



2nd Transatlantic Conference on Personalized Medicine

8 - 9 October 2015, Erasmus MC, Rotterdam, the Netherlands

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Conference Program in detail

Connecting science, society, health care, industry and policy in Personalized Medicine. **Identifying** ready-to-use Pmed applications. **Targeting** prevention, diagnostics cure and care

Focus

- Create platforms and pathways for introducing applications of personalized medicine in prevention, cure and care. Knowledge valorization and consortium building within international science policy frameworks.

Featuring

- All dimensions of P4 medicine: personalized, preventive, predictive and participatory. Fields of cancer and cardiovascular diseases are highlighted, with special attention to Women's Health, 'Diabetesity' and Value Based Health Care.

Invited

- Scientists, medical specialists' representatives, policy makers, representatives from Patient organizations, Life Sciences companies and Health Insurance organizations.

Why attend

- TCPM2015 represents leading organizations in Life Sciences and Health and specifically in Personalized Medicine, from Europe and the US. Share your vision, case studies or research and discuss strategies as PMed innovators and therefore pave ways to serve the needs of Health Care consumers. Learn about best practices in specialist fields. Register at www.personalisedmed.eu.



- The 2nd Transatlantic Conference on Personalized Medicine is organized by Erasmus MC. Modern medicine is predictive, preventive, personalized and participatory. Its focus is shifting from disease to wellness. Erasmus MC professionals apply this novel approach in scientific research and in everyday patient care. www.erasmusmc.nl

Conference Program in detail

WORKING DINNER | ONLY FOR CONFERENCE SPEAKERS | 7 OCTOBER 2015

19:00 hrs. | Inntel Hotel Rotterdam Centre, Zalmstraat 1, (GPS parking Erasmusbrug), Rotterdam

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CONFERENCE | DAY 1 | 8 OCTOBER 2015

Erasmus MC, Education Center, Wytemaweg 80, Rotterdam | *Lecture Hall 1*

09:00 – 09:30 hrs. | Opening keynotes

- Jaap Verweij, Erasmus MC, Rotterdam, NL
- Jurg de Beijer, writer of 'Chemopuur', entrepreneur, ex-cancer patient, NL

09:30 – 12:30 hrs. | Morning plenary session | **Theme: Cancer**

The field of oncology has a frontrunner position in personalizing medicine. Advances in our insight into tumor biology, in technologies and in treatment strategies pave the way for a precision treatment tailored to both patient and tumor. What are the latest developments? Can we predict whether a person will respond to a certain therapy? How does personalized cancer treatment contribute to patient survival and quality of life? How can the pharmaceutical industry help?

- Chair: Stefan Sleijfer, Erasmus MC, NL
- Roland Kanaar, Erasmus MC, Rotterdam, NL
- Darren Hodgson, AstraZeneca, Cambridge, UK
- Ron Mathijssen, Erasmus MC, NL
- Bruce Psaty, University of Washington, USA

12:30 – 13:30 hrs. | Lunch break

- Networking
- Table top presentations by conference partners and sponsors

13:30 – 14:30 hrs. | Afternoon plenary keynotes

- Chair: Ron Mathijssen, Erasmus MC, NL
- Edwin Cuppen, Hubrecht Institute, NL
- Nadia Anwar, Oracle Corporation, UK

14:30 – 17:00 hrs. | *Room OWR 35* | Afternoon break-out session 1/round table | **Theme: P4 Medicine**

The focus of medicine is shifting from disease to wellness, with an increasing focus on disease prevention and prediction and the active participation of consumers and patients. Can we identify diseases before clinical symptoms are present? How can we identify persons at risk? How can they take responsibility?

