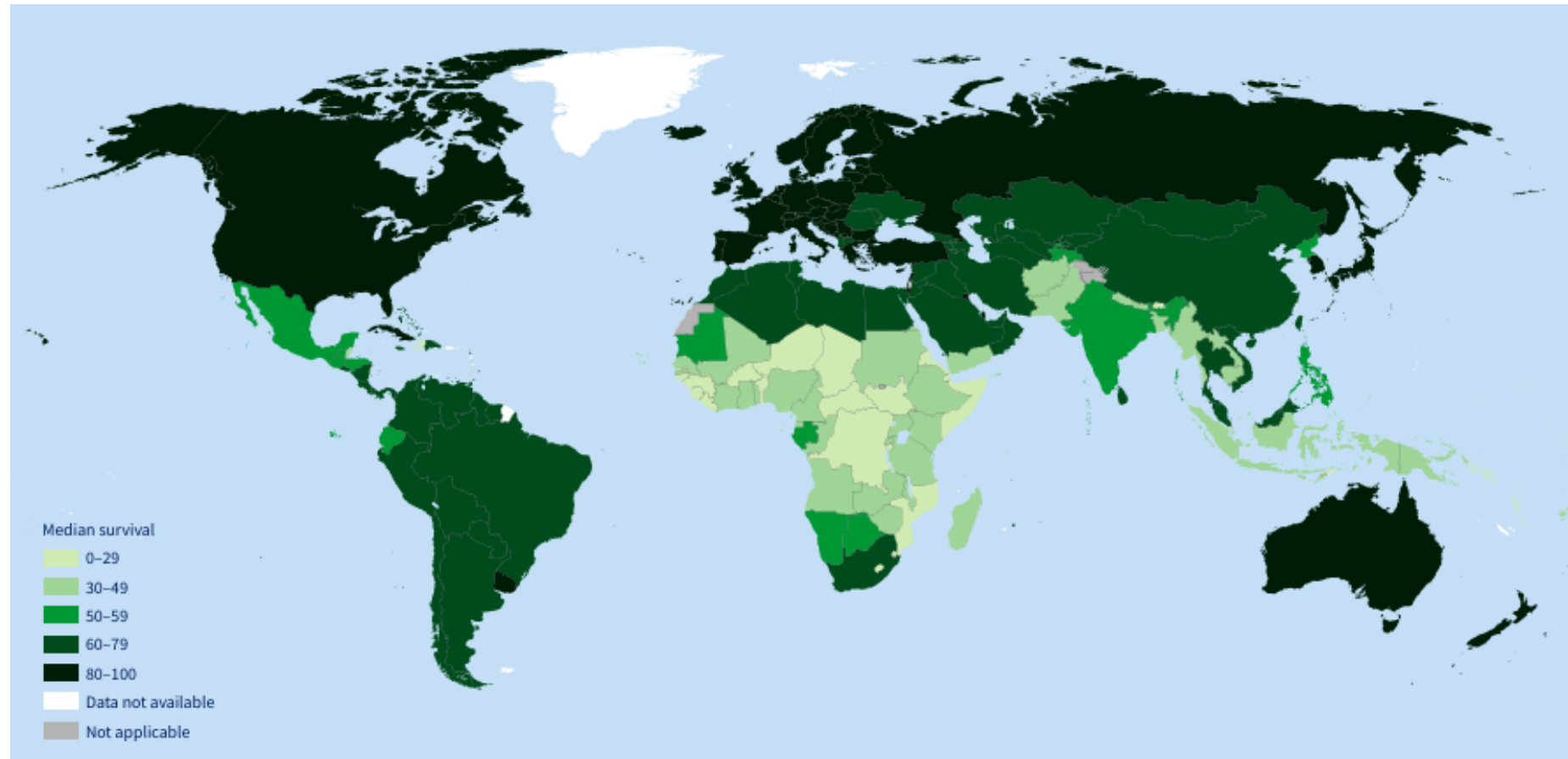


Mr Alessio Mola

Technical Officer, Global Platform
Department of NCDs and Mental Health
World Health Organization

Childhood cancer: a profoundly inequitable disease

WHO estimates of childhood and adolescent lymphoid leukaemia five-year survival for observed and projected childhood cancer diagnoses between 2000 and 2021



The access gap for childhood cancer medicines

Market failures



Limited availability



Inequitable accessibility



Low affordability



Compromised quality

Barriers

Fragile and concentrated supply base of quality-assured medicines

Fragmented, uncertain and underfunded demand

Delayed product registration

Limited investment in the development of paediatric-specific and LMIC-appropriate formulations

Root causes

Small patient population

Limited financing in LMICs

Market information gaps

High product lifecycle costs

Regulatory capacity constraints

Source: WHO publication *Closing the childhood cancer survival gap through sustainable access to medicines: market shaping strategy 2026-2030*

Poll question



Based on your knowledge and experience in the childhood cancer medicines market, which is the most prevalent market failure?

