

About Project Innovation

Project Innovation is a national movement to educate Americans about the current status of cancer innovation in the U.S. and advance cancer research through action in three key areas:

- Reducing regulatory and logistical obstacles that delay drug development
- Encouraging a new wave of experimentation through research funding
- Enhancing the delivery of innovation through improved communication and coordination between providers and patients.

The project is broadly supported by leaders from national cancer advocacy organizations, providers, biomedical research institutions, the business community and industry.

Launched in June 2014, Project Innovation follows the release of NPAF's report, *Securing the Future of Innovation in Cancer Treatment*, which identified institutional, regulatory and funding hurdles that are driving up the costs and delaying the development of new cancer therapies – factors that ultimately limit patient access to much needed treatment. To overcome these obstacles, the report provides a blueprint for action, suggesting policy solutions, research collaborations, data sharing concepts and funding options that can significantly advance innovation.

Because only collective thinking and hard work will turn this blueprint into practice, Project Innovation is the platform for involving patients, their family members and local citizens in speaking out on the importance of accelerating cancer innovation. Towards this end, Project Innovation utilizes a social activation hub – www.projectinnovation.org – and multiple information channels to tap the energy and ideas of cancer patients, advocates, healthcare professionals, biomedical researchers, medical innovators, payers, policymakers and 21st century thinkers on ways to move cancer discovery forward.

Plans call for hosting regional town halls, workshops and advocacy forums across the country; meetings with members of the cancer community to agree on shared policy solutions; scheduling meetings with federal and state legislators and regulators; and arming interested citizens and patient advocate volunteers with the tools to advocate for cancer innovation in their communities. Based on these actions, in early 2015, NPAF will issue an update of the progress achieved along a preview of 2015 initiatives.

More information about Project Innovation is available at www.projectinnovation.org, @projectinno on Twitter and <https://www.facebook.com/ProjectInno> on Facebook.

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