

# **A Holistic Approach on Cancer Prevention, Diagnosis and Treatment: the MultiD Global View**

## **Holistic Strategy to Prevent and Treat Cancer: a Global Multidisciplinary Integrated Approach**

**Project Coordinator: Feng-Ming (Spring) Kong, Professor, Department of Clinical Oncology, Centre of Cancer Medicine, School of Clinical Medicine, LKS Faculty of Medicine, HKU**

**(Project No.: KE-SI-2023/24-46)**

**Strategic Theme(s): Health and Medical Technologies**

# Spectrum of Audience



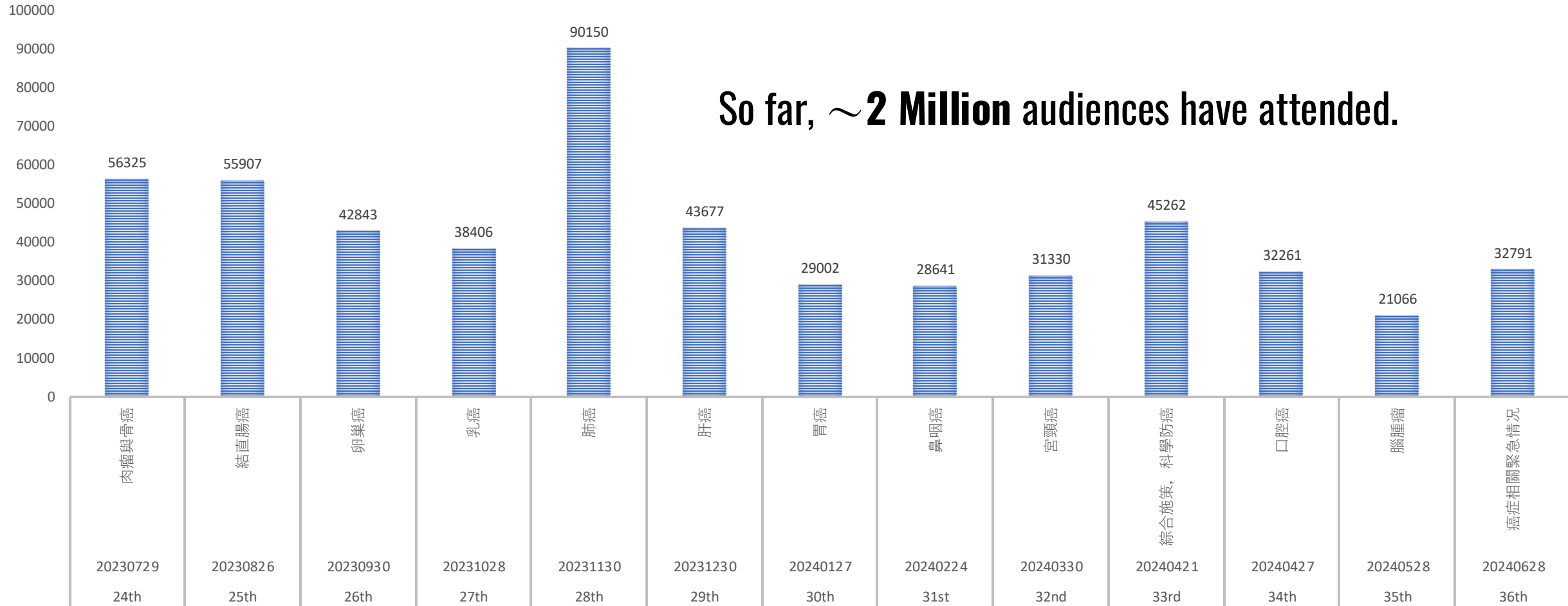
**Main Targets**  
Cancer patients or their families, or those close to them from Hong Kong, Mainland, or other countries.



**Oncologists and other Medical Professionals**

**Medical Students and Pharmaceutical Industry Professionals**

# The Traffic Counts



This series of online education sessions is still ongoing:

2024.07.29. Sarcoma. 肉瘤

2024.08.26 Bladder Cancer. 結直腸癌

2024.09.30. Peritoneal Cancer. 腹膜癌

# Video Recording, URL, Traffic Counts

如何进行骨与软组织肉瘤的多学科诊治?让我们...

已结束

5.2万+ 观看

抗癌防癌 全球视野  
Cancer Prevention, Diagnosis and Treatment  
如何进行骨与软组织肉瘤的多学科诊治?  
让我们听听专家们怎么说,  
基本方法和新方法!

何祖彪 医生  
Rush University Medical Center  
NRO 肿瘤学系主任  
王毅 教授  
香港大学深圳医院肿瘤学系主任  
孔凤鸣 教授  
香港大学深圳医院肿瘤学系主任  
Ying Hitchcock 教授  
中国抗癌协会肿瘤内科专业委员会主任委员  
刘雨晴 教授  
中国抗癌协会肿瘤内科专业委员会主任委员

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医学博士、副主任医师、硕士生导师  
张俊 教授  
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郭国生 教授  
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陈耀 医生  
中山大学附属第八医院骨肿瘤科主任  
唐泽 教授  
香港大学深圳医院肿瘤学系主任

DATE & TIME  
2023.07.29 (六)  
8:00 - 10:00 PM

Zoom ID: 834 7047 4343  
Q&A 问题收集  
微信直播

结直肠癌怎么防治? 听听这些多学科专家怎么说!

已结束

2.7万+ 观看

3452 赞

结直肠癌怎么防治? 听听这些多学科专家怎么说...

2023年08月26日

00:00 / 3:38:18

移动端观看

打赏 送礼物 6452

<https://m.inmuu.com/v1/live/news/3042690/intro>

<https://m.inmuu.com/v1/live/news/4047128>

卵巢癌怎么防治? 听听这些多学科专家怎么说!

已结束

3.4万+ 观看

2874 赞

卵巢癌怎么防治? 听听这些多学科专家怎么说...

2023年09月30日

<https://m.inmuu.com/v1/live/news/4047112>

乳腺癌怎么防治, 听听多学科专家怎么说!

已结束

6.7万+ 观看

875 赞

乳腺癌怎么防治, 听听多学科专家怎么说!

