


EAPM'S Global Conference



European Alliance for
Personalised Medicine



Forward Together - Where we are now and the necessary next steps for a resilient healthcare System’ - effective ways of investing in healthcare in a COVID 19 and Post COVID 19 World

Seminar 1:

Asia, the Middle East
and the European Union

Time: **08.00 - 12.50**

(All Times are in Central European Time)

Seminar II:

European Union, Latin America
and North America

Time: **16:00 - 19.15**

(All Times are in Central European Time)

Tuesday, July 14th, 2020

Overview

The European Alliance for Personalised Medicine (EAPM) is as busy as ever during this dreadful crisis that we all find ourselves in, and the work to embed personalised medicine into healthcare systems and generally improve the health of all citizens goes on unabated.

With that in mind, the Alliance would like to take this opportunity to invite you to a high-level 'virtual' global conference on 14 July, featuring two important seminars - one on Asia, the Middle East and the European Union, and the second focusing on the European Union, Latin America and North America.

The EAPM Global Conference will run from 08.00-19.00 on that day split between two time-zones (08.00-12.30, then 16.00-19.00) under the title: Forward Together - Where we are now and the necessary next steps for a resilient healthcare system' - effective ways of investing in healthcare in a COVID 19 and Post-Covid 19 World.

Global discussion:

The discussions to come on 14 July (and beyond, of course) will be centred around the concept of personalised healthcare in the sense that it refers to innovative medical interventions tailored to the specific needs of individual patients, thus providing better treatment and preventing undesirable adverse reactions while fostering a more efficient and cost-effective healthcare system.

By taking stock of where we are globally in different regions in terms of access to personalised healthcare in these COVID-19 times, acknowledging challenges need to be overcome.

Meanwhile, by highlighting opportunities to accelerate progress in a post COVID-19 setting, the scene for further action can be set. In this regard incentives on national, regional level and global-level as well as cooperation between countries are vital to make early access to personalised healthcare a reality for patients throughout every region globally.

Objectives of the sessions:

The over-riding goal in all areas today is to identify and fill the implementation gap that exists when aiming to introduce innovation into Global healthcare systems at a faster and quicker pace.

This involves developing policy frameworks in relevant sectors, building on global frameworks such as EU Council Conclusions on personalised medicine as well as the Precision Medicine Initiative in the US, and developing a workable framework for cooperation going forward, while building bridges between stakeholders, many and varied across different regions globally.

Expected outcomes:

It is necessary to formulate a patient-centred strategy involving EU decision makers and regulators in the arena of public health, to enable the EU and Member States to contribute to integrating personalised medicine into clinical practice while enabling much-greater access for patients. In order to provide a clear focus and to devote sufficient space to analysis, discussions during the conference will concentrate on how:

- to assess and address obstacles to the integration of personalised medicine into Europe's healthcare systems
- to identify best practices and their added value
- to outline the potential benefits of personalised medicine on public health and its impact on policymaking for a more collaborative global approach.
- to gain political support

Target audience:

Attendees will be drawn from key stakeholders whose interaction will create a cross-sectoral, highly relevant and dynamic discussion forum. These participants will include public health decision makers, representatives from the regional institutions, politicians, patient organisations, and umbrella organizations representing interest groups and associations actively engaged in the field of Personalised Healthcare. Each session will comprise panel discussions as well as Q&A sessions to allow best possible involvement of all participants.

We sincerely hope you will be able to join us for this vital, high-level global virtual gathering on 14 July, and with that in mind please find the agenda below.

Programme: Morning Seminar

Seminar I: Asia, the Middle East and the European Union

Time: **08:00 - 12.50**

(All Times are in Central European Time)

08.00-08.20

Opening Session and welcome Messages:

- Welcoming address by the European Parliament
- Opening address by the European Commission
- Presentation of the sessions by the moderator

Conference moderator: **Denis Horgan**, *Executive Director, European Alliance for Personalised Medicine*

Session 1: New science, new opportunities in a COVID-19 and Post COVID-19

08.20-09.20

For some years, science has been offering medicine and healthcare professionals new and developing opportunities, not least in the arena of personalised medicine, through new understanding of epidemiology, precision medicine, and pharmacogenomics, the deployment of technologies such as genomics, single-cell sequencing, microbiome analysis and transcriptomics, and the opportunities arising from bioinformatics and digital innovations can be transformative for individual patients.

The developments have been startling, and blindingly fast, to the extent that - just for example - legislation often struggles to react quickly enough and healthcare professional training exhibits clear gaps.

