



European
Commission

Personalised Medicine Conference 2016

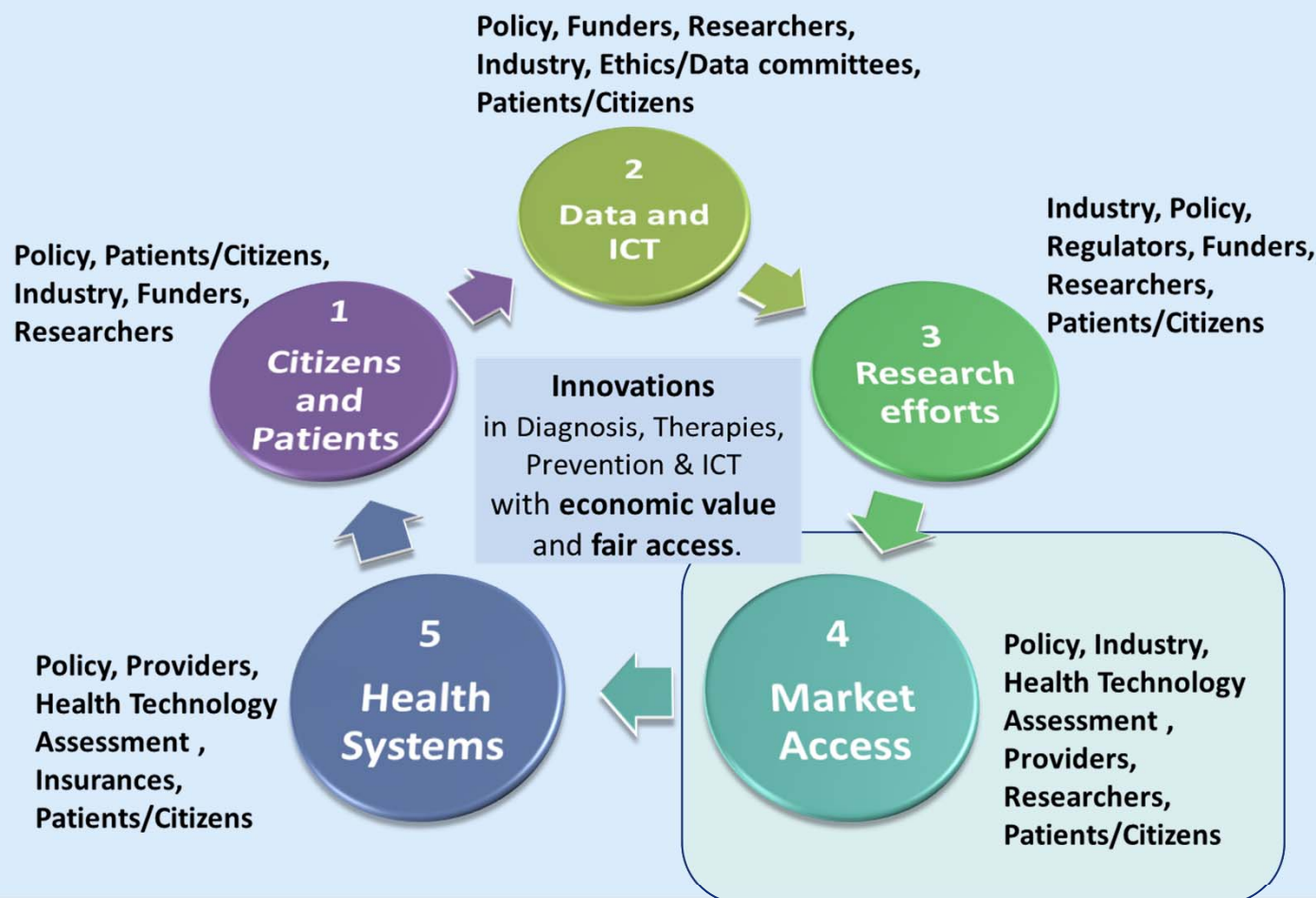
1-2 June 2016, Brussels

Peter Høngaard Andersen

Innovation Fund, Denmark

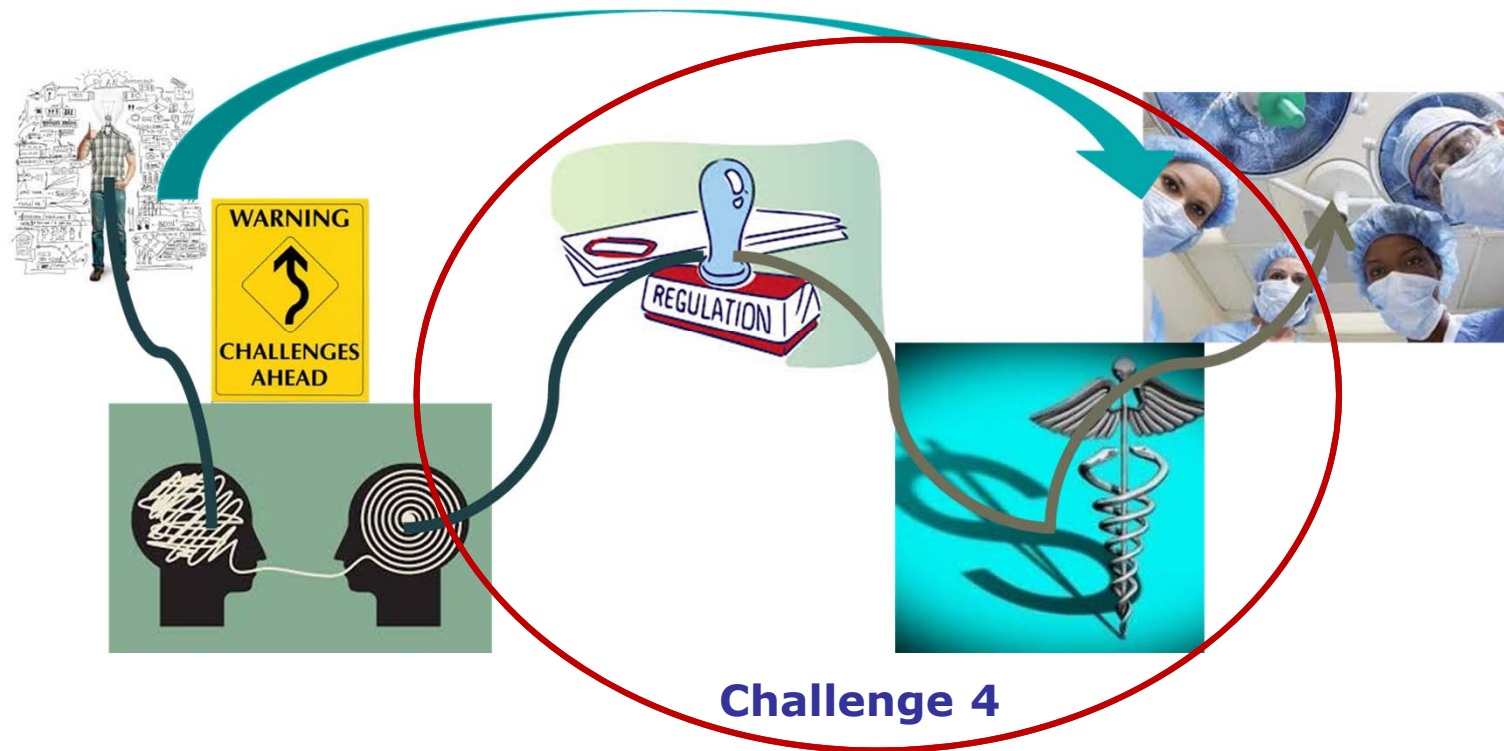
Research and
Innovation

Circle of the five Challenges





Translation from idea and insight to benefit for the patient



- **Identify adequate drivers for innovators to invest in PM ?**
- **Regulatory, ethical and legal issues as barriers or drivers for innovation in PM?**
- **What are the health economic effects of PM?**



European
Commission



PERSONALISED MEDICINE CONFERENCE 2016
1-2 June, Brussels



Elements to Roadmap for Challenge 4

- SRIA **recommendations** for Challenge 4
- Discussions and input to also incorporate aspects of **prevention** in PM
- Input from Challenge Group 4 **members** and **experts** and **key stakeholder groups**
- **Personalised Medicine Conference 2016** for further input to Roadmap
- Further expert and WG4 **iteration** after conference
- Roadmap to be **finalized Fall 2016**



