

The South West and Wessex (Cancer) Industry Group

**Sarah Wharmby - Bristol-Myers
Squibb Pharmaceuticals Ltd**



Members to date (16)

- Amgen
 - Astra-Zeneca
 - Bayer
 - Boehringer Ingelheim
 - Bristol-Myers Squibb
 - Celgene
 - Genzyme
 - Merck-Serono
 - Merck-Serono
 - Napp
 - Nycomed
 - Janssen
 - Pfizer
 - Roche
 - Sanofi-Aventis
 - MSD
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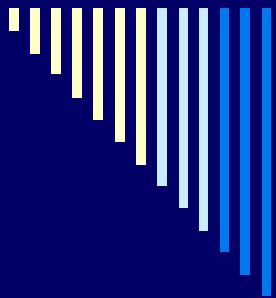
Terms of Reference – Signed by Participating Companies

- To improve our knowledge & understanding of stakeholder issues
 - To develop joint working initiatives which are mutually beneficial and contribute to improved patient care
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ToR Cont;

- Joint initiatives to help improve the understanding of the value of cancer medicines
 - Enhance stakeholder's perception of industry, as an important partner who contribute positively to the local health economy
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Benefits to industry of SWWIG approach

Enhanced perception of industry
Improved access
Improved teamwork
Shared workload
Relationship building
Enhanced networking
Improved understanding

== increased efficiency
+
effectiveness



Benefits to customers of the SWWIG approach

Service improvement
Problem solving
Improved relationships
understanding
Help with workload
Extra resource
Minimise conflict of interests

== increased efficiency
+
effectiveness