

# ICPM 2008

7-10 September 2008

# news

ICPM  
2008  
AMSTERDAM

The 15th International  
Conference on Pharmaceutical  
Medicine in  
Amsterdam The Netherlands

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#### www.icpm2008.org

Please visit our website  
for information,  
updates and newsletters

#### Venue

Okura Hotel Amsterdam  
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#### Hosted by:



## Developing Pharmaceutical Care Medicines after the blockbuster era

**In Seoul only present with flyers, wooden shoes and a website address we have now more news to report! With two teams, one with focus on content and one responsible for the logistics, the preparations of the ICPM 2008 congress are fully in progress!**



When joining the congress in Amsterdam you'll experience that all the hot-

topics within pharmaceutical medicine would be discussed. From the state of the art in translational medicine to off-label pharmacotherapy, from state of the art in trial design technology to niche indications in research. A very special session would be organised about pharmaceutical crisis management with the focus on the reason of failures during a phase III trial, the horror scenarios of all of us. And what about the medical research after marketing authorisation with observational studies? A separate session for all the professionals in clinical trial operations would give the latest information about outsourcing strategies, patient recruitment practices and the battles around the increased quality demands and cost-drivers. Is the South-East of the globe the new trial paradise? The congress would end with a review in choices in the world of industrial research and development. The pivotal role of the pharmaceutical physician would be highlighted in a session with the title: from science to conscience. What are the real choices made by the pharmaceutical physician.

In addition to the program two key-note sessions were planned: on Monday a debate between the Journal Editors about bias in science and on Tuesday the major questions to the pharmaceutical scientific world from the WHO and other authorities would be answered by some Chief Medical Officers of top pharma companies.

Update your knowledge about pharmaceutical medicine, meet your current colleagues of the

world within the pharmaceutical industry. Meet other companies, meet other cultures, meet the difficult questions in our daily life with the right answers of your role-model colleagues. Join the very nice social events. ICPM 2008 in Amsterdam is the World Congress on Pharmaceutical Medicine organised under the full responsibility of the IFAPP and the Dutch Association of Pharmaceutical Physicians. Be proud on your own profession as pharmaceutical physician or professional in pharmaceutical medicine, spend some time for the right technical training in your profession and join with us ICPM 2008 in Amsterdam!

Rudolf van Olden  
Chairperson ICPM 2008

On Wednesday March 28th, 2007, IFAPP President, Dr Luis Collia, visited The Netherlands to verify the progress from the International Conference on Pharmaceutical Medicine (ICPM 2008) together with the local organizing committee. This meeting took place in the Okura Hotel Amsterdam. This venue will be the congress place in 2008. Dr Collia was impressed by the work which was done so far. The first draft of the programme will soon be available and the potential sponsors will be contacted. More information can be found on website [www.icpm2008.org](http://www.icpm2008.org).



Dr Rudolf van Olden (chairman NVFG / chairperson ICPM 2008) Dr Luis Collia (President IFAPP), Dr Paul van Meurs (secretary ICPM 2008)

