

SETTING THE SCENE:



HESHAM ELGHAZALY

President, Egyptian Cancer Society & Director,
MASRI Research Center

Democratizing trials: Blueprint of inclusive innovation

Prof. Hesham El-Ghazaly

Professor of Clinical Oncology

Director of Medical Research Center(MASRI),Ain Shams University

President of The Egyptian Cancer Society ECS

Head of the Presidential Initiative of Women's Health

IARC Scientific Council Board Member



EUROPEAN ALLIANCE
FOR PERSONALIZED MEDICINE



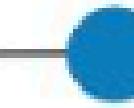
Impact of Democratization on Medical Research

Aid and Funding



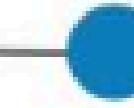
Official Developm

Health R&D



Medical Dissemin

Public Health



Inco

Hea

Powered by Scopus AI, Mon Aug 11 2025

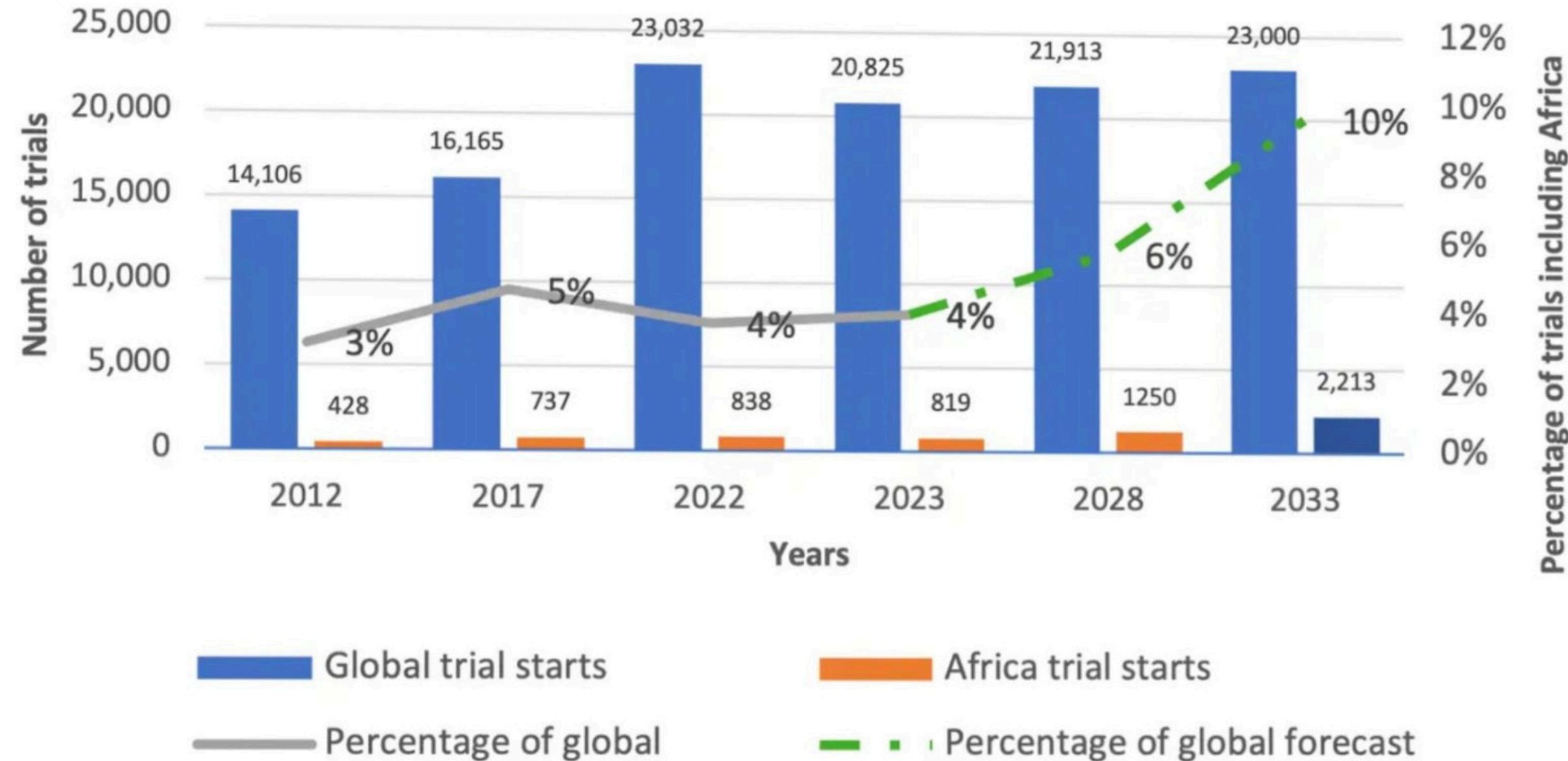


EUROPEAN ALLIANCE
FOR PERSONALIZED MEDICINE



Clinical trials diversity : Where are we now ?

