



Princess
máxima
center
pediatric oncology



Moving forward together

Summary of multi-year strategy for 2024 - 2028
Princess Máxima Center
for pediatric oncology

Multi-year strategy for 2024 - 2028

Innovation is in the DNA of the Princess Máxima Center. As a research hospital we develop new treatments and interventions.

Three main strategic topics, nine strategic subject areas

Topic 1 Innovation

Creating and exploiting new opportunities to make children and teenagers with cancer 'better in a better way'.

- Immuno- and cellular therapies: using one's own immune system to fight cancer
- Innovative diagnostics and therapy: more precise diagnostics, increasingly targeted treatment
- Quality of Life: continued attention to quality of life, during and after treatment



Topic 2 Organization

Strengthening the organization and collaborating at all levels, as conditions for our strategy.

- Executive power, to get innovations to child, family and survivor earlier
- Employee and employer engagement, for a context and culture in which people can function optimally
- Data provision, to accelerate innovation and to streamline processes



Topic 3 Collaboration

Our mission can succeed only within a solid network of people and organizations.

- Locally, with partners in the Utrecht Science Park, for healthcare, research and data management
- Nationally, with our shared care hospitals and others who can contribute
- Internationally, from comparable centers of excellence to partners in less prosperous countries



Summary of multi-year strategy for 2024 - 2028

Moving forward together

Innovation is in the DNA of the Princess Máxima Center. We are a research hospital that focuses on integrating healthcare, research and training. In close collaboration with our partners, we develop new treatments and interventions. So that together we can cure every child with cancer, with optimal quality of life.

Much has been achieved in the past few years to get closer to our mission. Yet there is still much to do. Innovation is the common thread in all our work. For the period 2024-2028, we focus on three main strategic themes: innovation, organization and collaboration. From an intensive interaction between research and healthcare, we accelerate the translation of fundamental, preclinical and clinical research into clinical practice. It is therefore essential – firmly rooted in the existing collaborations – to make a more far-reaching move towards internationalization. Only within an international network can the core of our work with children, survivors and parents truly flourish.

1. Innovation

Creating and exploiting new opportunities to make children and teenagers with cancer 'better in a better way'.

1.1 Immuno- and cellular therapies: using one's own immune system to fight cancer, for example:

- A portfolio of innovative immuno- and cellular therapies (including CAR-T), some to be produced in-house.
- Developing new cellular therapies.
- Translational research to quickly translate insights into treatment.
- Monitoring the effects of immunotherapy and the influence of the tumor microenvironment.

1.2 Innovative diagnostics and therapy: more precise diagnostics, increasingly targeted treatment, for example:

- Development of a new generation of biopharmaceutical drugs.
- Pharmacogenetics based on molecular diagnostics becomes standard care.
- Innovative surgery, from robotic arm and

- intra-operative MRI to 3D ultrasound.
- Further development of theranostics: tumor-specific nuclear diagnostics combined with therapy.
- In study deployment of liquid biopsies for evaluation of diagnosis and therapy.

1.3 Quality of Life: continued attention to quality of life, during and after treatment, for example:

- Interventions around better energy management and reducing fatigue.
- Understandable and reliable (digital) information for parents, children and survivors.
- Extra attention for transition moments in the treatment or in the life of child and teenager.
- Further implementation of individual care plans, including advance care planning.
- Care evaluation based on outcome indicators (physical, psychosocial and neurocognitive).

2. Organization

Strengthening the organization and collaborating at all levels, as conditions for our strategy.

2.1 Executive power, to get innovations to child, family and survivor earlier, for example:

- Shorter lead time from research to application of innovations in treatment, partly through appropriate mandates, rewards and incentives.
- Transparent decision-making – with reduced regulatory burden and less bureaucracy – in which choices are made with clinical impact in mind.
- Diversified teams in which talents and competencies reinforce each other.

2.2 Employee and employer engagement, for a context and culture in which people can function optimally, for example:

- Investments in social safety, resilience, agility and vitality, and facilitating employees to take ownership and to develop themselves.
- Continuous dialogue with each other about mutual added value and expectations.
- Promoting development of employees and teams, through clear leadership with reciprocity as a starting point.

2.3 Data provision, to accelerate innovation and to streamline processes, for example:

- Better use of available data by skilled staff within healthcare and research.
- Accessible datasets for each tumor type; preclinical, clinical and for supportive care and LATER care.
- An integrated data infrastructure, with an architecture that organizes data provision across care and (pre)clinical research.

3. Collaboration

Our mission can succeed only within a solid network of people and organizations.

3.1 Locally, with partners in the Utrecht Science Park, for healthcare, research and data management, for example:

- A joint research program with UMC Utrecht/ WKZ on immunotherapy and precision medicine.
- Addressing the needs and opportunities for pediatrics and pediatric oncology politically and socially with our partners.

- Integrating the (pediatric) medical expertise of partners into LATER care even better.

3.2 Nationally, with our shared care hospitals and others who can contribute, for example:

- Further collaboration with healthcare professionals in the home environment of child and family, joined up with shared care.
- Multidisciplinary knowledge exchange and consulting for first-, second- and third-line care.
- Exploring applications for e-health and remote care with technical universities.

3.3 Internationally, at three levels of collaboration, for example:

- Accelerated innovation through greater inclusion in international (clinical) trials with other centers of excellence.
- Improving pediatric oncology care with partners in Eastern and Southern Europe/Middle East, including collaboration in clinical and translational research.
- Expansion of our twinning programs, especially in Kenya, Tanzania, Malawi and Indonesia.

Want to know more?

The Princess Máxima Center is part of a worldwide network of enthusiastic people. Together we are committed to the child with cancer of today and tomorrow. Curious about the full story about our strategic ambitions? [Click here.](#)

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