2023年10月28日

<https://m.inmuu.com/v1/live/news/4047099>

00:00 / 3:05:53

# Video Recording, URL, Traffic Counts

肺癌防治我应该知道什么？听听多学科专家怎么说...

已结束 4.3万+观看 | 3125赞

**抗癌防癌 全球视野**  
Cancer Prevention, Diagnosis and Treatment  
肺癌防治我应该知道什么？听听多学科专家怎么说！  
直播时间：2023.11.25 (六) 晚上8:00-10:00

按AI可... 会议控制栏

Zoom Meeting | 4.3万+观看 | 3125赞

<https://m.inmuu.com/v1/live/news/4047087>

肝癌防止新技术？听听多学科专家怎么说！

已结束 2万+观看 | 212赞

**全球肝癌危害性**

**全球癌症新症**

Breast	2 261 419 (11.7%)
Lung	2 206 771 (11.4%)
Colorectum	1 931 590 (10%)
Prostate	1 414 259 (7.3%)
Stomach	1 089 103 (5.6%)
Cervix uteri	604 127 (3.1%)
Liver	905 677 (4.7%)
Other cancers	8 879 843 (46%)

Total: 19 292 789  
全球每分钟1.7个新病例

**全球癌症死亡率**

Lung	1 796 144 (18%)
Colorectum	935 199 (9.4%)
Liver	830 180 (8.3%)
Stomach	768 733 (7.7%)
Breast	684 996 (6.9%)
Oesophagus	544 076 (5.5%)
Pancreas	466 003 (4.6%)
Other cancers	3 932 768 (39.5%)

Total: 9 958 133  
全球每分钟1.6人死于肝癌

肝癌新发病例约90万，占新发癌种病例4.7%  
肝癌是死亡病例第三高的癌种，约83万

International Agency for Research on Cancer | World Health Organization | CANCER TODAY