According to WHO in 2023 only 4% of world's clinical trials included Africa



EUROPEAN ALLIANCE
FOR PERSONALIZED MEDICINE

Source : IQIVA global site management 2024



Challenges in Africa / LMICs

-  **Regulatory hurdles**
-  **Lack of pharmaceutical industry**
-  **collaboration, finance, infrastructure**
-  **health records and biobanks**
-  **institutional data access, sustainability**
-  **Social and cultural barriers**



EUROPEAN ALLIANCE
FOR PERSONALIZED MEDICINE

Source : IQIVA global site management 2024

Under-representation impact :

- Incomplete genetic and biological data
- Treatment decisions based on non-representative datasets: excluding a continent that carries about 25% of the global disease burden. This risks making treatments less relevant or less effective for African patients.
- Delays in drug availability and access.
- Uncertainty regarding safety and efficacy in diverse populations.
- Missed opportunities for regional innovation and capacity building.
- Ethical and equity concerns.



EUROPEAN ALLIANCE
FOR PERSONALIZED MEDICINE



Steps for improvement : Africa is building up strong clinical trials infrastructure

Regulatory Harmonization: African Medicines Agency (AMA) launched in 2021 to harmonize medicine regulation and clinical trial oversight across the continent.

Clinical Trial Networks : - H3Africa (Human Heredity and Health in Africa Initiative) established biobanking and genomic research platforms across >30 African countries.
- AORTIC

Capacity Building : Training Staff and implementation of research centers and biobanks (e.g MASRI in Egypt)

Inclusion in Global Trials initiatives: WHO's Global Clinical Trials Forum

Policy and Advocacy for experts and public



EUROPEAN ALLIANCE
FOR PERSONALIZED MEDICINE





EGYPTIAN PIWH as an example of opportunities



Evidence Based on Real Data



**Egyptian PIWH big DATA Informatics and AI
(Breastilligence)**



EUROPEAN ALLIANCE
FOR PERSONALIZED MEDICINE





PIWH

KPI: > 60% OF
INVASIVE CANCERS
are Stage I or II

Reduce mortality by 2.5 %
Thereby would avert 20% of breast cancer deaths by 2020 and
30% by 2030 among women under 50 years of age)