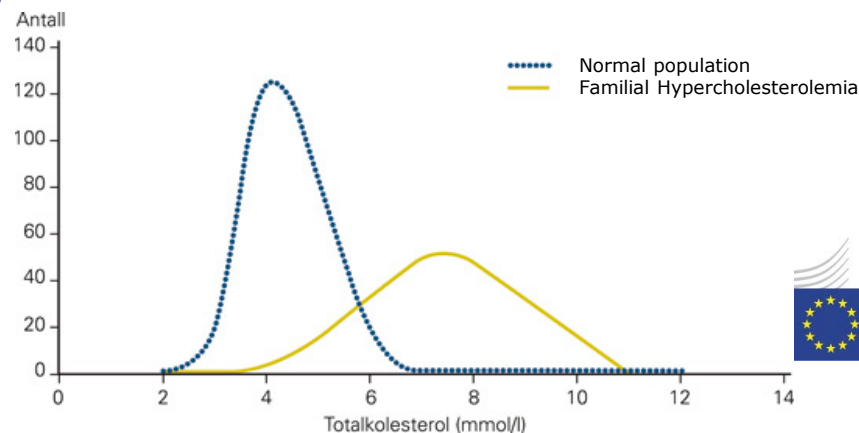
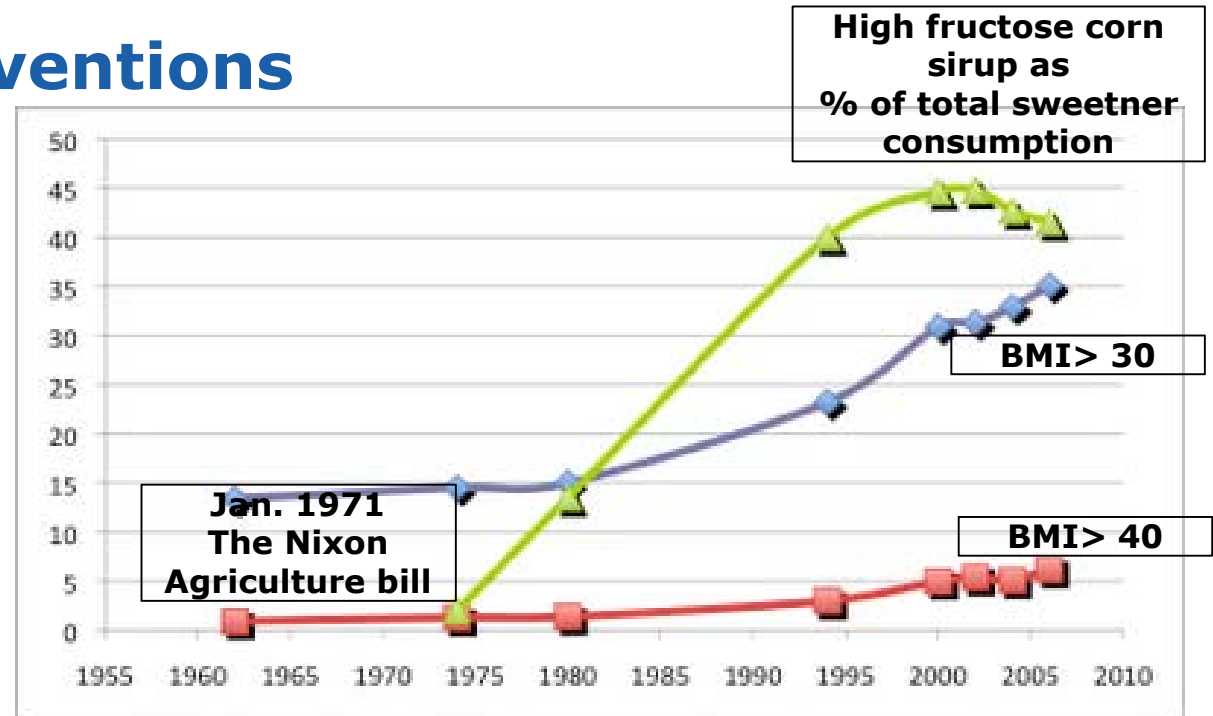
PERSONALISED MEDICINE CONFERENCE 2016

1-2 June, Brussels



Elements of preventions

Prevention



European
Commission



PERSONALISED MEDICINE CONFERENCE 2016
1-2 June, Brussels



Elements to Roadmap for Challenge 4

- SRIA **recommendations** for Challenge 4
- Discussions and input to also incorporate aspects of **prevention** in PM
- Input from Challenge Group 4 **members** and **experts** and **key stakeholder groups**
- **Personalised Medicine Conference 2016** for further input to Roadmap
- Further expert and WG4 **iteration** after conference
- Roadmap to be **finalized Fall 2016**



PERSONALISED MEDICINE CONFERENCE 2016

1-2 June, Brussels



Panel discussion

"Drivers and challenges in getting personalised medicine to the market"

Moderator: **Pierre Meulien**, Executive Director of IMI

- **Bianca Wittig**, Abbvie: Cancer - barriers and drivers for innovation
- **Raj Long**, Gates Foundation: Diseases of the Central Nervous System – challenges for personalised treatments
- **Marisa Papaluca**, EMA: Regulatory perspective and early dialogue
- **Brian O'Connor**, European Connected Health Alliance: Prediction and prevention – driving innovation
- **Virginie Hivert**, EURORDIS - Rare Diseases Europe: The patient's role – partner and leader
- **Catherine Larue**, IBBL: Personalised therapies and diagnostics – the challenges to market entry