

EPEMED

The European Personalised Medicine Association

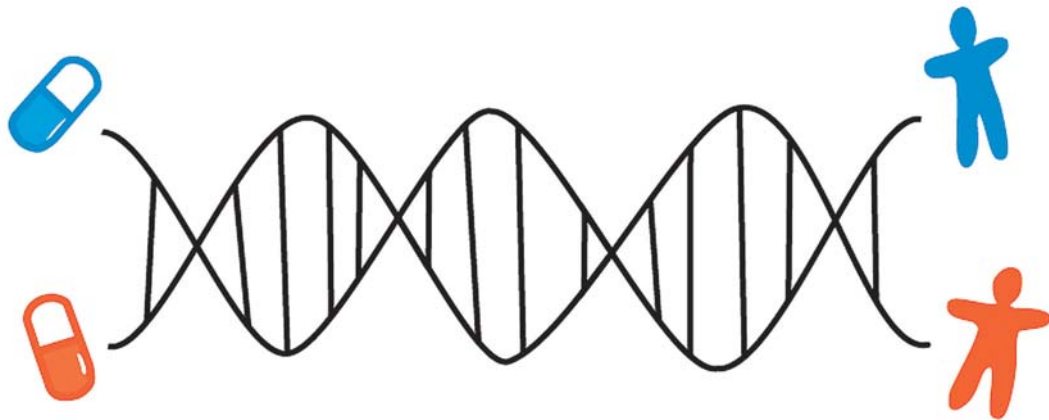


THE GOVERNMENT
OF THE GRAND DUCHY OF LUXEMBOURG
Ministry of the Economy and Foreign Trade



Conference Program

Personalised Medicine in Europe: *What will it take to succeed?*



2nd **annual
EPEMED
conference**

7-8 December 2011
Luxembourg

EPEMED is an independent, not for profit organisation that is creating a central point of communication for all those involved in progressing personalised medicine.

We are supporting personalised medicine becoming a reality by providing a pro-active platform for its development and implementation across Europe, focusing on the crucial role of diagnostics.

 www.epemed.org  <http://www.linkedin.com/company/epemed>

EPEMED brings together global forces in personalised medicine and has a growing membership that includes: academic groups, clinicians, SME biotech companies, and major international pharma and diagnostic companies.

EPEMED focuses on and provides

- Education, awareness and promotion of personalised medicine.
- A forum to share best practices
- Input to policy makers on relevant legislation
- Regulatory guidance on the co-development of diagnostic tests and personalised drug therapy
- Validation approaches for companion diagnostic tests
- Ways to improve market access for high-value companion diagnostics



By highlighting these issues and serving as a forum for best practice sharing, EPEMED community can help drive solutions and promote diagnostic innovation in clinical practice.

Alain Huriez

MD, chairman and Founder of EPEMED
and CEO of TcLand Expression

Become a member and access the latest personalised medicine information

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Join us online today at:

www.epemed.org or email
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Bringing together forces in Personalised Medicine

Conference at-a-glance

7 December 2011

EVENING

17:00 – 19:30	Pre-Conference reception – Networking cocktail (all attendees)	Novotel
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8 December 2011

MORNING

08:00 – 09:00	Registration	Lobby Novotel
09:00 – 09:15	Official Program Opening & Welcome	Novotel
09:15 – 09:45	Key Note Address. <i>The Personalised Medicine Opportunity in Europe</i>	Novotel
09:45 – 10:00	<i>Luxembourg Personalised Medicine Initiative</i>	Novotel

Coffee Break *Meet us and our sponsors at mini fair* Lobby Novotel

10:30 – 11:40	<i>European Innovation in Diagnostics</i>	Novotel
11:40 – 12:15	<i>Economics of Life Science Innovation & Personalised Medicine</i>	Novotel
12:15 – 12:30	<i>EPEMED – European PM Association and closing of morning session</i>	Novotel

LUNCH BREAK

Softel Atrium

AFTERNOON

13:30 – 14:20	<i>Funding of Diagnostic Companies in Europe</i>	Novotel
14:20 – 15:10	<i>Health Technology Review and Evidence Demonstration Requirements</i>	Novotel
15:10 – 16:00	<i>Priorities and Research Activities to Advance Personalised Medicine</i>	Novotel

