

LECTURE SERIES SPRING 2018

The Patient's Voice in Drug Development



WEDNESDAYS AT 5.00 PM, HS 9

UNIVERSITY OF LUCERNE, FROHBURGSTRASSE 3, 6002 LUCERNE

Introduction

Without voluntary participation of patients in clinical trials, development of new drugs would not be possible. Besides their participation in clinical trials, patients' engagement is important for various stakeholders in drug development and render their efforts meaningful. Hence, the question is not if the patients' perspectives should be put at the center of drug development but how?

In this lecture series, professionals from industries, academia and patient organizations will share their visions how the patient perspective can become an integral part of the drug development process, and how this relates to public interests, regulatory requirements, the law and international initiatives.

They will demonstrate how the lived experience of patients outside of the clinical setting can be measured without jeopardizing the patient's privacy and how the public demand of transparency of trial results can be addressed.

We are pleased to present five renowned experts in the field who will share their initiatives and ideas when it comes to the patients' voice in drug development. The Department of Health Science and Health Policy is looking forward to welcoming all interested listeners.

Coordinators of the lecture series:



Prof. Dr. Armin Gemperli



Bojana Milošević, Student

Program

February 28, 2018 **Patient Perspective as Integral Part of the Drug Life Cycle**



Conny Berlin, Dipl.-Math.

Global Head Quantitative Safety & Epidemiology, Novartis International AG

There is an increasing consensus among researchers, drug developers, regulators and patients that patient engagement is critical to fostering patient access to innovative therapies, and delivering better health outcomes for patients. However, it has been acknowledged that an appropriate structured approach, including a set of systematic methodologies and recommendations for their use, is needed. The Innovative Medicines Initiative PREFER will be introduced and it will be presented how patient preference studies can contribute to patient-centric decision making.

March 14, 2018 **The Patient's Voice in Clinical Research – An Academic Point of View**



Annette Magnin

Managing Director, Swiss Clinical Trial Organisation

Does academia integrate the patient's voice? How does it do it and what are the challenges to do so? This talk presents the current situation in Switzerland and showcases the Swiss general consent for the reuse of patient data and biological samples –the tightrope walk between too much and not enough information–, and what transparency in clinical research means and how far it is implemented.

March 28, 2018 **Big Data – The Right Path Towards Personalized Medicine?**



Prof. Dr. Bernd C. Kieseier

Value Based Medicine, Biogen, Cambridge, MA, USA

Department of Neurology, Heinrich-Heine University, Düsseldorf, Germany

Big Data, captured in electronic medical records or [innovative] diagnostic tools, provide the medical community with a great opportunity to analyze various pathological conditions at an unprecedented depth for many complex diseases. The possibility to capture an increasing number of descriptions from individuals open new avenues to better understand heterogenous disorders. However, Big Data alone won't be enough; data curations and analyses need to be designed to deliver highly accurate predicted risk profiles and treatment recommendations. By discussing multiple sclerosis, a heterogenous and complex autoimmune disease affecting the central nervous system, this presentation will discuss the need not only for capturing various data points but also for introducing clinical standards translating data into clinically meaningful information.

April 11, 2018

Demonstrating Value Through Patient Centricity



Pierre Pellier, MD

Senior Vice President, Global Medical Affairs, Takeda Pharmaceuticals International AG

In today's pharmaceutical environment, listening to patients' voice has become ever more so important. As an area of unmet medical need becomes more targeted/specialized and hurdles increase in regards to drug approval, pricing and reimbursement, pharmaceutical companies must demonstrate value not only to regulatory authorities through clinical data, but to patients, payers and healthcare professionals.

Patients living with the disease know the impact that the disease has on their everyday lives the best and can provide us with insights on how we can respond to their needs. In this session, I will share the vision of patient centric healthcare, and examples of our patient engagement activities.

