5 years
Cancer Mission:
Stronger
Through Connection

BRUSSELS

29 September – 01 October



Petra Thaller
Outdoor Against Cancer

José Antonio Pérez Turpin
University of Alicante

We are joining the EU Cancer Mission Showcase Event.

Let’s connect.

#MissionCancer

Building the Infrastructure That Makes Exercise Standard of Care

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The Paradox of Modern Oncology

Physical Activity Exercise & Cancer
PAEC Hub

Strong Evidence and Growing Need

- Global cancer incidence is projected to rise significantly.
- Improved detection and treatment mean more people are living with and beyond cancer.
- Robust evidence demonstrating structured exercise can improve treatment tolerance, reduce side effects and enhance quality of life.
- Survivorship and quality of life are key priorities of Europe's Beating Cancer Plan and international cancer care guidelines.

But limited Implementation Models

- Lack of sustainable reimbursement and funding models.
- Limited integration into clinical pathways.
- Fragmented pathways between clinical care and community-based delivery.

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The PAEC Approach

PAEC brings together leading implementation models from different healthcare systems to identify transferable lessons for cancer care.

Physical Activity Exercise & Cancer PAEC Hub

OTT® Oncological Training and Exercise Therapy

Germany

Approach: A clinical and personalised approach developed at university hospital settings (e.g. Cologne), focusing primarily on machine-based, individually tailored training during and after medical cancer treatment.

System: Deeply integrated into certified Comprehensive Cancer Centres (CCCs).

CanRehab

United Kingdom

Approach: A leading UK network dedicated to providing evidence-based education and training for fitness professionals and healthcare providers to make training a standardised, non negotiable part of cancer care

System: Establishment of quality-assured registers for cancer exercise specialists to ensure safe, community-based delivery for patients.

Aktiv mot kreft Active Against Cancer

Norway

Approach: A highly successful foundation that has established "Pusterommet" (breathing rooms/cancer fitness spaces) directly within Norwegian hospitals.

System: Embeds physical activity into the clinical routine, creating an infrastructure to ensure seamless transition from hospital care to everyday community life is a national standard of care.

EX-MED Cancer

Australia

Approach: A highly structured best-practice model from Australia that treats exercise as a medicine to be directly prescribed by oncologists.

System: Offers tailored, high-intensity programmes, closing the gap between the hospital bed and the exercise physiologist in private practice.

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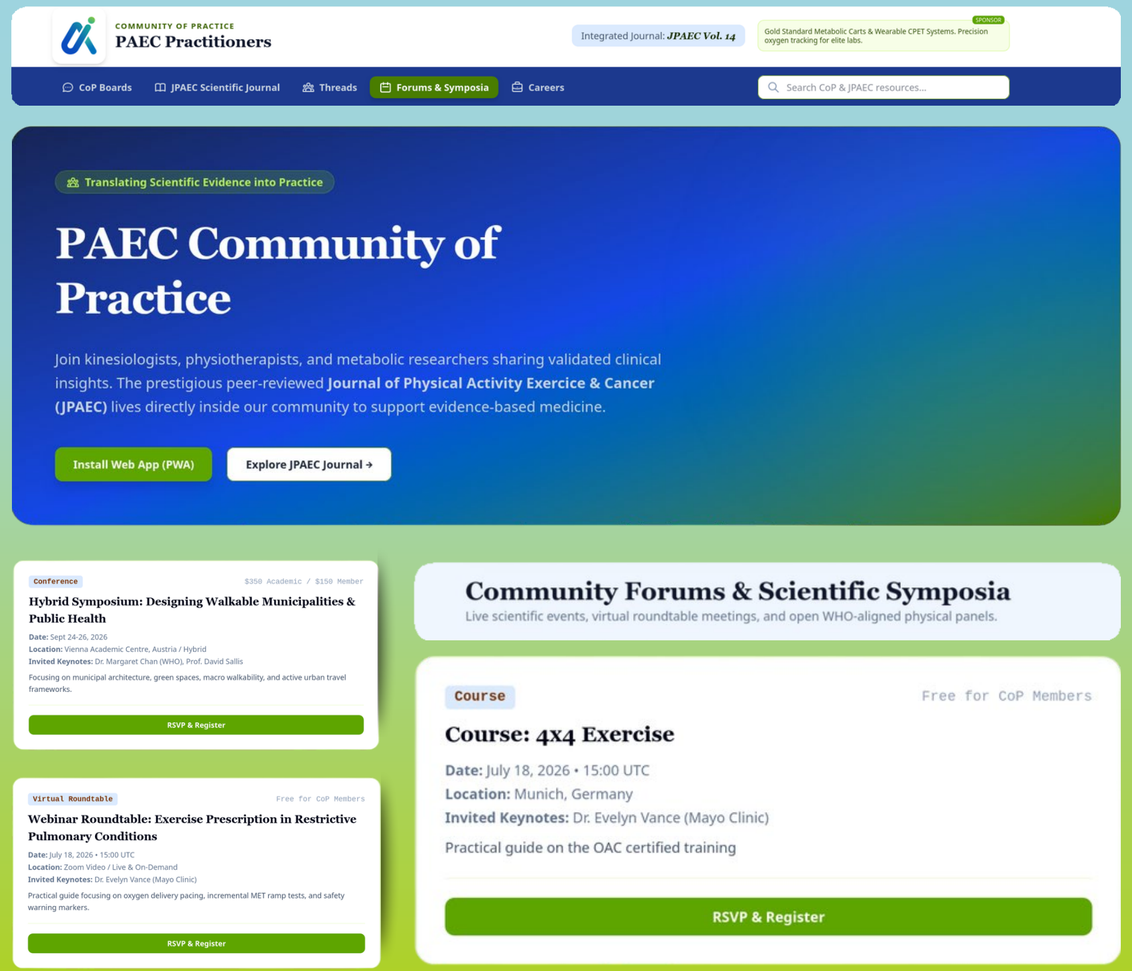
Hub Structure & Content