<https://m.inmuu.com/v1/live/news/4047067>

胃癌防治新技术？听听这些多学科专家怎么说

已结束 2.4万+观看 | 361赞

**抗癌防癌 全球视野**  
Cancer Prevention, Diagnosis and Treatment  
胃癌治疗新技术，听听多学科专家怎么说！  
直播时间：2024.01.27 (六) 晚上8:00-10:00

Zoom Meeting | 2.4万+观看 | 361赞

<https://m.inmuu.com/v1/live/news/4047047>

鼻咽癌防治专题，听听这些多学科专家怎么说

已结束 3.5万+观看 | 1859赞

**抗癌防癌 全球视野**  
Cancer Prevention, Diagnosis and Treatment  
鼻咽癌防治专题，听听这些多学科专家怎么说！  
直播时间：2022年9月24日 晚上20:00-22:00

Zoom Meeting | 3.5万+观看 | 1859赞

<https://m.inmuu.com/v1/live/news/4047036>

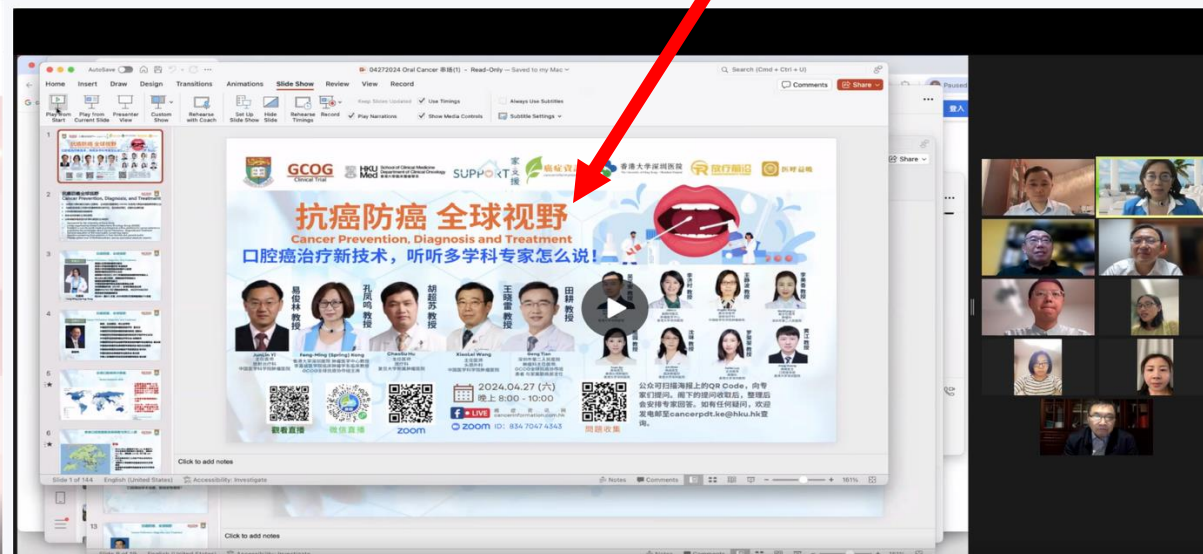
# Video Recording, URL, Traffic Counts

「抗癌防癌，全球视野」-宫颈癌怎么防治?听听... 已结束 3.2万+ 观看 508赞



<https://m.inmuu.com/v1/live/news/3750409>

抗癌防癌 全球视野-口腔癌治疗新技术, 听听多... 已结束 5.8万+ 观看 477赞



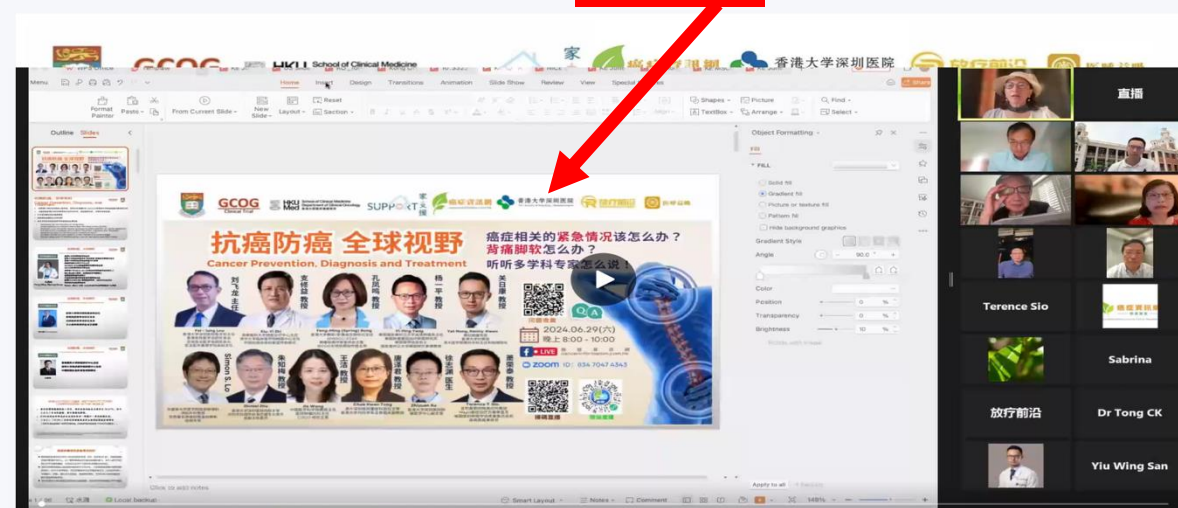
<https://m.inmuu.com/v1/live/news/3829233/intro>

抗癌防癌 全球视野 脑肿瘤治疗新技术, 听听多... 已结束 4.6万+ 观看 619赞



<https://m.inmuu.com/v1/live/news/3908138/intro>

抗癌防癌，全球视野-癌症相关的紧急情况该怎么... 已结束 4.2万+ 观看 1035赞



<https://m.inmuu.com/v1/live/news/4010771>

# Reach and Significance to General Public

China

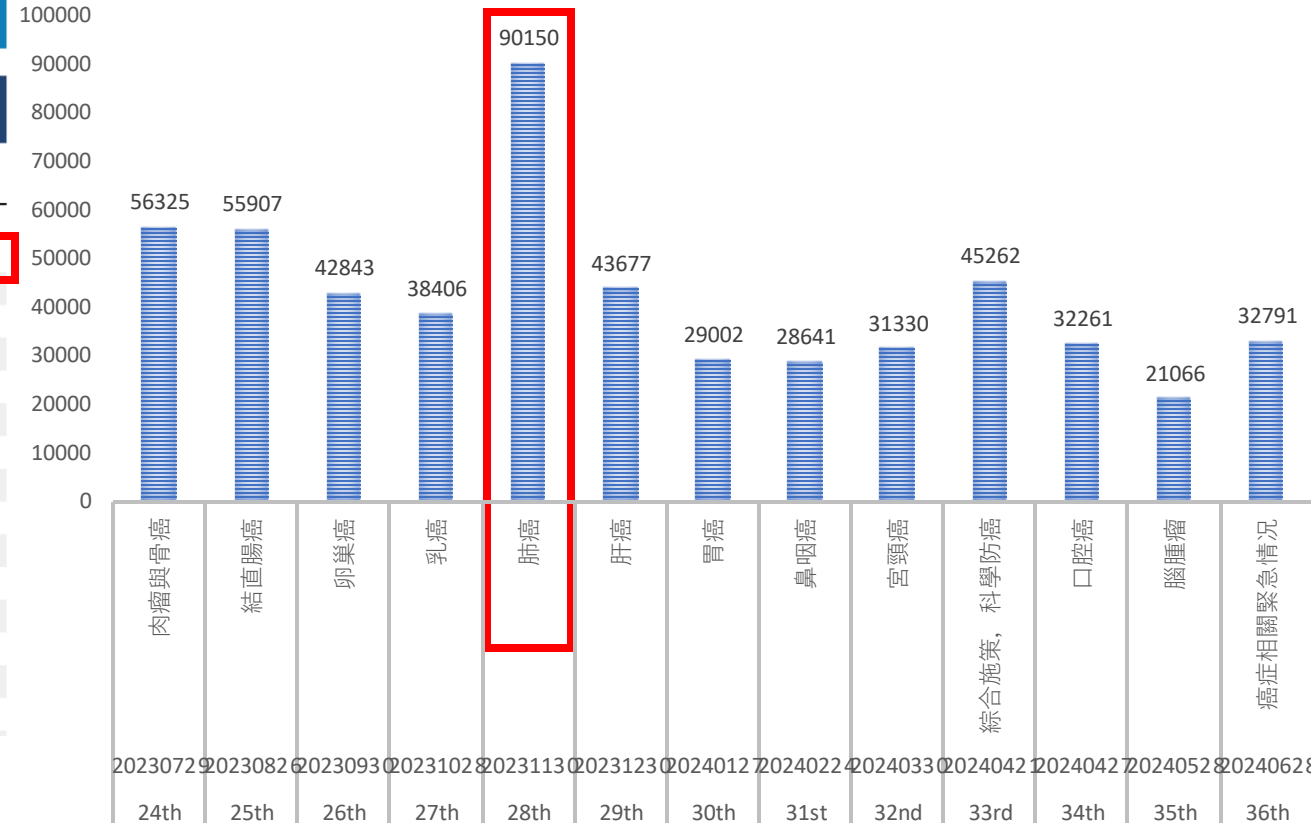
Source: Globocan



Incidence, Mortality and Prevalence by cancer site

Cancer	New cases				Deaths				5-year prevalence (all ages)	
	Number	Rank	(%)	Cum.risk	Number	Rank	(%)	Cum.risk	Number	Prop. (per 100 000)
Lung	815 563	1	17.9	4.22	714 699	1	23.8	3.69	883 100	61.01
Stomach	478 508	2	10.5	2.46	373 789	3	12.4	1.88	688 588	47.57
Breast	416 371	3	9.1	4.18	117 174	8	3.9	1.16	1 390 095	197.04
Liver	410 038	4	9.0	2.08	391 152	2	13.0	1.99	422 633	29.20
Oesophagus	324 422	5	7.1	1.71	301 135	4	10.0	1.53	347 912	24.04
Colon	306 078	6	6.7	1.51	164 820	5	5.5	0.69	749 096	51.75
Rectum	244 550	7	5.4	1.28	118 931	7	4.0	0.56	654 453	45.21
Thyroid	221 093	8	4.8	1.10	9 261	23	0.31	0.04	733 227	50.66
Pancreas	124 994	9	2.7	0.60	121 853	6	4.1	0.58	95 527	6.60
Prostate	115 426	10	2.5	1.23	51 094	13	1.7	0.35	402 840	54.29
Cervix uteri	109 741	11	2.4	1.08	59 060	11	2.0	0.61	297 278	42.14
Non-Hodgkin lymphoma	92 834	12	2.0	0.47	54 351	12	1.8	0.27	260 550	18.00
Bladder	85 694	13	1.9	0.42	39 393	15	1.3	0.15	235 393	16.26
Leukaemia	85 404	14	1.9	0.45	61 694	10	2.1	0.32	241 752	16.70
Corpus uteri	81 964	15	1.8	0.85	16 607	19	0.55	0.17	244 822	34.70

## TRAFFIC COUNT



The number of participating audience varies depending on the incidence of the cancer and advanced announcement. This implies that the general public keeps a watchful eye on our information and receives the knowledge that they want as they need it.