We reached
80%

KPI: Diagnostic
evaluation within
60 days

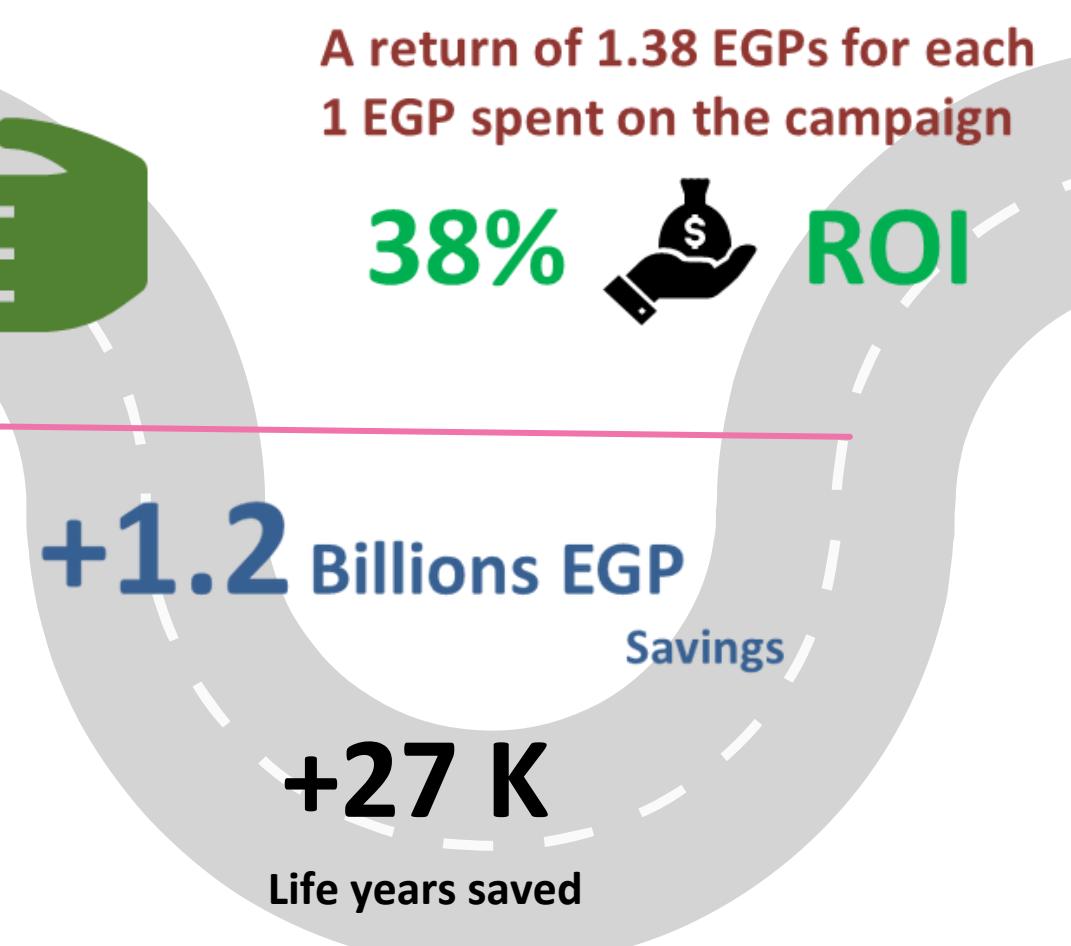
We reached
Days 49

KPI: > 80 %
undergo
multimodality
treatment

It's a mandatory
step for all early
cases



*Economic
Benefits*



Global BC Initiative Implementation
Framework By WHO

Economic Evaluation Report

Example of Real IMPLEMENTATION:



Faculty of Medicine AinShams Research Institute



Goals :



Internationalization



Digital
Transformation
and Integrated
Solutions



Capacity
Building



Positioning &
Visual identity
empowerment



Innovation
& industry
linked
Research
Activity



Sustainable
Resources &
Funding

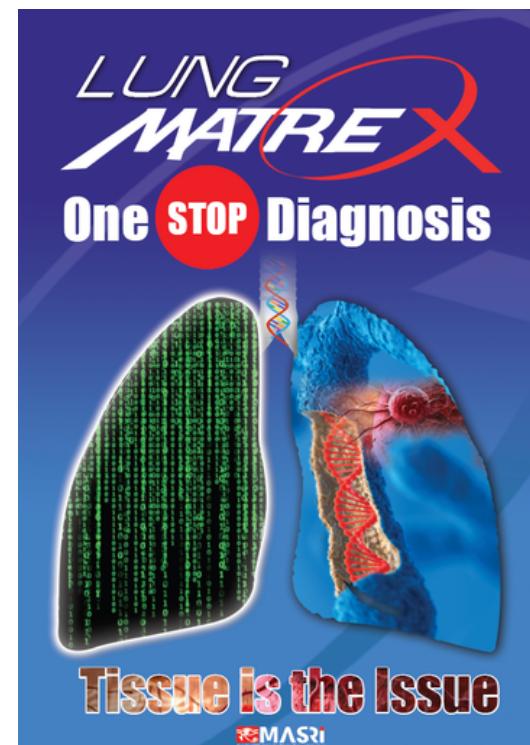


EUROPEAN ALLIANCE
FOR PERSONALIZED MEDICINE



Achievements :

- ACCREDITED Genomic unit & BIOBANK
- Clinical trials with international collaborations : MD Anderson, FUDAN university , UCL , BCNET member (WHO facility) .
- Projects : - MATREX PROJECT , FUDAN PROJECT
- Pharmaceutical companies integration : MARC PROJECT FUNDED BY EVA, HRD PROJECT FUNDED BY ASTRAZENECA, LUNG & BREAST CANCER FUNDED BY PFIZER.
- International publications : NATURE , SCIENCE and NJM



EUROPEAN ALLIANCE
FOR PERSONALIZED MEDICINE



The Blue Print



Internationalization



**Digital Transformation
and Integrated
Solutions**



**Capacity
Building**



**Positioning & Visual
identity empowerment**



**Innovation & industry
linked Research Activity**



**Sustainable
Resources & Funding**



**Inclusion of all
subpopulations**



EUROPEAN ALLIANCE
FOR PERSONALIZED MEDICINE



Call to Action

WIN- WIN

Recognizing Africa as a partner in international clinical research is not only a matter of equity but a key driver for inclusive innovation. With its unmatched genetic diversity and a population burdened by 25% of the world's diseases, Africa's active participation in global clinical trials is essential to developing treatments that serve all of humanity. By investing in African capacity, infrastructure, and collaboration, we pave the way toward a more inclusive future—one where global health solutions are equitable, effective, and truly universal.

The path to disease eradication cannot be complete without Africa at the table.



EUROPEAN ALLIANCE
FOR PERSONALIZED MEDICINE

