



Perspectives **Matter**

Shaping the Future of Cancer Care Together



Alex Wilkes, Country President AstraZeneca Ireland

At AstraZeneca, we believe progress in cancer care requires more than scientific innovation alone. It requires collaboration, shared purpose, and a commitment to listening to the perspectives of those most affected. That is why we launched Perspectives Matter – Shaping the Future of Cancer Care Together.

Ireland is at an important point in its cancer care journey. AI offers significant potential to improve how cancer is detected, diagnosed, and treated. To realise that potential responsibly, it is essential that innovation is shaped by patients, clinicians, and the wider public. This research highlights the public's desire for more equitable access to diagnostics, screening, and innovative treatments, while also revealing important concerns around privacy, trust, and preserving the human connection in care.

As a company with deep expertise in oncology, AstraZeneca is committed to helping convene conversations that bring these perspectives forward. Through Perspectives Matter, we hope to support meaningful dialogue that helps inform the future of cancer care in Ireland.



Liz Yeates, CEO Marie Keating Foundation

The future of cancer care in Ireland must be shaped not only by innovation, but by the voices and lived experiences of patients and the public. People affected by cancer must be part of the discussion from the beginning, helping to shape the services, policies and technologies that will define care in the years ahead. This research offers an important insight into public attitudes to cancer care and the growing role of AI in healthcare. Just over two in three people (68%) are already using public AI tools, and more than half (56%) believe AI will transform healthcare. For cancer, AI has real potential to support earlier diagnosis, reduce waiting times and improve the patient experience and patient outcomes.

But innovation must not come at the cost of equity. More than half of people (55%) believe cancer care already differs depending on who you are or where you live. As AI becomes more embedded in cancer services, we must ensure it does not deepen existing inequalities or create new barriers for those with lower digital confidence or limited access to technology. That is why the patient voice is so important. We must also invest in AI literacy, transparency, and equitable access so that every patient can benefit from these advances.

With the National Cancer Strategy concluding in 2027, and 89% of the public supporting increased investment in cancer care, this is a pivotal moment. We must build a future where innovation improves outcomes, and ensures no patient is left behind.



Perspectives Matter

Shaping the Future of Cancer Care Together

AstraZeneca Ireland have launched the **Perspectives Matter: Shaping the Future of Cancer Care Together** campaign, a new initiative intended to bring people together, ask big questions, and help shape how cancer care needs to evolve. As a first initiative, AstraZeneca commissioned Ipsos B&A to conduct a nationally representative survey of over 1,000 adults to understand how the Irish public views AI's role in healthcare and cancer care.

Key insights from the report include:*



56% of the Irish public predict AI will change healthcare within five years



Just **30%** believe the Irish government is prioritising Cancer Care



68% reported using AI tools in some capacity in the last three months and over half used it for health purposes



74% worry about the health system's capacity to identify, refer, diagnose and treat cancer in a timely way



64% are comfortable with AI speeding up test results



55% believe that cancer care differs based on where you live or who you are

*All statistics referenced are from a survey of 1,056 adults, conducted via Ipsos B&A's syndicated Online Omnibus survey, amongst a nationally representative sample of adults aged 18+ via Ipsos B&A's proprietary Acumen Panel.

Full report available to read at:

www.perspectivesmatter.ie

or scan the QR code below



AstraZeneca Ireland

IECorporateAffairs@astrazeneca.com