But the potential is undeniable: such leaps in science and our understanding of disease cure, prevention and more offer huge benefits going forward, added to prediction of risk, promotion of healthy lifestyles, adaptations in healthcare organisation, and much-needed cross-fertilisation and collaboration between disciplines and professions. On top of this, we have the chance of greater patient participation in care, and a more comprehensive view of the strategic aims and even funding of healthcare systems.

All-in-all we're talking about a shift from working with averages and treating by population to a more efficient and customised appreciation of the individual.

Chair:

Jerome Foucaud, Head of the Department of Human Sciences, Epidemiology and Public Health, Institut National du Cancer (INCa), France

Panellists:

Maarten Ijzerman, VCCC professor and head of Cancer Health Services Research in the University of Melbourne, Australia

Maude Elvira Phipps, Professor of Human Genetics at the Monash University Malaysia

Bettina Borisch, Professor of Social and Preventive Medicine, University of Geneva; Director of the Secretariat of the World Federation of Public Health Associations

Jayesh Ranjan, IAS, Principal Secretary to Government of Telangana, Industries & Commerce (I&C) Department, & Information Technology, Electronics and Communications (ITE&C), India

Joseph Shemesh, MD, Director of the Shibat Medical Screening Center

Sadakatsu Ikeda, Associate Professor in Medical Oncology, Tokyo Medical University, Japan

Followed by Q&A

Session II: Propelling Health Care into the Twenties: Futureproofing the Global Policy Landscape

10.30-11.30

Influenced by the many difficult challenges faced by health care globally today, and in light of the opportunities offered by science, research, technology, and the mobilisation of citizens themselves in the personalised healthcare area, policy makers are acknowledging the need for readjustments – and even for radical rethinking – of their approaches to health and health care. They are starting to reorganise, to seek synergies in cooperation and infrastructure, and to create more appropriate contexts for effective health services. This spirit of openness holds out the prospect of permitting more focused thinking on how the benefits of personalised health care and personalised medicine can be integrated into revised health care systems.

The emphasis in this new openness is both on making better use of resources to improve health, and on integration and development of new and better forms of cooperation across the many sectors and stakeholders involved.

The sessions focus on the issues to be addressed to make the promise of personalised healthcare a reality.

Chair:

Bogi Eliassen, Director, Head of Health/Head of Denmark Unit UNESCO Chair in Bioethics

Panellists:

Joanne Hackett, General Partner Healthcare Practice, IZY Capital, UK

Tikki Pangestu, former Director, Research Policy & Cooperation, WHO, Geneva, Switzerland

Sarah Garner, Acting Program Manager - Health Products and Pharmaceuticals, WHO EUROPE

Mary Harney, Former Tánaiste and Former Minister for Health, Ireland

Followed by Q&A

Closing Session: Grasping the chance: transforming healthcare through public-private cooperation

11.30-12.30

But, like legislation, healthcare systems are not always ready to respond to the opportunities. The disruptive nature of personalised care and the COVID-19 pandemic has hugely challenged traditional patterns of thinking, with practices, presumptions and even prejudices in healthcare that date from before the millennium being seen in a necessarily different light.

Some things are clear, other things not so much. But one thing that is, is that an urgent policy discussion is needed to realise the potential of personalised healthcare globally and empower scientific enterprise that can benefit the population of the entire planet.

For this high-level conference, attendees will be drawn from key stakeholders whose interaction will create a cross-sectoral, highly relevant and dynamic discussion forum.

These participants will include public health decision makers, representatives from the regional institutions, politicians, patient organisations, and umbrella organisations representing interest groups and associations actively engaged in the field of personalised healthcare. Each session will comprise panel discussions as well as Q&A sessions to allow best possible involvement of all participants and associations actively engaged in the field of personalised healthcare. Each session will comprise panel discussions as well as Q&A sessions to allow best possible involvement of all participants

Chair:

Pierre Meulien, Executive Director, Innovative Medicines Initiative (IMI)

Panellists:

Chai Chuah, Former Director General of Health at New Zealand Health Ministry

Jesus Rueda, Director, International Affairs, MedTech Europe

Dan Grant, Managing Director, MTP Connect, Australia

Nares Damrongchai, CEO, Thailand Center of Excellence for Life Sciences, Thailand

Followed by Q&A

● Closing Summary for Seminar One

12.30-12.50

Chair:

Dennis Horgan, Executive Director, European Alliance for Personalised Medicine

Carla Bedard Pfeiffer, Senior Health Systems Strategy Leader - Personalised Healthcare (PHC), La Roche AG

