



From  
Testing to  
Targeted  
Treatments

EDITION: 2024

# From Promise to Practice: Unlocking Better Patient Outcomes Through Collective Action

An impact report for health system  
leaders, industry innovators, and  
patient-driven change-makers in  
personalised healthcare.

[FromTestingToTargetedTreatments.org](https://FromTestingToTargetedTreatments.org)







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# Executive summary



Precision medicine (PM) holds the promise of more targeted treatments, faster diagnoses, and better outcomes, starting in oncology.

But its full potential can only be realized through collective action.

From Testing to Targeted Treatment (FT3) exists to enable that action. As a neutral convener, FT3 connects local champions, healthcare professionals, industry innovators, and policymakers to co-create scalable solutions that drive real-world adoption of personalized healthcare.

In 2024, FT3 partners demonstrated that change is not only possible, it's already happening. From integrating patient experience data into decision-making frameworks to addressing barriers in access and affordability, the work happening across the FT3 network has delivered tangible impact.

This report captures those advances: not as a list of activities, but as evidence of how shared commitment can lead to systemic transformation. It is also a call to action, to continue working together so that everyone who can benefit from personalised approaches to care, does.





“The precision medicine community has inspired FT3 to create a dedicated space for leaders committed to advancing personalized care — ensuring that everyone who can benefit has access to it.

**Helena Harnik,**  
Executive Director, FT3



# 01

## Breaking down barriers to Personalized Medicine: How the FT3 community helped break down barriers to personalized medicine in 2024

### Delivering the right care, at the right time, and how we helped

In 2024, FT3 partners turned ambition into action, co-creating solutions that are already shaping access, advocacy, and adoption across Europe



### Local advocacy that shifts policy conversations

Partners strengthened local capacity to influence how personalized healthcare is understood and prioritized.

**50+**

**Local champions** co-developed an FT3 Advocacy Roadmap



Pilot to be expanded to additional countries in 2025

Built on

**30+**

**Good practice resources and evidence**

**40**

**Champions** equipped with tailored policy messages & case studies



### Putting patient experience data at the heart of decision-making

FT3 created space for patient-led insights to shape value assessment and system innovation.

**100+**

**Stakeholders** engaged in FT3 sessions at Patient Engagement Open Forum



Partnerships with **ISPOR** and **HTAi** aligned efforts across disciplines



Advocated for the use of Patient Experience Data (PED) in health technology assessments and drug development

### Making value-based care real

FT3 partners bridged the gap between evidence and implementation to enable system-wide change.



**Multi-country study** executed on post-HTA adoption of novel value drivers



Connected evidence, evaluation, and access in real-world settings



Supported integration of **value-based frameworks** that reflect patient realities



# 02

## Transformed care where it matters most

FT3 helped champions adapt and apply personalized healthcare tools at the point of care, wherever they are in the world.

*"FT3 is focused on breaking down systemic barriers to PM by giving champions the necessary tools to drive change."*

### Local innovation, global relevance

Barriers to PM exist everywhere, but may look different depending on where you are. FT3's "global local" approach allows resources and tools to be quickly and easily adapted for use anywhere



In Nigeria, **3 PM education tools** were adapted and piloted. The result? 70% of surveyed patients reported increased awareness of targeted therapies.

## 70%

of surveyed patients reported increased awareness of targeted therapies



In Canada, PM education tools expanded into **new disease areas**



Tools improved **patient-provider conversations** around personalised treatment



### Making genomic information meaningful

A patient-friendly biomarker test summary is helping close the communication gap.



Co-created with patients and providers



Now piloted in Italy and Argentina



Aims to make genomic test results easier to understand and act on

### Uncovering real-world challenges at the point-of-care

FT3 mapped the barriers healthcare professionals face in implementing personalised care, and offered insights for change.

Reviewed

## 50+

resources and **46** initiatives

Interviewed

## 60+

nurses across multiple countries



Findings published in Cancer Medicine and shared at **ESMO 2024**

Scoping review on biomarker communication reached

## 3,000+

views

# 03

## Strengthening the global personalized medicine ecosystem:

PM Synapse serves as a vehicle to drive various FT3 project streams to success, providing a unique forum for all stakeholders with an interest in PM endeavours.