# Reach and Significance to General Public

## Hong Kong Cancer Statistics

Your selections:

Data type: [Incidence](#)

Sex: [Both](#)

Age group: [Broad](#)

Year range: [2011-2021 \(11 years\)](#)

Cancer site(s): [Breast](#)

Standard population used: [World \(WHO 2000\)](#)

Website of Hong Kong Cancer Registry,  
Hospital Authority: [www3.ha.org.hk/cancereg](http://www3.ha.org.hk/cancereg)  
[Accessed: July 2023]

Table 1: No. of new cases by cancer type and year (Sorted by total no. of new cases in descending order)

Cancer type	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Total	Average
Breast	3,440	3,522	3,544	3,883	3,920	4,123	4,391	4,645	4,793	4,988	5,592	46,841	4,258
Total	3,440	3,522	3,544	3,883	3,920	4,123	4,391	4,645	4,793	4,988	5,592	46,841	4,258

Table 2: Age-standardised incidence rates, ASR (per 100,000 persons) by cancer type and year (Sorted by annual ASR in descending order)

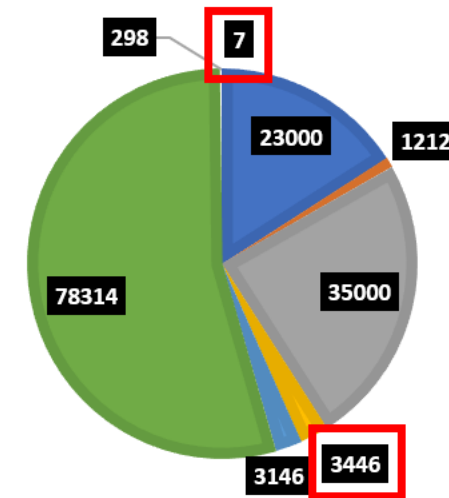
Cancer type	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Annual ASR
Breast	32.6	32.7	32.3	35.0	34.6	35.9	37.2	38.8	38.8	39.8	44.3	36.7
Overall	32.6	32.7	32.3	35.0	34.6	35.9	37.2	38.8	38.8	39.8	44.3	36.7

Notes:

- ASR = Age-standardised rate. It is computed by the direct method using the World (WHO 2000) standard population.
- Population-related figures from 2017 to 2019 have been revised based on the population benchmark from the results of the 2021 Population Census.
- Rates for gender-specific sites are per 100,000 male or female population.

## BREAST CANCER SECTION TRAFFIC COUNT

■ 中國科普專委會 ■ 微博 ■ 百度 ■ MEDcentra  
■ 医呼益吸 ■ 映目直播间 ■ 放疗前沿直播间 ■ Cancerinformation



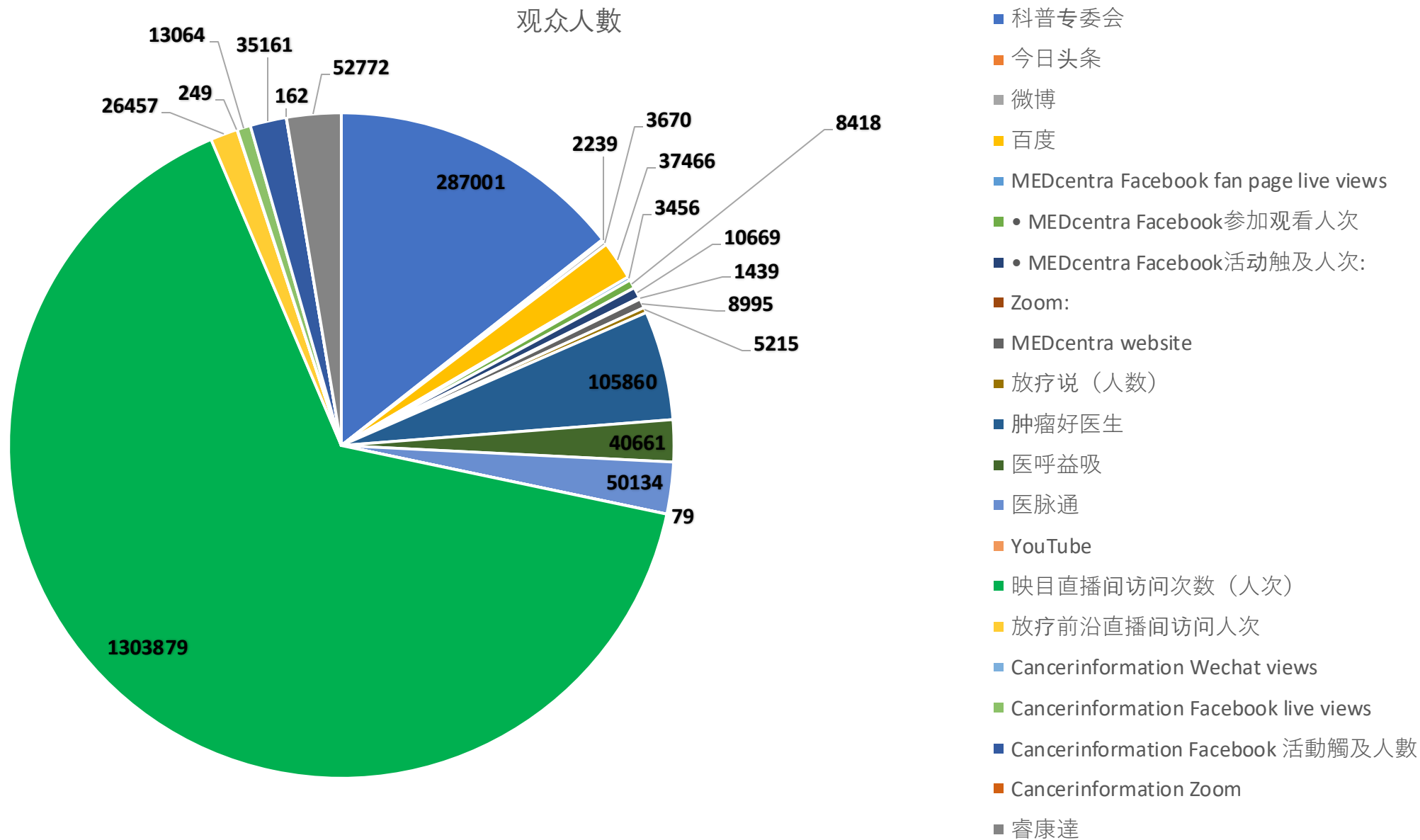
Use breast cancer as an illustration.

