



Welcome to our World

→ Kathy Redmond ■ EDITOR

Welcome to *Cancer World* – the magazine for the European oncology community. *Cancer World* was formerly published as *Cancer Futures* – it has a new name and a new look, but its aim is the same: to reduce the unacceptable number of deaths from cancer that are caused by late diagnosis and inadequate cancer care.

We know that our success in preventing and treating cancer depends on many factors. Tumour biology, the extent of available knowledge and the nature of care delivered all play a role. But equally important are the political, financial and bureaucratic decisions that affect how far and how fast innovative therapies and technologies are adopted into mainstream practice. *Cancer World* explores the complexity of cancer care from all these very different viewpoints, and offers you an insight into the myriad decisions that shape your professional world. We hope the magazine will become a lively forum for discussion and debate.

The strength of *Cancer World* lies not only in this broad approach, but also in its commitment to exploring issues through the lives and work of those in the field. We will give a voice to health professionals in all fields and at all levels, and offer a platform to those who are most affected by cancer –

the people with the disease. We will include in-depth interviews with some of Europe's most influential oncology leader, who will be invited to comment on breaking news, discuss complex and difficult issues and share their experiences in overcoming personal and professional challenges as they have pushed forwards the boundaries of their practice.

People with a high public profile also have an important impact on cancer care – they shape public attitudes towards cancer and influence how cancer services are delivered and research is conducted. In each issue of *Cancer World* we will feature an interview with a celebrity, politician or captain of industry who influences the field of cancer in some way. We hope that these stories will give our readers a broader perspective on cancer and perhaps inspire some initiatives that will help improve the care that cancer patients receive.

Oncology is a fast moving field, which places ever higher demands on us all, both professionally and personally. This is your magazine. It aims to support you in your job, by addressing the issues you tackle every day, and by giving you the information you need to do your job well. As Editor, I would welcome your comments and opinions on any of the diverse issues covered in the magazine, as well as suggestions on topics for inclusion in future issues.

All correspondence should be sent to the Editor at magazine@esoncology.org