- Arfan Ikram, Erasmus MC, NL
- Pepijn van Empelen, Netherlands Organisation for Applied Scientific Research (TNO), Research Group Life Style, NL
- Peter Dunki Jacobs, Zilveren Kruis Achmea, NL
- Stef van Buuren, Netherlands Organization for Applied Scientific Research (TNO), Utrecht University, NL
- Andrea Mensah, Oracle Health Sciences, UK
- Chris Bangma, Erasmus MC, NL
- Peter van der Spek, Erasmus MC, NL
- Teun van Gelder, Erasmus MC, NL
- Collin Geleen, Thales Nederland, NL
- Christianne van Nieuwenhoven, Erasmus MC, NL
- Susanne Arbogast, Roche Diagnostics, NL
- Moderator: Wouter Spek, EuroBioForum Foundation/TIB Development, NL

14:30 – 17:00 hrs. | Room OWR 31 | Afternoon break-out session 2 | **Theme: 'Diabetes'**

The number of patients with obesity and its complication type 2 diabetes have dramatically increased in the last decades. Diabetes and obesity are complex disorders that require a personalized treatment. Biological, genetic and psychosocial factors are all important and interacting. Where do we stand in developing tailored approaches and treatments? Can e-health contribute to a healthier lifestyle, tailor made health advice and more effective therapy?

- Chair: Steven Lamberts, Erasmus MC, Dutch Diabetes Federation, NL
- Liesbeth van Rossum, Erasmus MC, Center for Healthy Weight, NL
- Andrew Goldberg, University of Maryland, USA
- *Maarten den Braber, Quantified Self Europe, NL*
- Miriam Sturkenboom, Erasmus MC, Safeguard FP7 project, NL
- *Eric Sijbrands, Erasmus MC, NL*
- Imke van Gasselt, Albert Heijn, NL

17:00 – 17:30 hrs. | Plenary session: **Erasmus MC: Personalized Medicine in a global perspective**

- Jan Lindemans, Erasmus MC, NL
- Carlos Henrique de Brito Cruz, São Paulo Research Foundation – FAPESP, BR

17:30 – 17:45 hrs. | Plenary round up conference day 1

>> walk to conference evening venue: Inntel Hotel Zalmstraat 1, (GPS parking Erasmusbrug), Rotterdam
(walk - 1,5 km - follow the conference hostesses)(present diner confirmation upon arrival)

18:15 hrs. | Start of conference evening program

- Reception and Conference dinner in spectacular Rotterdam
- Networking opportunities

19.30 – 20.30 | Interactive presentations

Theme: The power of Quadruple Helix partnerships in Personalized Medicine: Connecting Science, Society, Industry and Government.

- Representing Science:
Thijs Spigt, Erasmus MC Technology Transfer Office, NL
- Representing Society:
Kees Braam, Inspire2Life, NL
- Representing Industry:
Andy Last, Affymetrix, USA
- Representing Government:
Lonneke Baas, InnovationQuarter, regional economic development agency for the Dutch region of West Holland, NL
- Moderator: Ron Voskuilen, Rotterdam Partners, agency of the City of Rotterdam.

22:00 hrs. | End of conference day 1

CONFERENCE | DAY 2 | 9 OCTOBER 2015

Erasmus MC, Education Center, Wytemaweg 80, Rotterdam |, *Lecture Hall 1*

09:00 – 09:30 hrs. | Opening keynote

- Chair: Bert Hofman, Erasmus MC, NL
- Bas van de Goor (diabetes patient and Olympic sportsman), NL

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09:30 – 12:30 hrs. | Morning plenary session | **Theme: Cardiovascular & Women's Health**

Personalized medicine classifies people into subgroups to develop targeted prevention or treatment strategies. This is of particular interest in cardiovascular and diabetes research and in the young field of women's health. What are the latest results of Rotterdam's large cohort studies? Do genetic and epidemiological knowledge offer ways to improve prevention, diagnosis and treatment of cardiovascular diseases and diabetes?