46,841 new instances of breast cancer were reported between 2011 and 2021 in HKSAR, according to the Hong Kong Cancer Registry, Hospital Authority. There were 5592 new cases of breast cancer in 2021. And corresponding to our statistics, 4455 people attended our breast cancer section in the HKSAR. As was already noted, the audience size varies depending on how common cancer is. In this particular instance, it may be estimated that ~80% of the new breast cancer patient population visited this section.

Of course, family members and friends of the patients may have learned from it.



# Reach and Significance to General Public



# Outcomes and Impact

The outcomes of this funding initiative have been significant and far-reaching. The establishment of a non-profit professional online education platform for cancer patients has allowed for the dissemination of vital information on cancer prevention, diagnosis, and treatment to a wide audience. The monthly series of lectures, which have been ongoing since October 2021, have been well-attended, with over 2,000,000 people tuning in to listen to more than 300 professors and doctors share their knowledge and expertise.

The impact of this education has been significant, with many attendees reporting that they have gained a better understanding of the complexities of cancer and its treatment. The seminars have also been beneficial for medical students, who have had the opportunity to learn from experienced professionals in the field. Furthermore, the involvement of pharmaceutical companies has allowed for a better understanding of the needs of cancer patients, leading to the development of more effective drugs and treatments.

The dissemination of information has been facilitated by the posting of video recordings and news online, allowing for easy access to the lectures for those who may have missed them. The common questions and doubts of patients have been addressed, providing reassurance and promoting confidence.

The project has also had a wider impact, with the China Anti-Cancer Association recognizing the quality of the material and offering to produce books for both the general public and healthcare professionals. Additionally, the project coordinator, Feng-Ming (Spring) Kong, has been awarded the Science Popularization Star in Shenzhen, highlighting the success and impact of the initiative.

Overall, the establishment of the non-profit professional online consultation platform for cancer patients has been a significant success, providing valuable information to a wide audience and promoting greater understanding of cancer prevention, diagnosis, and treatment.

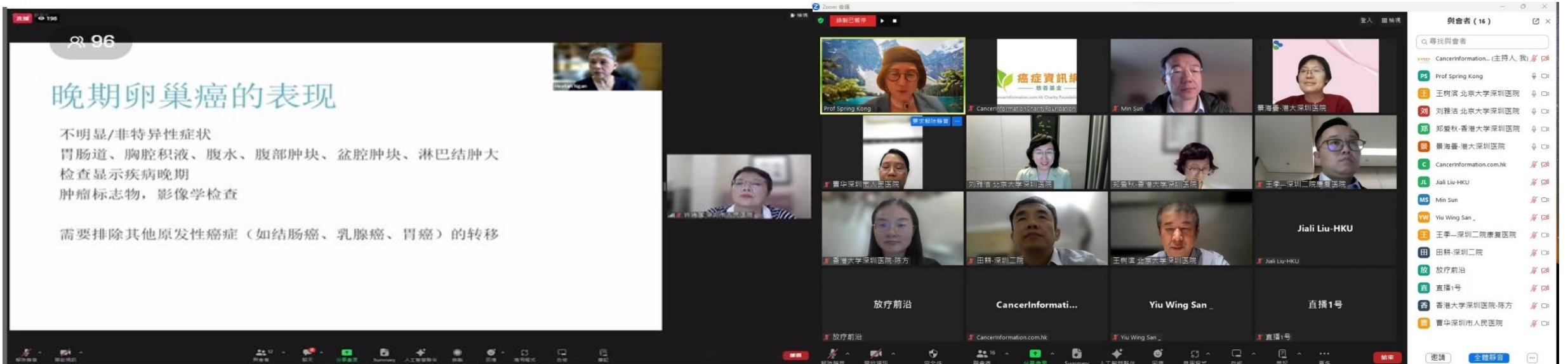


# Knowledge Exchange Activities Photos



2023.07.29 Sarcoma and Bone Cancer Section

2023.08.26 Colorectal Cancer Section



2023.09.30 Ovarian Cancer

2023.10.28. Breast Cancer Section

# Knowledge Exchange Activities Photos

2023.11.27 Lung Cancer

2023.12.29 Liver Cancer

**经皮肺穿刺活检的适应证**

- 新发现或者随访中增大的孤立性结节或肿块；
- 既往无恶性疾病史的多发肺部结节，或者已知恶性疾病史，但经治疗却不消散的结节；
- 持续存在、治疗后吸收欠佳的肺部浸润性病灶；
- 胸膜及纵隔病变。
- 穿刺结节的大小无明显限制，但小于1cm的结节穿刺假阴性率明显上升。

支修益, 石远凯, 于金明. 中国原发性肺癌诊疗规范 (2015年版), 2015,37 (1) : 67-78  
中华医学会呼吸病学会, 中国肺癌防治联盟. 肺癌小样本取材相关问题的中国专家共识, 中华内科杂志, 2016,55 (5) : 406-413

2023.11.27 Lung Cancer

**13 Advanced HCC Study**

2007: Sorafenib (SHARP)<sup>1</sup>, FOLFOX4 (EACH)<sup>4</sup>

2017: Lenvatinib (REFLECT)<sup>5</sup>, Erlotinib (SEARCH)<sup>1</sup>, Linifatinib<sup>1</sup>

