



Speaker Sessions • Posters • Careers Forum
Exhibition • Young Scientist Meeting

2nd

PHARMSciFAIR

Premier European Platform for Advancing Pharmaceutical Sciences
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Programme Partner: ULLA

Session topic/title: Personalised Medicines

Session day: Thursday 11 June

Session time: 14:00-17:00

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Programme session abstract:

Personalised medicines – what is next? Pharmacogenetics, and later pharmacogenomics, have been studied for more than 50 years. As to personalised medicines, real brake-through and large scale application has not yet arrived. Disease complexity makes it difficult to benefit from purely pharmacogenetic and pharmacogenomic strategies. It's likely that the personalised medicines of the future will include individualised access to the entire course of treatment. The aim of the session is to explore the future of personalised medicines in a broader pharmaceutical sciences perspective. Issues include, for example: Genotyping; screening; individualised indications, arising in dialogue between the doctor and the patient; individual choice of drug and administration form; individualised dosage regimens based on day-by-day experience; individualised information to provide optimal patient motivation; individual therapeutic monitoring that generates evidence for the treatment; individual support that reinforces daily patient treatment like compliance systems; and individualised distribution, reimbursement and marketing systems.

14:00 Introduction: **Personalized medicine hype or reality.**
Claus Møldrup, Associate Professor, University of Copenhagen
Faculty of Pharmaceutical Sciences, Copenhagen, Denmark. cm@farma.ku.dk

14:10 **The future research strategies in personalized medicine.**
Erno Vreugdenhil, Associate Professor, Leiden University
LACDR Medical Pharmacology, Leiden, The Netherlands. vreugden@lacdr.leidenuniv.nl

14:50 **The documented therapeutic outcome of personalized medicine strategies in depression – a literature review.**
Svetlana Østergaard, Ph.D student University of Copenhagen
Faculty of Pharmaceutical Sciences, Copenhagen, Denmark. soe@farma.ku.dk

15:20 BREAK

15:40 **Is personalized medicine ethical fair to the generalized public**
Mats G Hansson, Professor, University of Uppsala
Centre for Research Ethics & Bioethics. Uppsala, Sweden. Mats.Hansson@crb.uu.se

16:20 **Beyond personalized medicine.**
Claus Møldrup, Associate Professor, University of Copenhagen
Faculty of Pharmaceutical Sciences, Copenhagen, Denmark. cm@farma.ku.dk

16:40 **General discussion**