- A. Unaffordable medicines and treatment
- B. Insufficient assurance of medicine quality
- C. Inequitable access to treatment
- D. Limited availability of essential medicines

Panel 1: Addressing market failures in childhood cancer medicines



Dr Marina Chacón

Technical Specialist NCDs-
Cancer, Ministry of Health,
El Salvador



Ms Alejandra Méndez

President, Childhood Cancer
International (CCI)



Dr Guillermo Chantada

Head Outreach, Hospital
Sant Joan de Déu; Scientific
Director; Fundación Pérez
Scremini; SIOP



Prof David Beran

Assistant Professor, Faculty of
Medicine University of Geneva,
and NCD Policy Lab

Facilitated by:



Dr Liliana Vasquez

Technical Officer, Childhood Cancer
Pan American Health Organization

An overview of the market shaping strategy to close the childhood cancer survival gap



Mr Alessio Mola

Technical Officer, Global Platform
Department of NCDs and Mental Health
World Health Organization

How was the market shaping strategy developed?

- The Global Platform developed this strategy through a **comprehensive, evidence-based and consultative methodology** to ensure benefit realization and minimize risks
- The strategy was coordinated by WHO, with support from a **taskforce comprising the four core partners of the Global Platform** – St. Jude, PAHO Strategic Fund, UNICEF, and WHO
- Development was informed by an extensive set of **market analyses and literature review**
- The strategy also draws on data and insights generated by a **baseline assessment** conducted by an independent organization on the **Global Platform's initial twelve participating countries** prior to engaging in the programme
- The strategy was reviewed internally by relevant **WHO technical personnel** at country, regional and headquarters levels, and by a **representative group of external reviewer experts**

125

experts contributed to the development of the strategy

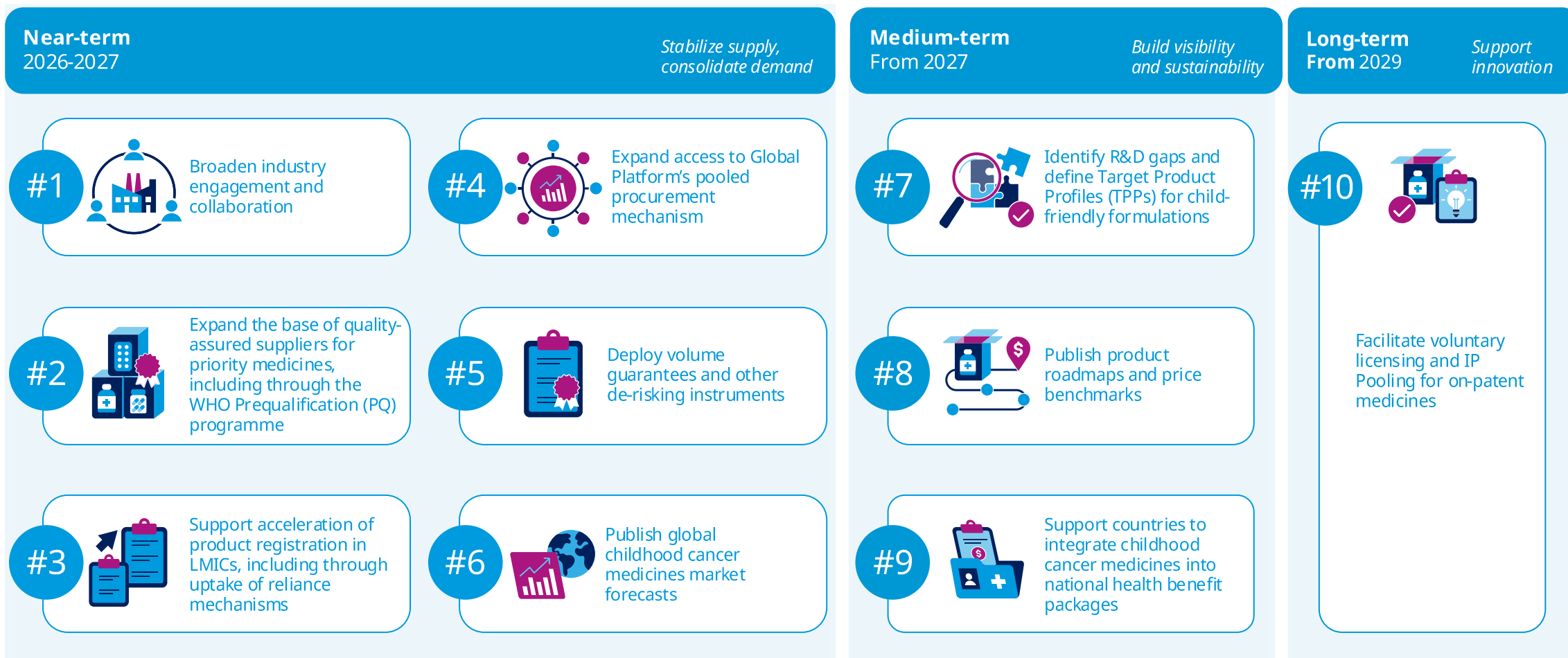
40

organizations

30

countries

Proposed market shaping interventions



Source: WHO publication *Closing the childhood cancer survival gap through sustainable access to medicines: market shaping strategy 2026–2030*