- Chair: Bert Hofman, Erasmus MC, NL
- John Ioannidis, Stanford University, USA
- Margaret Rees, University of Oxford, UK
- André Uitterlinden, Erasmus MC, Rotterdam, NL
- Oscar Franco, Erasmus MC, NL
- Liesbeth van Rossum, Erasmus MC Center for Healthy Weight, NL

12:30 – 13:30 hrs. | Lunch break

- Networking
- Table top presentation by PMed Start-ups

13:30 – 15:00 hrs. | Afternoon plenary keynotes

Theme: Public Private Partnerships for Personalized Medicine: global perspectives.

Collaboration is a crucial element in modern medical research. At national and international levels, research facilities are increasingly realized through collaborative efforts.

How can public private partnerships contribute to a healthy world?

Where and what are the major possibilities and challenges?

Showcasing consortia that work!

- Chair: Bert Hofman, Erasmus MC, NL
- Vikram S. Bajaj, Google [X] Life Sciences, USA
- Volker Lodwig, Roche Diagnostics, G
(also representing EIT Health, European Knowledge and Innovation Community for Health)
- Hans Hofstraat, Philips Research, NL
- Menno Kok, Medical Delta, NL

15:00 – 17:30 hrs. | Room OWR 35 | Afternoon break-out session 1 | **Theme: Value-Based Health Care**

Outcomes of health care should be measured by the experience of patients. Therefore the clinical question 'What is the matter?' should be rephrased as 'What matters to you?'. This is why health care organizations are introducing the concept of 'Value-Based health care' giving patients a voice in the 'customer journey' from making an appointment to co-decision making about alternatives for treatment.

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- Chair: Jan Hazelzet, Erasmus MC, NL
- Anna Göjeryd Ulander, Karolinska University Hospital, S
- Daniel Sands, Society for Participatory Medicine, USA
- Silke Mader, EFCNI, European Foundation for the Care of Newborn Infants (EFCNI), G
- Wessel Kraaij, Netherlands Organisation for Applied Scientific Research (TNO), NL
- Mohammad Al-Ubaydli, PatientsKnowBest, UK
- Suzanne Pasmans, Erasmus MC, NL

15:00 – 17:30 hrs. | Room OWR 31 | Afternoon break-out session 2 | **Theme: Women's Health**

The gender difference is no longer ignored in biomedical science and health care. Generations of research and treatment have to be adjusted to new insights showing that men and women with risk for diseases respond differently to therapies, treatments and drugs.

- Chair: Oscar Franco, Erasmus MC, NL
- Ineke Klinge, Institute of Gender in Medicine (GiM)/Charité, Universitätsmedizin Berlin, G
- Margaret Rees, University of Oxford, UK
- Floris Italianer, Dutch Heart Foundation, NL
- John Troup, Metagenics, USA
- Janine Roeters van Lennep, Erasmus MC, NL
- Karin Schenk-Gustafsson, Center for Gender Medicine Karolinska Institute, S
- Maryam Kavousi, Erasmus MC, NL

17:30 hrs. | Plenary round up conference day 1 and day 2, including closing drinks

- Bert Hofman, Erasmus MC, NL

18:30 hrs. | End of conference

CONFERENCE PARTICIPATION IS FREE OF CHARGE EXCEPT FOR THE EVENING PROGRAM (EURO 50,-).



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8-9 OCTOBER 2015, ERASMUS MC, ROTTERDAM, THE NETHERLANDS

Program Committee Erasmus MC

- Fred Balvert, MSc
- Prof. dr. Oscar Franco
- Dr. Jan Hazelzet
- Dr. Menno Kok (director Medical Delta)
- Prof.dr. Steven Lamberts
- Prof.dr. Jan Lindemans
- Prof.dr. Bob Löwenberg
- Prof.dr. Jolien Roos- Hesselink
- Prof.dr. Stefan Sleijfer
- Prof.dr. Peter van der Spek
- Prof.dr. André Uitterlinden
- Prof.dr. Jaap Verweij

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