Building the Infrastructure That Makes Exercise Standard of Care

What will be hosted

1. Research Papers
2. Multimedia Formats (Webinars, Podcasts, etc.)
3. Courses & Certifications
4. Forums for those affected as well as organisations
5. Case Studies and real world implementation examples
6. Events, Conferences, Panels, etc.
7. Training Plans and Exercise Programmes

...and so much more



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Timeline

Roadmap to the Official Launch in 2027

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Physical Activity Exercise & Cancer — PAEC Hub

JULY- SEP `26

- Transnational stakeholder outreach, fundraising, and securing Letters of Intent (LoIs)
- **Milestone** (22 June): First internal deployment of the PAEC Hub Platform Mockups

Phase 1: Framework Validation & First Look

29 SEP – 03 OCT `26

Milestone 5 years EU Cancer Mission: Stronger Through Connection

PAEC Hub Presentation Brussels

OCT- DEC `26

- Technical core development and digitisation of initial platform content
- Preparation of interactive prototype
- **Milestone (23–27 October): Presentation at the ESMO Madrid**
- Use of the prototype and LoIs to advance funding and distribution partnerships

Phase 2: Technical Core Build & ESMO Preview

JAN- JUNE `27

- Closed beta testing with selected users, clinical experts and partners
- External content validation and alignment with healthcare guidelines
- Technical optimisation and UI/UX refinement

Phase 3: Extended Beta Testing & Quality Assurance

JULY- OCT `27

- Deployment of fully validated, stable platform V1.0
- Transition from fundraising to a sustainable, partner-backed scaling model

Phase 4: Official Grand Launch

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Get in Touch

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Physical Activity Exercise & Cancer PAEC Hub

Whether you're a clinician, researcher, organisation, policymaker or potential partner – we'd love to hear from you.



José Antonio Pérez Turpin

Scientific Lead & Co-Founder, PAEC Hub
Professor of Sport Science, University of Alicante (UA)
CEO, Kinetic Performance
LinkedIn



Petra Thaller

Strategic Lead & Co-Founder, PAEC Hub
Founder & President, Outdoor Against Cancer (OAC)
Health Policy & Implementation Lead
LinkedIn

Let's Shape the Future of Exercise Oncology Together

Support the Initiative

Become an official launch partner! Support our roadmap to ESMO by signing a Letter of Intent.
www.paec-hub.net (coming soon)

contact@paec-hub.net

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Help us turn evidence into cancer care.

Physical Activity Exercise & Cancer
PAEC Hub

Join the PAEC Hub as a prospective launch partner, supporting our development and implementation roadmap.

Scan the QR Code to submit your Letter of Intent and support our mission.

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