

News

EPEMED, the European Personalised Medicine Association, Appoints Executive Director

Paris (France), 3 June 2010, The personalised medicine association EPEMED, a European not-for-profit organisation bringing together global forces in personalised medicine, has today announced the appointment of Dr. Anne Bruinvels, an entrepreneur in personalised healthcare, as Executive Director and board member. Dr. Bruinvels will be responsible for growing the start-up organisation and, together with the board of directors, for building its strategic framework in creating guidance for all those involved in progressing personalised medicine with an emphasis on European market challenges.

"I'm very pleased with the appointment of Dr. Anne Bruinvels as Executive Director and board member of EPEMED," said Alain Huriez, MD, Founder and President of EPEMED. "Her proven leadership and communication skills in the personalised medicine field will benefit the association greatly and I look forward to working with her to bring harmonisation and education to the personalised medicine field in Europe. "

Dr. Anne Bruinvels stated, "I'm delighted to join EPEMED's board and to lead the association to facilitate the development and introduction of personalised medicine in Europe. I'm looking forward to working with the different parties worldwide involved in making real progress in this field."

To date, Europe is faced with a number of challenges to successfully develop innovative and effective, personalised medicine treatments. EPEMED's objectives are to develop

1. A central point of communication for the different parties involved in progressing personalised medicine
2. Optimal routes to deliver personalised medicine treatments to patients
3. A greater understanding of the clinical development of personalised therapeutics through the creation and application of advanced diagnostic tests

Dr. Bruinvels started her work in personalised medicine more than 10 years ago. She has previously founded Elixior, a personalised healthcare advisory company and prior to that Curidium, a personalised medicine company identifying companion diagnostics and therapeutics to treat patients with central nervous system disorders. She was Curidium's CEO for more than six years and raised several rounds of funding before taking the company public on the AIM of the London Stock Exchange. Anne Bruinvels has also worked in research for various pharmaceutical companies, including SmithKline Beecham, Wyeth and Sandoz Pharma. She obtained her PhD (neuroscience) from Utrecht University (the Netherlands) and her MSc (pharmacy) from Groningen University (The Netherlands).

EPEMED is a recently formed, not-for-profit organisation. The association was founded to address issues in personalised medicine that confront the industry, regulators, payers & insurers as well as governments. EPEMED aims to provide a platform for the harmonisation of personalised medicine development and implementation across Europe, focussing on the crucial role of diagnostics, to make personalised medicine a reality. The organisation is directed by a dynamic and diverse group of leaders in the personalised medicine field, who have great expertise in the application and development of diagnostic tools to deliver improved patient care.

For more information on EPEMED see www.epemed.org or contact:

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About Personalised Medicine

Recent innovations in molecular diagnostics have played an important role in improving patient outcomes in a range of human diseases. Jointly with personalised therapeutics, companion diagnostics form the field of personalised medicine, where a person's clinical, genomic and environmental information is used to more precisely select medication and dose for each individual patient. The application of personalised medicine is likely to improve patient care as well as lower healthcare costs.

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