IAEA-CN-310/229

Production and Application of 177Lu-PSMA and 225Ac-PSMA in the Sustainable Innovation Model Through Balanced Scorecard (BSC)

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177Lu-PSMA and 225Ac-PSMA appear in the theranostic concept, with astonishing results in prostate cancer patients, who did not respond to conventional therapies. In Europe, these treatments are used successfully. However, in Brazil, 30% of patients do not respond well to new radiopharmaceuticals, requiring broader studies.

The "Multicenter program using PSMA radioligands for diagnosis and therapy of patients with prostate cancer", in which this research project is inserted, in partnership among the Nuclear and Energy Research Institute (IPEN-CNEN), a private company and associated institutions, aims to expand the therapeutic alternatives for patients with cancer unresponsive to the treatments available in the public health network in the State of São Paulo.

IPEN-CNEN will produce the radiopharmaceuticals that will be distributed to Public Hospitals responsible for the selection, treatment and follow-up of patients with metastatic castration-resistant prostate cancer (mCPRC), and for the genetic and molecular characterization of patients unresponsive to treatment.

The present research will study the technical and economic feasibility in the production and application of these radiopharmaceuticals, with clinical studies in patients with mCPRC, applying the Balanced Scorecard (BSC) management tool, measuring its performance by indicators aiming at a strategic and efficient management, with the possibility of theirs marketing.