April 25, 2018

The Patient Voice in Drug Development: From Anger to Activism to Established Interaction



David H.-U. Haerry

Positive Council Switzerland, European AIDS Treatment Group

The patients voice in research and drug development was heard for the first time in the 1980s when gay men in the United States were all of a sudden struck by a frightening epidemic called AIDS. As these men were just in the early days of a large civic liberation movement, they had the tools and methods ready to get themselves heard in this unprecedented health challenge. This talk shows the history of AIDS activism, its impact on drug development, research and regulation to the EUPATI IMI consortium where patients are systematically trained and prepared to provide a meaningful contribution to all relevant stakeholders.

Department of Health Sciences and Health Policy

The lecture series is organized by the Department of Health Sciences and Health Policy of the University of Lucerne. The department promotes research and prepares scientists to work in the field of health and disability from a biopsychosocial perspective. The theoretical framework of the department is rooted in the concept of human functioning, as codified by the World Health Organization's International Classification of Functioning, Disability and Health.

Master in Health Sciences

This innovative educational program launched by the Department of Health Sciences and Health Policy of the University of Lucerne is the ideal preparation for an exciting career in health. Students of the Master program in Health Sciences also attend the lecture series. It is an important part of their curriculum to broaden their interdisciplinary understanding of health.

The program offers different majors that will provide students with the unique opportunity to closely work with their supervisors and further develop their expertise in the chosen area of interest. After completion of the first semester, students can choose from the following majors:

Health Communication: Studying the science of using communication to influence health decisions at the individual level, in institutions and in policy.

Health Behavior and Management: Facilitate learning on how health behaviors and health experiences can be addressed and changed with appropriate interventions or changes to the health system.

Health Economics and Health Policy: Providing the foundation and principles of economic thinking and theories of political science to understand complex health systems, and to identify and address future challenges in the health care sector.

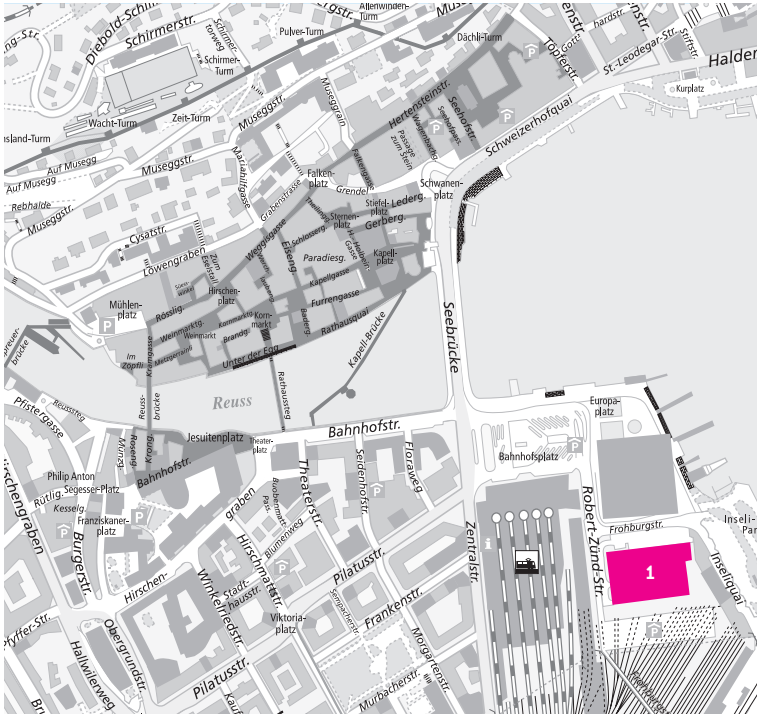
Health Services Research: Get accustomed with different health systems and learn the fundamental tools to develop and assess effective strategies to improve health from an institutional perspective.

Research Methods: Developing skills to aid decision making processes in the health sciences and related fields using state of the art quantitative and qualitative research.

The Master in Health Sciences aims to bring a new dimension into research, health service provision, and healthcare management by pioneering the development and application of a comprehensive approach in the field of health.



www.master-healthsciences.ch



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