12:50

Close of seminar 1: EU, Asia Regions

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16.00

Restart part II: US, LATAM, EU regions

◆ Programme: Afternoon Seminar

Seminar II: EU, LATAM, North America

Time: 16:00 – 19.15

(All Times are in Central European Time)

◆ Session 1: New science, new opportunities in a COVID-19 and Post COVID-19

16.00-17.00

For some years, science has been offering medicine and healthcare professionals new and developing opportunities, not least in the arena of personalised medicine, through new understanding of epidemiology, precision medicine, and pharmacogenomics, the deployment of technologies such as genomics, single-cell sequencing, microbiome analysis and transcriptomics, and the opportunities arising from bioinformatics and digital innovations can be transformative for individual patients. The developments have been startling, and blindingly fast, to the extent that - just for example - legislation often struggles to react quickly enough and healthcare professional training exhibits clear gaps.

But the potential is undeniable: such leaps in science and our understanding of disease cure, prevention and more offer huge benefits going forward, added to prediction of risk, promotion of healthy lifestyles, adaptations in healthcare organisation, and much-needed cross-fertilisation and collaboration between disciplines and professions. On top of this, we have the chance of greater patient participation in care, and a more comprehensive view of the strategic aims and even funding of healthcare systems. All-in-all we're talking about a shift from working with averages and treating by population to a more efficient and customised appreciation of the individual.

Chair:

Antoni Montserrat, Senior Expert on Cancer and rare Disease, DG Public Health, European Commission

Panellists:

Lars G. Hemkens, Deputy Director Basel Institute for Clinical Epidemiology and Biostatistics (ceb); Senior Scientist, Department of Clinical Research, University Hospital Basel

Etienne Richer, Associate Director, CIHR Institute of Genetics, Canada

Mark Ferguson, Chief Scientific Adviser to Government of Ireland

Followed by Q&A

◆ Session II: Propelling Health Care into the Twenties: Future proofing the Global Policy Landscape

17.00-18.00

Influenced by the many difficult challenges faced by health care globally today, and in light of the opportunities offered by science, research, technology, and the mobilisation of citizens themselves in the personalised healthcare area, policy makers are acknowledging the need for readjustments – and even for radical rethinking – of their approaches to health and health care. They are starting to reorganise, to seek synergies in cooperation and infrastructure, and to create more appropriate contexts for effective health services. This spirit of openness holds out the prospect of permitting more focused thinking on how the benefits of personalised health care and personalised medicine can be integrated into revised health care systems. The emphasis in this new openness is both on making better use of resources to improve health, and on integration and development of new and better forms of cooperation across the many sectors and stakeholders involved.

The sessions focus on the issues to be addressed to make the promise of personalised healthcare a reality.

Chair:

Stanimir Hasurdjiev, Chairperson, National Patients' Organization Bulgaria

Panellists:

Marianna De Camargo Cancela, Senior Researcher, National Cancer Institute (INCA).
Rio de Janeiro, Brazil

Lillian I. Siu, Senior medical oncologist, Princess Margaret Cancer Centre
Toronto, Canada

Marcelo D'Agostino, Senior Advisor for Information Systems and Digital Health,
Department of Evidence and Intelligence for Action in Health at the Pan American
Health Organization (PAHO), USA

Followed by Q&A

◆ Closing Session: Grasping the chance: transforming healthcare through public-private cooperation

18.00-19.15

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Chair:

Alastair Kent, Formerly Director of Genetic Alliance UK

Panellists:

Lou Garrison, Professor Emeritus in The Comparative Health Outcomes, Policy, and Economics (CHOICE) Institute in the School of Pharmacy, USA

Marcus Guardian, Chief Operating Officer, EUnetHTA

Kristi L Koenig, Professor Emeritus of Emergency Medicine & Public Health; Director Emeritus of Public Health Preparedness, UCI, USA (TBC)

Du Wenmin, Shanghai Drug Monitoring and Evaluative System, SDMES

Followed by Q&A

19.00-19:15 Closing Summary for Seminar Two

EAPM'S Global Conference

Next EAPM events

September 18th, 2020

ESMO Roundtable, Madrid, Spain

Oct 13th - 14th, 2020

German Presidency Conference - "Building a decentralised, data-rich biomarker space to speed better cancer care", Brussels, Belgium

November 17th - 18th, 2020

German Presidency Conference - "Building a decentralised, data-rich biomarker space to speed better cancer care", Brussels, Belgium



European Alliance for
Personalised Medicine

Future
Proofing
Healthcare

In collaboration with the
Future Proofing Initiative