Theory of change for market shaping strategy

Problem

Access gap to childhood cancer medicines

Market failures



Limited availability



Inequitable accessibility



Low affordability



Compromised quality

Barriers

Fragile and concentrated supply base of quality-assured medicines

Fragmented, uncertain and underfunded demand

Delayed product registration

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Interventions

#1		Broaden industry engagement and collaboration	Biennial market forum; annual virtual dialogues; manufacturer consultations
#2		Expand the base of quality-assured suppliers for priority medicines, including through the WHO Prequalification (PQ) programme	EOI for PQ products; incorporation into Global Platform medicines list; targeted support; published baseline
#3		Support acceleration of product registration in LMICs, including through uptake of reliance mechanisms	Mapping registration status; country-level advocacy; targeted support; defined registration target
#4		Expand access to Global Platform's pooled procurement mechanism	Price benchmarking analysis report; business case and operations model; access rules
#5		Deploy volume guarantees and other de-risking instruments	Scoping and feasibility assessment; execution of volume guarantee or other instruments
#6		Publish global childhood cancer medicines market forecasts	Published methodology; annual global forecasts
#7		Identify R&D gaps and define Target Product Profiles (TPPs) for child-friendly formulations	Updated R&D pipeline review; inclusion of TPP products in EOI for PQ, Global Platform medicines list
#8		Publish product roadmaps and price benchmarks	Periodic market shaping brief; product-specific roadmaps
#9		Support countries to integrate childhood cancer medicines into national health benefit packages	Policy engagement; technical assistance
#10		Facilitate voluntary licensing and IP Pooling for on-patent medicines	Prioritized list of medicines; engagement strategy; voluntary licensing or IP pooling agreements

Outputs

Outcomes

Improved demand visibility and predictability

Increased supplier participation and market resilience

Stronger regulatory and quality-assurance environment

More efficient and sustainable procurement and financing

Improved market transparency and stewardship

Impact

Access to affordable and quality assured medicines which enable that more children complete cancer treatment, therefore significantly increasing their chances for survival

Key stakeholders



Member States



Manufacturers



Facilitators

Civil society | People with lived experiences
Professional associations | Regulators and standard setters | Financiers and market catalysts
Procurement agencies and intermediaries | Academia

Enablers



Governance



Risk management



Monitoring, evaluation and learning



Partnerships

Poll question



Looking ahead to 2030, which outcome would best demonstrate success of the childhood cancer medicines market shaping strategy and thus increase children's chances of survival?

- A. Improved demand visibility and predictability
- B. Increased supplier participation and market resilience
- C. Stronger regulatory and quality-assurance environment
- D. More efficient and sustainable procurement and financing
- E. Improved market transparency and stewardship

Panel 2: Turning strategy into action



Dr Soofia Yunus

Director Programs, Ministry of
National Health Services,
Regulations and Coordination,
Pakistan



Ms Ana Gaunt

Secretary General,
International Generic and
Biosimilar Medicines
Association



Ms Mary Atieno Ojoo

Technical unit lead, Medicines
Child Survival center, UNICEF
Supply Division



Mr Frederic Seghers

Senior Director, Global Cancer
at Clinton Health Access
Initiative (CHAI)

Facilitated by:



Mr Hitesh Hurkchand

Director of Multilateral Program Implementation,
St. Jude Children's Research Hospital

Poll question



Regardless of your role (Member State, person with lived experience, clinician, manufacturer, academic, or partner organization), which of the following is most important to ensure successful implementation of the strategy (*select all that apply*)?

- A. Strong collaboration across stakeholder groups
- B. Clear roles, responsibilities and accountability
- C. Sustained political commitment and advocacy
- D. Meaningful engagement of patients, families and survivors
- E. Open dialogue and information sharing across the market
- F. Alignment around a shared vision and common goals

Facilitated Q&A



Dr Bente Mikkelsen

Director of Global Engagement
Strategies, St. Jude Children's
Research Hospital

Closing remarks



Dr Carlos Rodriguez-Galindo
Executive Vice President
Director, St. Jude Global
St. Jude Children's Research Hospital

THANK YOU

For more information, please contact:
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