



MEDICAL UNIVERSITY  
OF VIENNA

## Program

# Personalized Medicine: Expectations and Economic Aspects

3<sup>rd</sup> Annual Meeting of the Austrian  
Platform for Personalized Medicine

### Symposium:

14<sup>th</sup> October 2019, 11 am – 5 pm

15<sup>th</sup> October 2019, 9 am – 5 pm

### Public Lecture:

14<sup>th</sup> October 2019, 6 – 8 pm

Van Swieten Saal, Medical University of Vienna  
Van-Swieten-Gasse 1a, 1090 Vienna

Monday, 14<sup>th</sup> October 2019

9.30 – 10.30 am

### General Assembly of the ÖPPM

ÖPPM Members only

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The conference language is English, the public lecture will be held in German. The workshop language is English, but dependent on the size/format of the workshop German can also be used.

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10.30 – 11.00 am

### Welcome Coffee

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11.00 – 11.15 am

### Opening

Michaela Fritz, Vice-Rector for Research and Innovation, Medical University of Vienna

Hemma Bauer, Federal Ministry of Education, Science and Research

Renate Kain, Head Department of Pathology, Medical University of Vienna, President of the ÖPPM

11.15 am – 1.15 pm

### Session 1

## Technological, Regulatory and Economic Aspects

### Predicting Disease Prognosis to Improve the Clinical Management of Inflammatory Bowel Disease

Paul Lyons, University of Cambridge, UK

### Challenges in the Implementation of Personalized Medicine from a Pharmaceutical Industry Perspective

Representative of Pharmig, Association of the Austrian Pharmaceutical Industry

### Personalized Medicine and the Regulatory System

Ilona Reischl, Austrian Agency for Health and Food Safety (AGES)

### Don't Take It Personally!

### The Economics of Personalized Medicine

Thomas Czypionka, Institute for Advanced Studies Vienna, Austria

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1.15 – 2.15 pm

### Lunch and Posters/Industry Exhibition

## Economic Aspects

2.15 – 3.15 pm

### Keynote Lecture

Apostolos Tsiachristas, University of Oxford, UK

3.15 – 5.15 pm

### Workshop – Economic Aspects

facilitated by Susanne Giesecke, Austrian Institute of Technology

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18:00 – 20:00 Uhr

## Öffentliche Vorlesung

Sprache: Deutsch

### Personalisierte Medizin im 21. Jahrhundert: Was können wir erwarten?

Rasante technologische Entwicklungen, eine zunehmende Digitalisierung und immer stärkere Personalisierung prägen das Bild der Medizin am Beginn des 21. Jahrhunderts. Der Begriff „Personalisierte Medizin“ hat jedoch für verschiedene Gesellschaftsgruppen unterschiedliche Bedeutungen, und er weckt viele verschiedene Erwartungen. Wie hat sich die Bedeutung des Begriffes im Lauf der Zeit gewandelt? Was kann man realistisch von ihr erwarten? Und was müssen wir bei der Umsetzung der Personalisierten Medizin in unser Gesundheitssystem beachten?

### Von Hippokrates zur Digitalisierung:

### Was Personalisierte Medizin heute bedeutet

Markus Müller, Rektor der Medizinischen Universität Wien

### Personalisierte Medizin:

#### Nutzen-Schaden-Kosten Abwägungen

Beate Jahn, UMIT - Private Universität für Gesundheitswissenschaften, Medizinische Informatik und Technik, Hall in Tirol

#### Podiumsdiskussion

Es diskutieren:

Christiane Druml, Medizinische Universität Wien

Peter Eichler, UNIQA

Beate Jahn, UMIT - Private Universität für Gesundheitswissenschaften, Medizinische Informatik und Technik, Hall in Tirol

Markus Müller, Rektor der Medizinischen Universität Wien

Hans Jörg Schelling, PRAEVENIRE – Gesellschaft zur Optimierung der solidarischen Gesundheitsversorgung

Silvia Türk, Bundesministerium für Arbeit, Soziales, Gesundheit und Konsumentenschutz

Moderation: Astrid Kuffner

## Tuesday, 15<sup>th</sup> October 2019

9.00 – 9.15 am

#### Welcome and Day 1 Recap

9.15 – 11.30 am

### Session 2 Expectations and Limitations of Personalized Medicine

#### The Value of Precision Medicine in Oncology

Christophe Le Tourneau, Institut Curie Paris & Saint-Cloud, France

#### Personalized Medicine and Decision Making in Hematology

Ulrich Jäger, Medical University of Vienna, Austria

#### Decision Making and Priority Setting in Personalized Medicine

Alec Morton, University of Strathclyde Glasgow, UK

#### The Patient Perspective: Psycho Oncology

Elisabeth Andritsch, Medical University of Graz, Austria

11.30 am – 12.30 pm

#### Lunch and Posters/Industry Exhibition

### Expectations

12.30 – 1.30 pm

#### Keynote Lecture

#### Potential Challenges to Doctor-Patient Trust in Personalized Medicine

Shlomo Cohen, Ben Gurion University of the Negev, Israel

1.30 – 3.30 pm

#### Workshop – Expectations

facilitated by Armin Gerger, Medical University of Graz, Austria

3.30 – 4.00 pm

#### Coffee Break and Posters/Industry Exhibition

4.00 – 4.30 pm

#### Wrap-up Panel & Closing Remarks

Please, register until 30<sup>th</sup> September 2019:

[www.personalized-medicine.at/registration](http://www.personalized-medicine.at/registration)

Contact: [office@personalized-medicine.at](mailto:office@personalized-medicine.at)

[www.personalized-medicine.at](http://www.personalized-medicine.at)



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In Cooperation with



The ÖPPM is funded by the Federal Ministry of Education, Science and Research. The ÖPPM is solely responsible for the content design of the scientific conference.

Please be aware that photographs and/or video footage will be taken at the event. These may be used for the purpose of documenting or reporting the event and published in print and online media, on various social media platforms and on MedUni Vienna's website.



This event will be approved by the Austrian Medical Chamber with 16 DFP-Points.