2018: Nivolumab<sup>6</sup> (CheckMate-459)

2019: Atezolizumab + Bevacizumab (IMbrave-150)<sup>4</sup>

2020: Donafenib (ZGDH3)<sup>7</sup>

2021: Sintimab + Bev-biosimilar (Orient-32)<sup>10</sup>, Atezolizumab + Cabozantinib (COSMIC-312)<sup>11</sup>

2023.12.29 Liver Cancer

# Knowledge Exchange Activities Photos

**《抗癌防癌 全球视野》：胃癌可以治療嗎？**  
Cancer Prevention, Diagnosis, and Treatment: Is Stomach Cancer Curable?

**手術可以治癒胃癌嗎？**  
Can surgery cure Stomach cancer?

中国医学科学院肿瘤医院深圳医院胃肠外科副主任医师  
日本/中国医师资格  
日本外科专科医师资格  
日本癌治疗认定医师资格  
日本内视镜外科技术认定医师资格  
师从日本著名结直肠外科专家山口茂树教授；  
主译：  
《日本静冈癌中心大肠癌手术》（原著絹笠祐介）  
《腹腔镜下直腸癌图谱》（原著伊藤雅昭）  
《日本静冈癌中心胃癌手术》（原著寺岛雅典）  
《进展期结直肠癌盆腔手术》（原著上原圭）  
主编：《山口式腹腔镜结直肠癌手术》  
发表英文论文24篇，日文1篇，中华胃肠外科1篇

王利明教授  
Li-Ming Wang

**中山大学胃癌术前放化疗Neo-CRAG研究**

术后病理主要指标  
(SYSUCC单中心最终数据)

Arms (N)	None-op (N)	D2-op (N) (%)	R1 (%)	pCR (%)	pT0 (%)	pN0 (%)	NCCN-TRG 0-1 (%)	ypstage (%)				
								0	I	II	III	L-IV
ChT (137)	31	106 (77.4)	6 (5.7)	5 (4.7)	5 (4.7)	28 (26.4)	21 (19.8)	5 (4.7)	14 (13.2)	33 (31.1)	50 (47.2)	4 (3.8)
CRT (135)	28	107 (79.3)	0 (0.0)	22 (20.6)	25 (23.4)	65 (60.7)	53 (49.5)	22 (20.6)	22 (20.6)	42 (39.3)	18 (16.8)	3 (2.8)

% of Nd2      17.9% vs. 41.2%

术前CRT病理指标均优于术前ChT: pCR、pT0、pN0、TRG、yp分期构成比

2024.01.27 Gastric Cancer Section

2024.01.27 Gastric Cancer Section

**诱导化疗联合同期放化疗提高鼻咽癌患者疗效**

● 汇总4个临床试验1193例鼻咽癌患者的荟萃分析，随访5年

5年无进展生存率 (%)      5年总生存率 (%)

提高9.3%      提高5.5%

仍有超过20%患者接受诱导+同期治疗后出现疾病进展

Chen YR et al. CLIN CANCER RES. 2018

**Adding Immunotherapy to chemotherapy and bevacizumab 在化疗和貝伐珠单抗的基础上加入免疫療法: KEYNOTE 826**

Dual Primary Endpoints: All-Comer Population

**PFS\***  
Pbo + Chemo ± Bev: 73.1%  
Pbo + Chemo ± Bev: 82.2 (6.4-8.4)  
12-mo rate (95% CI): 64.1% (58.5-69.7)  
33.5% (28.9-39.1)  
HR 0.65 (95% CI, 0.53-0.79) P<0.001

**OS**  
Pbo + Chemo ± Bev: 56.3%  
Pbo + Chemo ± Bev: 18.5 (14.9-19.4)  
12-mo rate (95% CI): 43.6% (39.2-48.0)  
63.6% (57.9-69.3)      40.6% (34.0-46.6)

