



Patient Inclusive Advocacy Foundation
Empowering Patients, Enhancing Care

KvK: 65442407
BTW: NL856114066B01
RSIN: 856114066

IBAN-nummer: ING NL46INGB 0006 9890 12
BIC: INGBNL2A

Patient Inclusive Advocacy Foundation (PI-AF)

Activity Report 2025

Introduction

2025 was a year of continued growth, collaboration, and international engagement for the Patient Inclusive Advocacy Foundation (PI-AF). Through participation in scientific meetings, advisory boards, educational initiatives, and patient-centred projects, PI-AF continued its mission to ensure that the patient voice is represented in healthcare, research, policy, and innovation.

The Foundation remained active across its core areas of focus, including patient engagement, diversity and inclusion, nutrition and cancer, shared decision-making, and improving health outcomes through meaningful collaboration.



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Powered by Stichting HungerNdThirst Foundation (Legal name)

PIAF



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Some Key Activities and Achievements

January

The year began with participation in the OPTIMISE Project discussions, contributing patient perspectives to ongoing healthcare improvement initiatives.

Content facts & figures

Did you miss some of our amazing content sessions? You can play them back in your own time on CPHI Online.

[Watch the on-demand sessions](#)

Conference & sustainability theatre

-  2,265 attendees
-  32 sessions
-  62 speakers



Learning labs & workshops

-  1,482 attendees



Key speakers



Lionel Jeannin
Associate Director Oral
Packaging & Delivery Systems
Novartis Pharma AG



Andrew Champan
Senior Director
AstraZeneca



Robert Greene
Patient Advocate Consultant
Patient Partner Consultancy



Asmita Khanolkar
Senior Director
SMC Pharma Services



Nadine Lampka
Senior Product Manager
Schreiner MediPharm



Matt Bolton
Director of Clinical Supply
Technology Innovation
MSD



Barbara Hulst



Duncan Flack



Janet Smith

PI-AF also attended [PharmaPack](#) in Paris, exploring opportunities for innovation and collaboration within the healthcare and pharmaceutical sectors. (Content facts & figures, pg. 7)

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February

February marked an important milestone as the Foundation celebrated its tenth anniversary. We organised an in-person brainstorming session in Amsterdam with our Board and Advisory Board members. During the meeting, we reflected on the foundation's history, its development over the years, and explored ways to better assess and demonstrate the impact of our work. A key outcome of the discussion was a shared commitment to making impact measurement a central part of our activities and future decision-making.

Additional activities included:

- Contribution to the development of a book chapter, sharing patient advocacy insights and expertise.

March

March was characterised by strong involvement in research and scientific initiatives:

- Participation in the [GSK Health Advisory Board](#) Meeting.
- Review of applications for the [Conquer Cancer Young Investigator Awards \(YIA\)](#).
- Participation in the [TASTY](#) Project Meeting.
- Active involvement during the Annual Congress of the European Association of Urology (EAU 2025).
The 40th Annual EAU Congress (EAU25) in Madrid achieved a record number of delegates in the history of the congress. The annual congress typically attracts more than 10,000 participants each year. As PIAF is a member of the EAU Patient Advisory Group, we also had a sponsored booth at the Patient Plaza during the congress.



These activities supported the Foundation's commitment to advancing patient-centred research and education.

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April

PI-AF organised and delivered the webinar:

"Combatting Ethnic Disparities in Healthcare"

The webinar highlighted the importance of diversity, equity, inclusion, and representation in healthcare and encouraged dialogue on practical actions needed to reduce disparities in access, outcomes, and patient experiences.

May

May was a particularly active month, including:

- Participation in the [ONCA Conference 2025](#) in Athens, Greece. Robert Greene, our President, together with Marek Lichota opened the ONCA Conference with a warm welcome to participants from 21 countries, gathered at a historic university in Athens, during the ONCA Pre-Conference Patient Session. The title of the 2025 Conference being 'Advancing Holistic Health Through Optimal Nutritional Care'.
- Attendance at the Agenda Ondervoeding Nederland stakeholder meeting.
- Susan Richard, PI-AF Patient Advocate, René Teunissen and Robert Greene, PI-AF Board members actively participated at the [American Society of Clinical Oncology \(ASCO\) Annual Meeting](#). PI-AF was once again honoured to receive a ASCO Sponsored Patient Advocacy Booth during the Annual Meeting.

These activities strengthened the Foundation's work in nutrition, oncology, and patient advocacy.

June

PI-AF unfortunately had to decline the invitation to attend the **Patient Engagement Open Forum (OPEN)** as a guest, due to personal matters. We look forward to attending the 2027 Forum which will take place in Rotterdam, The Netherlands.

Additional work focused on advancing plans for future OPEN at ESMO activities, scheduled to take place during ESMO 2026.

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August

The Foundation participated in HORIZON Europe call as a consortium member for the **i-NOURISH proposal**, contributing patient perspectives to innovative nutrition and cancer care projects. Unfortunately, the i-NOURISH proposal was unsuccessful.

September

PI-AF remained involved in the **Gravitate Health Project**, supporting efforts to improve access to understandable, patient-friendly health information and empower patients to make informed healthcare decisions.

October

Representatives of the Foundation attended the European Society for Medical Oncology Congress (**ESMO 2025**) in Berlin, engaging with international stakeholders, healthcare professionals, researchers, and patient advocates.



BERLIN GERMANY
17-21 OCTOBER 2025

November

November represented one of the most active months of the year:



- Participation in the **European Cancer Organisation Summit**.
- Presentation and moderation at the **European Masterclass for Nutrition in Oncology** in Vienna.

These activities reinforced PI-AF's leadership role in promoting nutrition as an integral component of cancer care and patient outcomes.

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December

The year concluded with participation in the **EPAQ Meeting in Lisbon**, where discussions focused on strengthening patient engagement and improving collaboration between patient organisations, healthcare professionals, researchers, and industry partners.

Looking Forward

Throughout 2025, PI-AF continued to strengthen its position as an independent patient advocacy organisation committed to meaningful patient involvement, diversity and inclusion, nutrition, and improved quality of life for people affected by cancer and other chronic conditions.

Building on the relationships, projects, and initiatives established during the year, the Foundation looks forward to expanding its impact in 2026 through new collaborations, educational activities, research initiatives, and patient-centred programmes that help create a more inclusive and equitable healthcare environment.

Summary of Activities 2025

- OPTIMISE Project
- PharmaPack Paris
- GSK Health Advisory Board
- HNdT/PI-AF 10-Year Anniversary
- Book Chapter Contribution
- Conquer Cancer Young Investigator Awards Review
- TASTY Project
- EAU 2025
- Combatting Ethnic Disparities in Healthcare Webinar
- ONCA Congress
- Agenda Ondervoeding Nederland
- ASCO Annual Meeting
- OPEN Initiative
- i-NOURISH Horizon Discussions

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- Gravitatie Health Project
- ESMO 2025
- European Cancer Organisation Summit
- European Masterclass for Nutrition in Oncology
- EPAQ Meeting Lisbon

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