### What is Synapse Precision Medicine Network?

An open-access platform built for collaboration, accelerating peer-to-peer learning, visibility, and real-world implementation.

**605**

individuals and  
**852** organizations  
connected

**1,385**

shared resources  
spanning **135** disease  
areas



Supports collaboration across  
geographies, sectors, and disciplines



# 04

## Pilots that delivered local impact with global relevance

FT3 supports tailored solutions to real access barriers through country-led pilots that can inform scalable change.





## Spain (Andalusia): Embedding PM in regional policy

A regional policy roundtable convened stakeholders across the health ecosystem, clinicians, policymakers, and patient advocates, to co-create a roadmap for accelerating PM.

Raised awareness among  
**1,000+**  
patients



Engaged multiple  
**medical societies**



Outcomes included commitments to education, biomarker testing pathways, and alignment on access goals



## Philippines: Identifying access gaps in lung cancer care

A multi-stakeholder collaboration, including clinicians, patients, and policymakers, mapped access barriers across the entire lung cancer pathway.



Insights now informing future implementation planning and advocacy



Findings included diagnostic delays, financial barriers, and inconsistent data use



## Hungary: Bringing PM to the point of care

FT3 supported the integration of personalised medicine materials into routine care across 140+ clinics, covering both rural and urban regions.



Reached **frontline HCPs**, nurses, and local health managers



Materials supported more informed patient-provider dialogue and uptake of biomarker testing

## Building leadership across the ecosystem

FT3 fosters communities of practice and builds bridges across roles and regions to unlock real change.

### CROSS-DISCIPLINARY CONNECTIONS

FT3 facilitated collaboration between **oncology nurses, pathologists, medical societies, and advocacy leaders**



Discussions helped surface practical solutions to improve understanding and communication of PM at the clinical level



Focused on ensuring frontline professionals are part of the precision medicine conversation

### GLOBAL COMMUNITY OF PRACTICE MEETINGS

Two virtual multi-stakeholder sessions convened FT3 champions from around the world



Delivered **practical tools and case studies** to address access and implementation challenges



Created a platform for continued learning, local adaptation, and shared accountability

# 05

## Looking ahead to 2025: Scaling local impact for global change

FT3's progress in 2024 was made possible by the people and organizations driving real change in their communities.

Our role remains to support, amplify, and connect them, so together, we can make personalised healthcare the norm, not the exception.

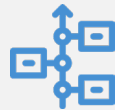


### Deepening local engagement

Scaling what's working by empowering more communities to adapt tools, build coalitions, and influence policy.



New **pilots** planned in Romania and Poland focused on embedding PM into regional care pathways



Expansion of the **Advocacy Roadmap** and patient-friendly tools to more local champions



More collaboration with local health authorities to align on implementation priorities

### Bridging gaps between evidence and action

Turning insights into systems-level adoption through smarter use of data, partnerships, and implementation frameworks.



Broaden use of **patient experience data** to support access decisions



New partnerships to connect **biomarker strategies with real-world outcomes**



Exploring pathways to integrate PM into national health planning and reimbursement

### Growing the PM leadership network

Enabling people, not platforms, to drive the shift toward personalised, data-informed care.



Expand FT3's **Communities of Practice**, focusing on oncology nurses, diagnostics leads, and health system influencers



Launch **precision advocacy learning modules** co-developed with partners



Invest in more visibility opportunities for local leaders to tell their stories



# Can you help break down these barriers?

Whether you're a policymaker, clinician, patient advocate, or industry innovator, your work is already part of the solution.



# Now is the time to engage

FT3 is not just a program, it's a proof point that collaborative, patient-centered solutions can work. If your mission aligns with expanding access, strengthening systems, and improving outcomes, we want to work with you.