Coffee Break *Meet us and our sponsors at mini fair* Lobby Novotel

16:30 – 17:15	<i>Translation of Personalised Medicine into Clinical Practice</i>	Novotel
17:15 – 17:30	<i>Congress Programme Summary</i>	Novotel
17:30	<i>Farewell and Closing</i>	Novotel

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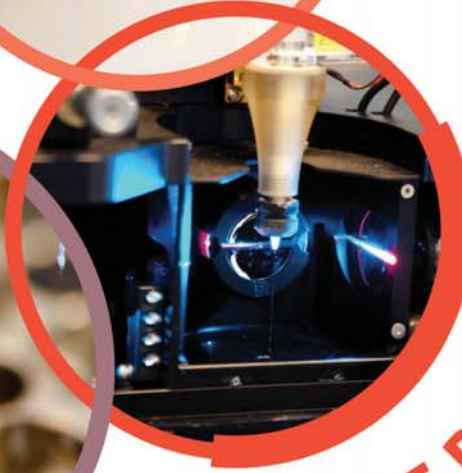
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8 December 2011

CONFERENCE (morning)

08:00 Registration

09.00 Official Program Opening & Welcome

Mars Di Bartolomeo

Minister of Health - Luxembourg

Alain Huriez

Chairman EPEMED

Chief Executive Officer TcLand Expression

09.15 Key Note Address
*The Personalised Medicine Opportunity in Europe***Isabel de la Mata**Principal Adviser - Public health and risk assessment
Health and Consumers Directorate-General /
EU Commission09.45 *Luxembourg Personalised Medicine Initiative***Bob Phillips**Chief Executive Officer IBBL
(Integrated Biobank of Luxembourg)10.00 **Coffee Break**10.30 *European Innovation in Diagnostics*

SESSION'S CHAIR:

Peter CollinsVice President of Diagnostics
GlaxoSmithKlinePANEL OF COMPANIES WITH INDIVIDUAL CASE
STUDIES OF SUCCESS IN EUROPE**Werner Kroll**Global Head Research & Innovation
MDx

Novartis Institutes for BioMedical Research Inc.

Peter PayneChief Business Officer
TcLand Expression**Richard Watts**Senior Director of Business Development
Companion Diagnostic Partnerships, Qiagen**Iain Miller**Global Head
Personalized Healthcare Strategy and Partnerships
GE Healthcare11.40 *Economics of Life Science Innovation
& Personalised Medicine*

SESSION'S CHAIR:

Oliver BaylissPrincipal Sales Director
Oracle Health Sciences Business Unit**Loïc Kubitza**Director
PriceWaterhouse Coopers**Kristin Pothier**Partner
Health Advances12.15 *EPEMED – European PM Association
and closing of morning session***Alain Huriez**Chairman, EPEMED
Chief Executive Officer TcLand Expression12:30 **Lunch**

Bringing together forces in Personalised Medicine

CONFERENCE (afternoon)

13.30	<i>Funding of Diagnostic Companies in Europe</i>	PANEL OF FOUR EUROPEAN INVESTORS Richard Seabrook Head of Business Development - Wellcome Trust Ivica Cerina Partner NGN, Heidelberg Markus Hosang General Partner - BioMed Partners Basel Markus Schillo Head - ERP-EIF Dachfond / European Investment Fund
	SESSION'S CHAIR: Patrick Terry Principal Scientia Advisors	
14.20	<i>Health Technology Review and Evidence Demonstration Requirements</i>	REGULATORY EXPERTS- EMR EXPERTS Nick Crabb Associate Director - Diagnostics Assessment Programme NICE Prof. Klaus Cichutek President of the Paul-Ehrlich Institute Tero Laulajainen Global Head of Clinical Operations Roche Diagnostics Ltd.
	SESSION'S CHAIR: Joe Ferrara President - Boston Healthcare	
15.10	<i>Priorities and Research Activities to Advance Personalised Medicine</i>	KEY RESEARCH THOUGHT LEADERS Pr Gérard Siest President of ESPT (European Society Pharmacogenomics & Theranostics) Pr Fabien Calvo Deputy General Manager INCA France Felix Frueh President Medco Research Institute
	SESSION'S CHAIR: Pr Christian Brechot Vice President Scientific & Medical Affairs Institut Merieux	
16.00	Coffee Break	
16.30	<i>Translation of Personalised Medicine into Clinical Practice</i>	John Lambert Chief Medical Officer Clinical Unit PAREXEL Magnus Ingelman-Sundberg Professor and Head Section of Pharmacogenetics, Karolinska Institutet Michael Christman President and Chief Executive Officer, Coriell Institute for Medical Research Fabrice Andre Director of INSERM Unit U981 IGR
	SESSION'S CHAIR: Franklyn G. Prendergast Professor of Biochemistry and Molecular Biology Professor of Molecular Pharmacology and Experimental Therapeutics	
17.15	<i>Congress Programme Summary</i>	Patrizia Luchetta Director Life Sciences and Technologies Ministry of the Economy and Foreign Trade, Luxembourg
17.30	<i>Farewell and Closing</i>	Bob Philips Chief Executive Officer IBBL Alain Huriez Chairman EPEMED Chief Executive Officer TcLand Expression