HR 0.67 (95% CI, 0.54-0.84) P<0.001

2024.02.24 Nasopharyngeal Cancer

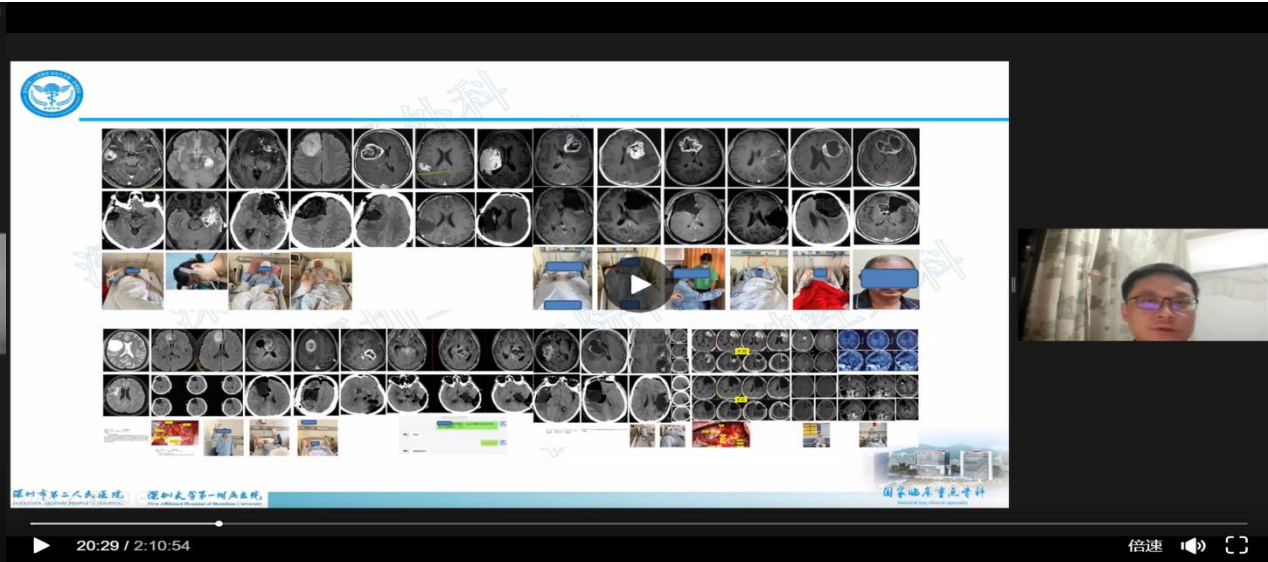
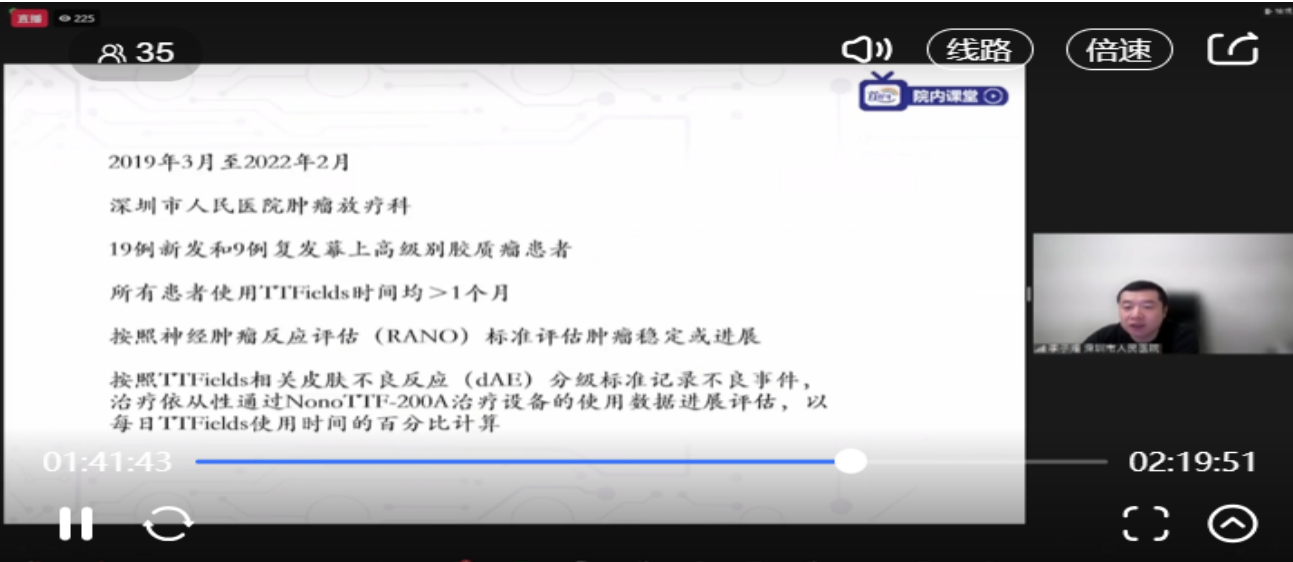
2024.03.30 Cervical Cancer

# Knowledge Exchange Activities Photos



2024.04.21 Comprehensive Cancer Prevention and Treatment at Yitian Community Center

# Knowledge Exchange Activities Photos



2024.05.28 Brain Tumor Section

2024.05.28 Brain Tumor Section



2024.06.29 Cancer-related Emergencies

2024.06.29 Cancer-related Emergencies



# Outcomes and Impact: Community Effect

## 邀请信

香港大学深圳医院肿瘤医学中心孔凤鸣教授：

益田社区现有人口将近 4 万人，是一个大型的社区。其中中老年人占有相当的比例，为增加这部份居民的医学认识，同时给有需要的居民提供帮助，特邀您和您的团队前来讲授有关癌症方面的知识和提供义诊，时间暂定 4 月中下旬，具体另行告知。地点在福田区福保街道益田社区党群服务中心二楼。非常感谢！