**Join our pilot initiatives in 2025**



**Contribute your expertise to Communities of Practice**



**Use the tools developed by and for PM champions**



**Reach out to explore partnership opportunities or join the FT3 network**



**Connect with us**

# Our Financial Footprint in 2024 [k€]



Turnover

1,118



Program Expenses

1,119



## How We Allocated Our Resources

EXPENSES BY STRATEGIC AREA [K€]

Building a robust and impactful organization	232
(incl. Membership & Business development, managing the Board & governance structures of FT3, the Strategic Task Force & Stakeholder Engagement Task Force)	
Building evidence & resources	664
(WG activities & Precision Medicine Synapse & the Country Pilots)	
Building awareness and conditions for better access	207
(incl. Scientific Publications and events such as the Patient Engagement Open Forum, and communication campaigns)	
Other	16
Net results	1000

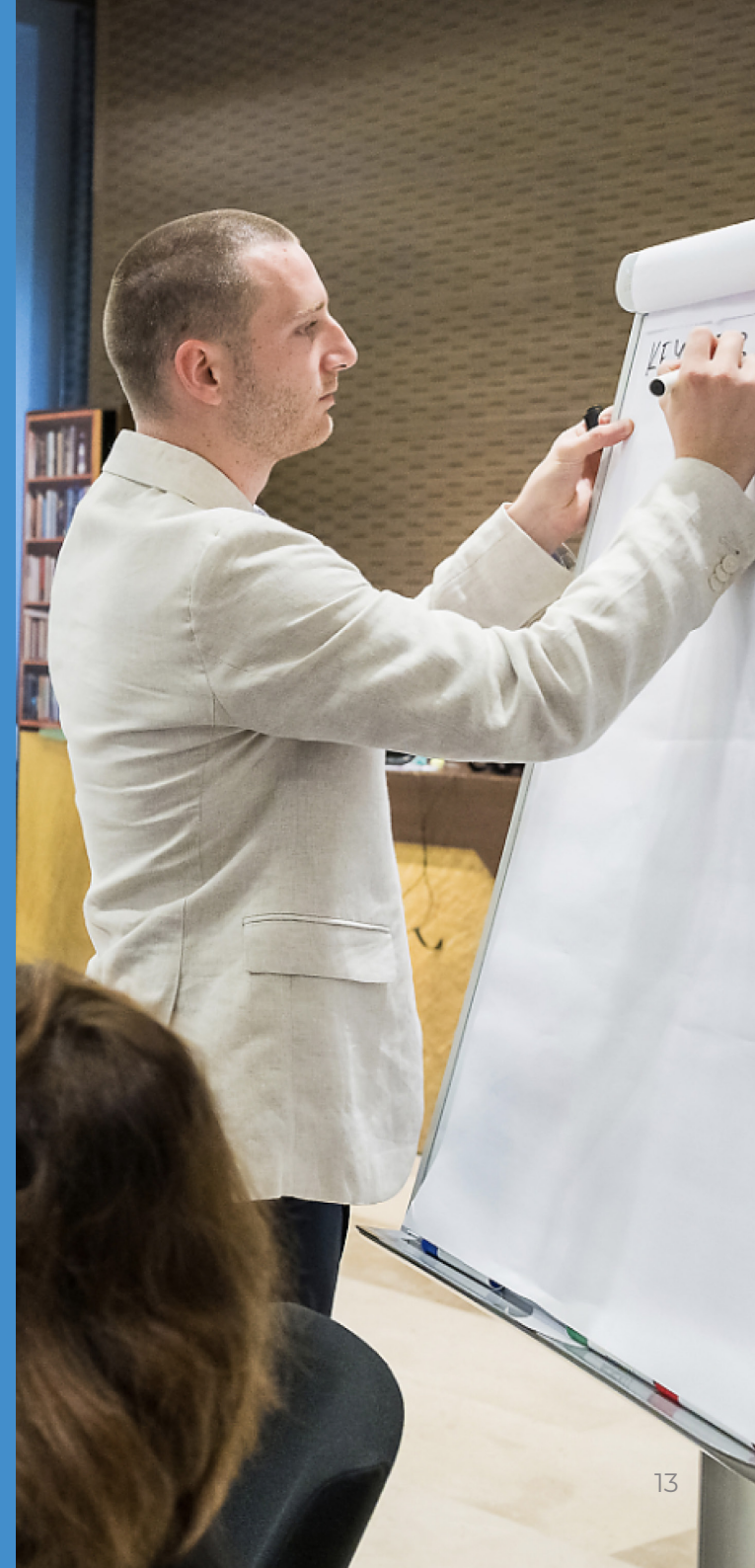
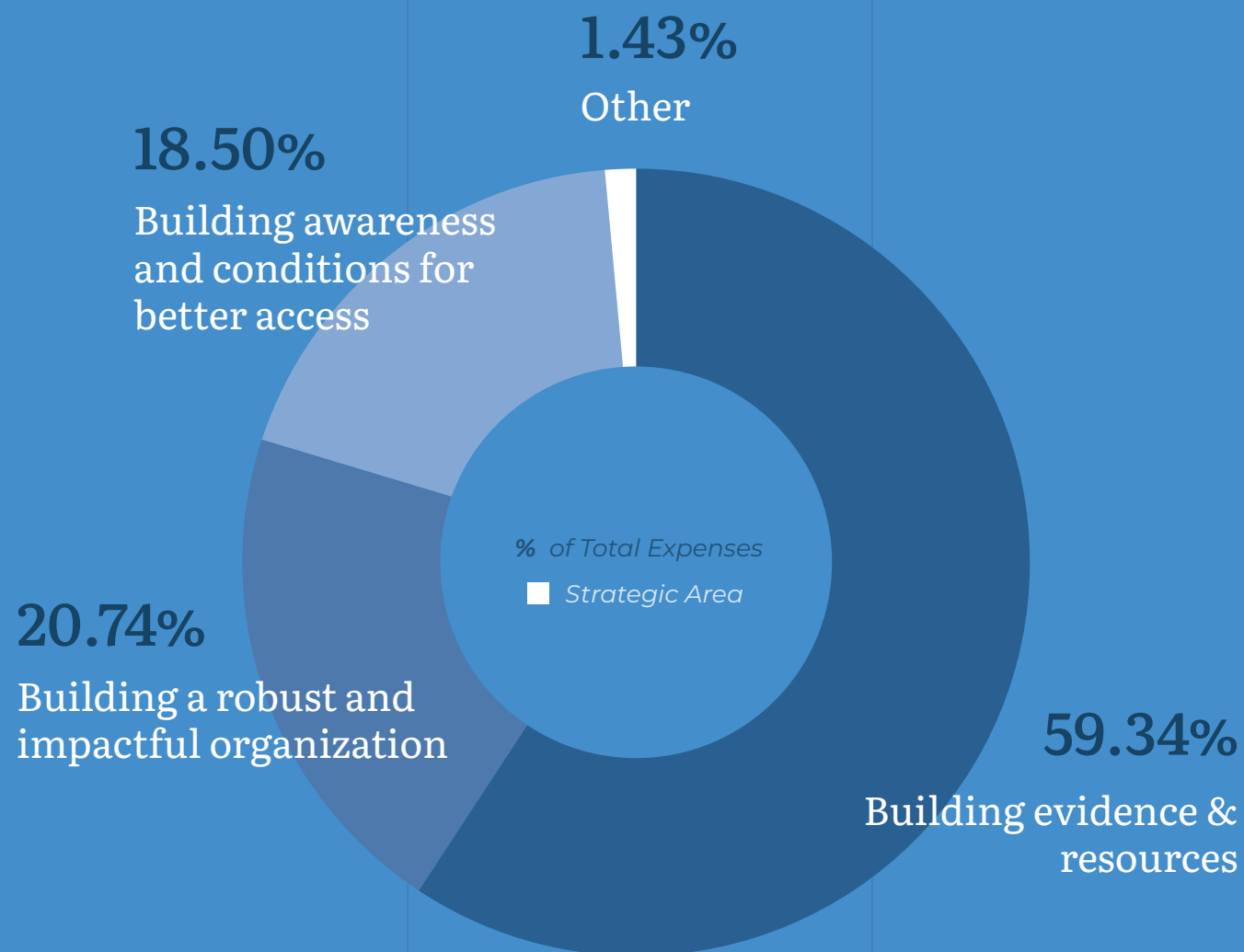
All 2024 financials are audited and confirmed for accuracy



# Expenses by strategic area breakdown

Total Program Expenses

€1,119,000



# Made possible by our partners and contributors:



Ready to be part of what's next?

LEARN MORE

[FromTestingToTargetedTreatments.org](http://FromTestingToTargetedTreatments.org)

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