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Our ambition is to bring real value to our client's business. And we're passionate about building relationships with and supporting those who are working within their communities to make innovative ideas a reality. That's why we're proud to be one of the sponsors of the conference Personalised Medicine in Europe: What will it take to succeed?

Find out more about us at www.pwc.com/medtech or contact:

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For more information, please contact:

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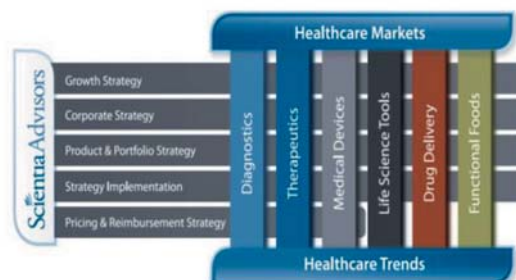
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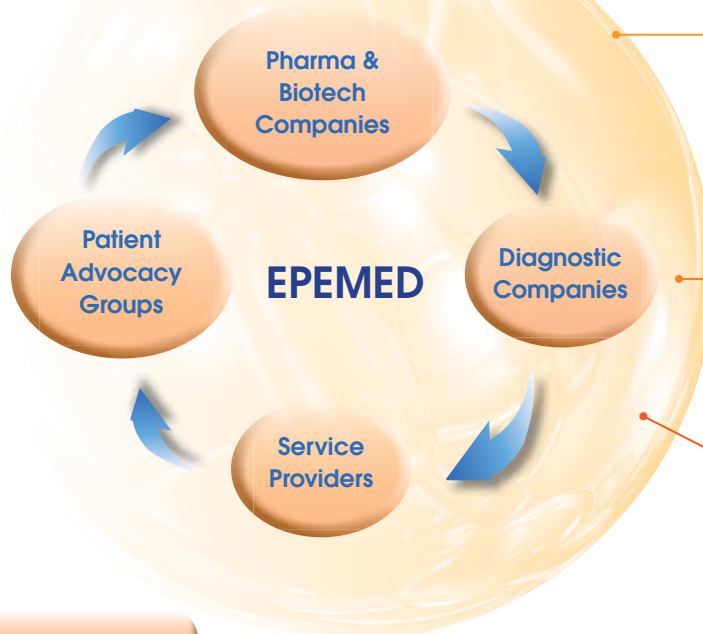
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EPEMED is an independent, broad and inclusive organisation

Members & Partners



Members Include clinicians, diagnostic & pharmaceutical companies, service providers as well as patient advocacy groups.

EPEMED will form alliances with other organisations involved in personalised medicine initiatives in Europe and worldwide.

EPEMED is keen to welcome members from throughout Europe and beyond with an interest in personalised medicine.

Members include



Board of directors

Alain HURIEZ
CHAIRMAN



CEO

TcLand Expression

Mara ASPINALL



President & CEO

Ventana

Vincent FERT



CEO

Ipsogen

Werner KROLL



Head Diagnostics
Research and
Innovation
Novartis Molecular
Diagnostics

Iain D. MILLER



Global Head,
Personalized
Healthcare Strategy
and Partnerships
GE Healthcare

Patrick F. TERRY



Co-founder,
Genomic Health
& PMC, Partner
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Christian BRECHOT



Vice-president
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Peter X. COLLINS



Vice President,
Head of Diagnostics

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