



INVITATION

2nd ANNUAL HEALTH ECONOMICS &
PERSONALIZED MEDICINE SYMPOSIUM
LUXEMBOURG, 28-29 OCTOBER 2013



E P E M E D

The European Personalised Medicine Association

UNIVERSITY OF TWENTE.

FRED HUTCHINSON
CANCER RESEARCH CENTER
A LIFE OF SCIENCE



LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de la Santé



Directorate-General for
Health & Consumers



2nd Annual Health Economics and Personalized Medicine Symposium: *Developing a Common Framework for Clinical and Economic Evidence*

28-29 October 2013, Luxembourg

The Public Research Center for Health (CRP-Santé) Luxembourg and The Ministry of Health are pleased to invite you to an important and timely conference highlighting key issues at the unique intersection personalized medicine and health economics.

Key opinion leaders in healthcare, personalized medicine and health economics will present research and commentary on the clinical and economic framework required to bring personalised technologies to patient care.

The program will include thematic sessions on Economic Methods in Research and Development, Evidence Standards and Evidentiary Framework, Market Authorization, Reimbursement and Market Access, and **Navigating Market Access challenges in Europe in 2013 for Personalised Medicine: a pan European Study conducted by Charité, Universitätsmedizin, Berlin** and sponsored by **EPEMED, the European Personalised Medicine Association.**

Distinguished Speakers:

Hans-Georg Eichler European Medicines Agency

Maarten IJzerman Health Technology & Services
Research, University of Twente

Scott Ramsey Fred Hutchinson Cancer
Research Center

Uwe Siebert

Ansgar Hebborn

Stefan Willich

Markus Bücheler

Andrea Manca

Oncotyrol Center for Personalized Cancer Medicine

Roche Diagnostics

Charité - Universitätsmedizin Berlin

Charité - Universitätsmedizin Berlin

The University of York

This highly interactive program will convene thought leaders in diverse disciplines to explore how researchers, industry, government and policymakers can collaborate to develop a roadmap for technology development, with special emphasis on value considerations and the use of economic evaluation encourage public and private investment in the technologies that are likely to improve human health.

Symposium program and registration are available at www.health-economics.lu

Presented by the **Centre de Recherche Public de la Santé (CRP-Santé)**, the **Directorate General for Health Systems and Products (DG SANCO)** of the European Commission, the **Fred Hutchinson Cancer Research Center, Seattle, USA** and **EPEMED.**