

ADDRESSING THE NEEDS OF THE RURAL CANCER POPULATION: THE NETWORK FOR ONCOLOGY AND PALLIATIVE CARE MEDICINE LANDSHUT

An innovative decentralised patient centered care strategy

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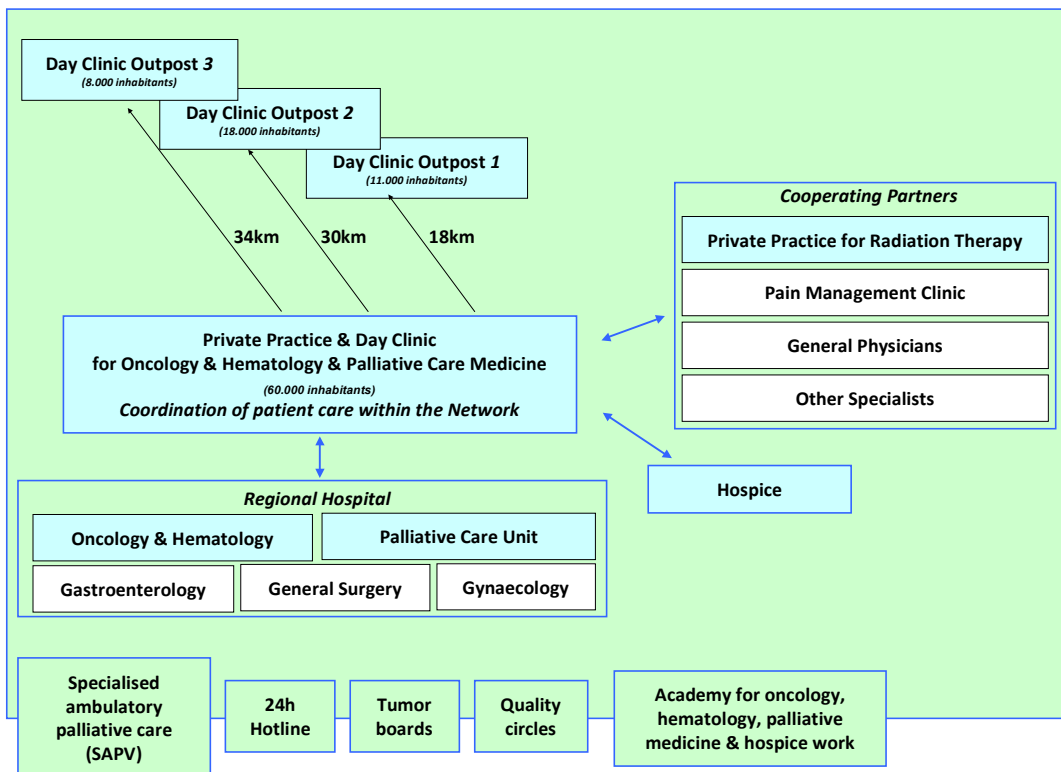
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BACKGROUND

- Care of cancer patients in rural and urban areas in Europe differs significantly
- Comparable high standard medical service for rural areas is demanded by patients and public

Characteristics of care in rural areas

- low frequency of specialists or qualified clinics
- long distances to clinics, to comprehensive cancer centres, and clinical trial units
- insufficient public transport service
- differences in mentality between rural and urban cancer population
- growing difficulties recruiting qualified oncologists, general practitioners and other medical staff



The Landshut Network for Oncology and Palliative Care Medicine

- The palliative care unit Landshut is part of the *Network for Oncology and Palliative Care Medicine Landshut* which has been accredited by the ESMO (Designated Centre of Integrated Oncology and Palliative Care) in 2010 and the DGHO in 2011.
- The network is situated in the rural region (220.000 inhabitants) of Lower Bavaria, Germany.
- The network aims to improve cancer care and palliative care service with regard to the special needs of the rural cancer population.
- Core of the network is a close co-operation between a private practice for oncology & hematology and a regional hospital.
- All diagnostics and therapies are organised centrally for the patient

How can cancer care be developed in rural areas?

- Building innovative patient centered networks with smart organisational structure
- Assuring high quality of medical care through international certification
- New strategies for recruiting qualified staff for rural regions
- Initiating health services research on care in rural areas
- We propose the foundation of a scientific european working force group on „rural cancer and palliative care“.