## Monday

### Developing Pharmaceutical Care

## Tuesday

### Medicines after Blockbuster Era

## Wednesday

### Pharmaceutical Future

|  |  |  |   |
|--|--|--|---|
| Morning<br>plenary program               | <b>State of the Art in Translational Medicine</b> <ul style="list-style-type: none"> <li>From circulation to functional tissue</li> <li>From bedside to bench</li> <li>New translational models</li> </ul>   | <b>Highly Specialized Indications in Research</b> <ul style="list-style-type: none"> <li>Paediatric research                             <ul style="list-style-type: none"> <li>What is a significant study?</li> <li>Roles of National Research Networks</li> </ul> </li> <li>Orphan World                             <ul style="list-style-type: none"> <li>Ethical issues in funding orphan research</li> <li>25 yrs orphan drug development in US</li> <li>Hurdles in orphan drug development</li> </ul> </li> </ul>                              | <b>Any end of the Blockbuster Mindset?</b> <ul style="list-style-type: none"> <li>R&amp;D philosophy</li> <li>Targeted therapies: nichebusters?</li> <li>Drivers behind science: role of pharmaceutical industry</li> </ul> |
|  | <b>State of the Art of Trial Design Technology</b> <ul style="list-style-type: none"> <li>Validity of biomarkers and surrogate endpoints</li> <li>Pharmacogenomics in trial design</li> <li>Adaptive clinical trial design: pro's and con's</li> </ul>               | <b>From Science to Conscience</b> <ul style="list-style-type: none"> <li>The pivotal role of the pharmaceutical physician</li> <li>Choices made by the pharmaceutical physician</li> </ul>   | <b>Closing Ceremony</b>   |
| Morning<br>parallel short course program | <b>Statistics for non-interventional studies Essentials in Health Outcomes Research Update in Risk-Benefit Analyses</b>  | <b>Statistics for non-interventional studies Essentials in Health Outcomes Research Update in Risk-Benefit Analyses</b>  |   |
| Lunch<br>Symposia Sponsored by....       | <b>Examples</b> <ul style="list-style-type: none"> <li>drug devices</li> <li>generics / biosimilars</li> <li>vaccins</li> </ul>  | <b>Examples</b> <ul style="list-style-type: none"> <li>phase IV commitments</li> <li>oncology: future of all cause mortality</li> <li>therapy optimizing studies: role of industry</li> </ul>  |   |
| Afternoon<br>physician program           | <b>Medical Research after Marketing Authorisation</b> <ul style="list-style-type: none"> <li>Non-interventional studies</li> <li>Anticipating reimbursement issues</li> <li>US-EU Regulations &amp; safety registries</li> </ul>                                     | <b>Pharmaceutical Crisis Management</b> <ul style="list-style-type: none"> <li>Failures in Phase III                             <ul style="list-style-type: none"> <li>Role of Drug Safety Monitoring Boards</li> <li>Case report</li> <li>Impact of safety issues on Regulatory Authorities</li> </ul> </li> <li>New therapeutic modalities under way                             <ul style="list-style-type: none"> <li>Oral - Poster Industrial Market</li> <li>Conditional and accelerated approval</li> <li>Breaking News</li> </ul> </li> </ul> |   |
|  | <b>Off-Label Pharmacotherapy</b> <ul style="list-style-type: none"> <li>Off-label pharmacotherapy: when evidence without label?</li> <li>Off-label Rx: cheap evidence, payers perspective?</li> <li>Off-label-comparator through the eyes of FDA and EMEA</li> </ul> |  |   |
| Afternoon<br>parallel clin ops program   | <b>Modern Clinical Development 1</b> <ul style="list-style-type: none"> <li>Partners in outsourcing strategy</li> <li>Patient recruitment: fast or careful</li> <li>Quality against every price?</li> </ul>  | <b>Modern Clinical Development 2</b> <ul style="list-style-type: none"> <li>State of the Art in e-Data-Capture</li> <li>Battle against cost-drivers</li> <li>South-East of the globe: new trial paradise</li> </ul>  |   |
| Evening<br>add-on symp                   | <b>Journal editor debate: three general journals</b> <ul style="list-style-type: none"> <li>BMJ, Lancet, NEJM vs Drug development and Industrial Practices, Pharmaceutical Development and Technology, Clinical research and Regulatory Affairs</li> </ul>           |  |   |
|  | <b>Three questions to pharmaceutical Scientific World</b> <ul style="list-style-type: none"> <li>by 1. WHO and 2. United Nations, and three answers by 2 Chief Medical Officers of top 5 pharma companies</li> </ul>   |  |   |

### Scientific Committee

|                                 |                          |
|---------------------------------|--------------------------|
| Joop van Gerven                 | CHDR                     |
| Marleen Hoyneck van Papendrecht | Centocor B.V.            |
| Cees Ketelaars                  | Quintiles B.V.           |
| Paul de Koning                  | Astellas B.V.            |
| Gerard van Leijenhorst          | Merck Sharp & Dohme B.V. |
| Paul van Meurs                  | Allevon B.V.             |
| Rudolf van Olden                | Eli Lilly Nederland B.V. |
| Henk-Jan Out                    | Organon International    |

|                        |                    |
|------------------------|--------------------|
| Philip Salden          | UCB-Pharma B.V.    |
| Ad Sitsen              | ClinPharMed        |
| Ed Schook              | ALTANA Pharma B.V. |
| Ron Suijkerbuijk       | Amgen B.V.         |
| Martijn Torremans      | Janssen-Cilag B.V. |
| Philippa Smit-Marshall | PharmaNet          |
| Eric Hoedemaker        | Sanofi-Aventis     |