福田区福保街道办事处益田社区居民委员会

二〇二四年四月三日



## Invited by the biggest community in Shenzhen

# Outcomes and Impact: Booklet in Production



## 目錄

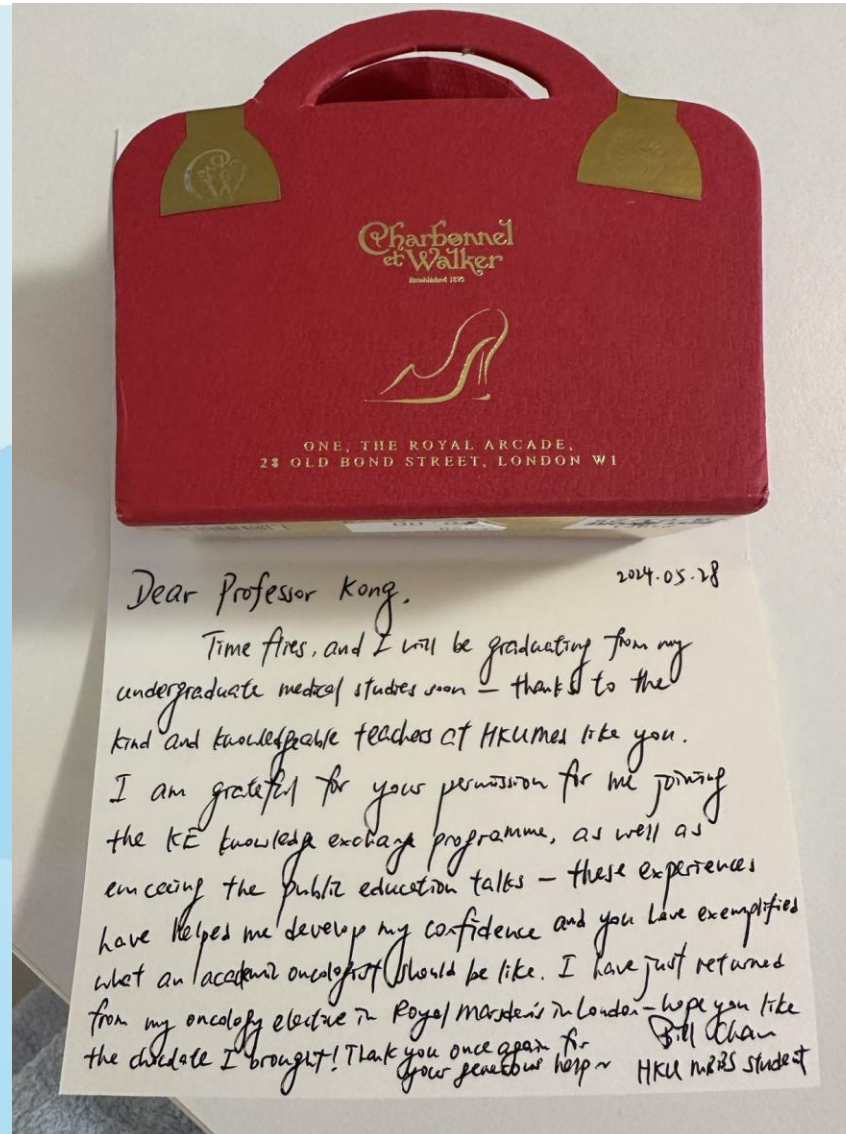
### 第一章：肺癌

GCOG「抗癌防癌 全球視野」肺癌專家組成員	2
前言	3
肺癌是什麼？	4
肺癌的症狀	5
肺癌的種類	6
▶ 非小細胞肺癌的分期	6
▶ 小細胞肺癌的分期	7
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## Sample Cover and Content of Booklets

# Outcomes and Impact: Booklet in Production



**Medical students enjoy the KE learning**

# Outcomes and Impact: 20+ Booklets in Production

Yiu Wing San Dickson cervix

Alan Zhong ( esophageal cancer)

TANG Yanna (ovarian cancer)

Whitney - Liver Cancer

Wong sum yi skin cancer

Bernice Lin (colorectal cancer)

Queenie Fung (biliary tract cancer)

Ching Chak Yan (RCC)

Hansen Choi (biliary tract cancer)

Professor Spring Kong

尋找與會者

尋找與會者

- 癌 癌症資訊網微信直播 (我)
- CancerInformationCh... (主持人)
- PS Professor Spring Kong
- AZ Alan Zhong ( esophageal canc...
- BL Bernice Lin (colorectal cancer)
- CC Ching Chak Yan (RCC)
- HC Hansen Choi (biliary tract canc...
- QF Queenie Fung (biliary tract can...
- TY TANG Yanna (ovarian cancer)

邀請

會議聊天

[m.hk/web/cancer/%e4%b9%b3%e7%99%8c/](https://m.hk/web/cancer/%e4%b9%b3%e7%99%8c/)

Bernice Lin (colorectal can... 對所有人 13:13

BL sorry I think the microphone isn't working

yes

Bernice Lin (colorectal can... 對所有人 13:28

BL okay thanks

誰能夠看到您的訊息?

給: 所有人

生這裡: CH 冊

與會者 12 聊天 分享畫面 摘要 AI Companion

**~20 HKU Medical Students Learning and Contributing!**

# Outcomes and Impact: 20+Booklets in Production

Booklets	Cancer Type	authors	進度
1	Reliable information on MDT Cancer Care, Cancer Emergencies		
2	Lung Cancer	Matthew Chow	Completed
3	Liver Cancer	Whitney Lo	Writing
4	Colorectal Cancer	Bernice Lin	Submitted
5	Breast Cancer	Valerie So	Writing
6	Pancreatic Cancer	Henry Ha	Submitted
7	Gastric	Noreen Chui	Writing
8	Prostate Cancer	Jenny Wong, Vivien Jiahui Liu	Writing
9	CNS Cancer	Wendy Tsang	Submitted
10	Skin Cancer	Samyi Wong	Submitted
11	Nasopharyngeal Cancer	Kelly Wong	Submitted
12	Cervical Cancer	Dickson Yiu, Augustine Chan	Submitted
13	Gallbladder and Bile Duct	Hansen, Queenie, Thomas	Writing
14	Kidney Cancer	John Ching	Submitted
15	Thyroid Cancer	Veronica Li	Submitted
16	Sarcoma and Bone cancer	Ayesha Li	Submitted
17	Ovarian Cancer	Phoebe Chan, Yanna Tang	Submitted
18	Brain metastasic Cancers	Faith, John Park, Harold, Yannis	Writing
19	Oesophageal Cancer	Alan Zhong	Submitted
20	New technology in Cancer	Bill Chan	Submitted

**~20+ HKU Medical Students Learning  
and Contributing!**

# Outcomes and Impact: 'Artistic Cancer Treatment, A Lifetime of Companionship' Launched

田耕 教授  
深圳市第二人民医院  
深圳大学第一附属医院

**艺术化治癌，一世相伴**  
每月第一个周四



## 12期具体题目

日期	从肿瘤发生机制探讨什么是最佳的肿瘤治疗	典型病例
2024年1月4日	肿瘤是一种基因疾病	我妈妈得了晚期肺癌
2024年2月1日	肿瘤发生中的遗传因素	我是肺癌明天就要住院化疗了
2024年3月7日	肿瘤发生中的复制因素	我爸爸是晚期肺癌
2024年4月4日	肿瘤发生中的环境因素	一转身，改变了他的命运
2024年5月2日	癌细胞的形成	一条朋友圈批评留言引出的知识点
2024年6月6日	阻挡肿瘤发生的最后一道防线：免疫力	一例全身多发性肿瘤的诊断
2024年7月4日	什么人容易得癌	救救我妈妈
2024年8月8日	如何预防肿瘤	艺术化治癌：晚期肠癌的十年历程
2024年9月5日	肿瘤发生机制对治疗肿瘤的要求	联合治疗使晚期胃癌几乎消失
2024年10月3日	对目前肿瘤治疗的几点思考	来我们门诊时，他体重只有80斤
2024年11月7日	个体差异：没有两个一样的肿瘤病人	争分夺秒、跑赢胃癌
2024年12月5日	免疫力是保持肿瘤患者长治久安的主要力量	艺术化治癌：让不可能变为可能

**Every First Thursday of the Month!**

# Outcomes and Impact: '2024 GCOG Annual Meeting' supported by China National Cancer Center and Several Major National Organizations



**2024GCOG Meeting May 24-26, 2024 Beijing, May 27, 2024 Shenzhen**

# Outcomes and Impact: 2024年GCOG全球抗癌协作组年会暨第十一届临床试验工作坊\_肺癌暨CICAMS胸部放射肿瘤青年论坛暨首届GCOG青年研究者会议首次在北京成功举办



**2024GCOG Meeting May 24-26, 2024 Beijing, May 27, 2024 Shenzhen**



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