

# CONTRASTS IN PHARMACOLOGY 2.0

Turin (Italy), May 14-16, 2015

**Organized by**

DIPARTIMENTO DI SCIENZE DEL FARMACO  
UNIVERSITY OF PIEMONTE ORIENTALE

**Promoted by**



FONDAZIONE  
INTERNAZIONALE  
MENARINI

## FINAL PROGRAM

Centro Congressi Torino Incontra  
(Via Nino Costa, 8)



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*Everybody working in the medical field has noticed over the course of his/her career (no matter how short or long) that there has been a constant progress in the development and use of drugs. It is quite striking, for example, to think that just after the end of WWII anti-hypertensive drugs were practically non-existent and the first of these drugs have long been replaced with more effective and safer drugs, although they are still taught to students. A simple parameter of judgement is comparing the size of pharmacology textbooks through the editions: constantly increasing. In primary care, at present, we are currently working on unmet medical needs of subsets of populations. This is per se a statement of how effective pharmacological progress has been in the last 70 years.*

*Yet, this huge success and the speed with which it has been attained has, possibly, made us lose sight of what our strategy should be, creating a huge amount of contradictions in the pharmacological world. Should resources be placed where we have been most successful so far, for example on small chemical entities, vaccines and biotech drugs or should we focus our attention on new therapeutic interventions such as stem cells and cell therapies? Should we focus on diseases in which we are most likely to suffer from ourselves or should we instead invest in global health? Should we ride the wave of big data or should we ride the wave of personalized medicine? Should health systems concede that, if a drug exists, it should be given to a patient or should there be other considerations upfront?*

*It is obvious that there is no answer for any of these rhetorical questions, and indeed that some should not be formulated in the first place, given that a diversification of approaches might eventually yield better results. Most importantly, it is likely that real advances and innovation will stem from the ability to merge some contrasting issues in the field. Yet, it is also true that very rarely opposing arguments are presented together as if they were one while doing so might help speed up the process of innovation.*

*The present meeting, therefore, wants, deliberately, to merge non-adjacent fragments of the pharmacological mosaic, in the hope that the contrasts presented will increase our thirst of knowledge and not our thirst to be on the winning side of the argument.*

*Pier Luigi Canonico and Armando Genazzani  
Co-Presidents of the Meeting*

**Under the Patronage of**



**Co-Presidents of the Meeting**

**Pier Luigi Canonico  
Armando Genazzani**

**Scientific Committee:**

**Pier Luigi Canonico, Enrico Costa, Roberto Fantozzi,  
Armando Genazzani, Mariagrazia Grilli,  
Claudio Jommi, Menico Rizzi**

**Promoted by**

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**Provider and Organizing Secretariat**

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Thursday, May 14, 2015 – Afternoon  
*Centro Congressi Torino Incontra*

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**Opening Ceremony**

05.30 p.m.            **Introduction to the Meeting**  
                         **Pier Luigi Canonico and Armando Genazzani**

**Authorities welcome**

06.00 p.m.            ***History Plenary Lecture:***  
                         **Sanjoy Bhattacharya (UK)**  
                         “Smallpox Vaccine and its Avatars: Narratives of colonialism, internationalism and global health”

07.00 p.m.            Welcome cocktail

### **Session I: Traditional drugs vs advanced therapies**

Chairpersons: **Pier Luigi Canonico (I)**  
**Mariagrazia Grilli (I)**

9:00 - 9:40 a.m. **Raffaella Balocco (CH)**  
Who's asking for a name: a window to understand the  
drugs of the future

9:40 - 10:20 a.m. **Philippe Sanseau (UK)**  
Rational Drug repositioning

10:20 - 11:00 a.m. **Adriano M. Henney**  
Virtual clinical trials

11:00 - 11:30 a.m. *Coffee break*

### **Session II: Unmet clinical needs vs clinical needs**

Chairpersons: **Menico Rizzi (I)**  
**Roberto Fantozzi (I)**

11:30 - 12:10 a.m. **Sergio Bracarda (I)**  
Progress in metastatic prostate cancer - a disease  
receiving full attention

12:10 - 12:50 a.m. **Piero Olliaro (CH/UK)**  
Issues with neglected diseases: from commercial  
interests to design of clinical trials

12.50 a.m. Lunch

02:30 - 03:10 p.m. **Gianluca Gaidano (I)**  
Global trials and ethics of benefit sharing

**Session III: Big data vs individual data**

Chairpersons **Paolo Saccà (I)**  
**Giuseppe Traversa (I)**

03:10 - 03:50 p.m. **Sean Ekins (USA)**  
Bigger data to increase drug discovery

03:50 - 04:40 p.m. **Sebastian Schneeweiss (USA)**  
Big Healthcare Data

04:40 - 05:00 p.m. *Coffee break*

05:00 - 05:40 p.m. **Alberto Bardelli (I)**  
Each patient is different: Genomics in drug use optimization

05:40 - 06:10 p.m. **Romano Danesi (I)**  
Circulating cells and circulating DNA

06:10 - 07:10 p.m. **Pharmacology Plenary Lecture**  
**Rod Flower (UK)**  
Pharmacology 2.0

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Saturday, May 16, 2015 – Morning  
*Centro Congressi Torino Incontra*

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8:40 - 9:40 a.m. ***Lateral thinking Plenary Lecture:***  
**Fabrizio Benedetti (I)**  
“The placebo effect”

9:40 - 10:00 a.m. *Coffee break*

#### **Session IV: Accessible vs affordable**

Chairpersons: **Claudio Jommi (I)**  
**Enrico Costa (I)**

10:00 - 10:40 a.m. **Mondher Toumi (F)**  
Prioritisation for affordability: disease relevance,  
unmet needs, added value, economic impact: how to  
deal with them?

10:40 - 11:20 a.m. **Jan Weinreich (D/I)**  
Challenges in assessing and securing access to  
innovation 2.0: a perspective from industry

11:20 - 12:00 a.m. **Nicola Magrini (I/CH)**  
What are essential medicines or why medicines are not  
all equal?

12.00 a.m. Light lunch

## GENERAL INFORMATION

### **Meeting venue**

The venue for the Meeting will be Centro Congressi Torino Incontra (Via Nino Costa, 8 – Turin, Italy).

### **Secretariat during the Meeting**

The Secretariat will be open at the following times:

Thursday, May 14<sup>th</sup> from 04.30 p.m. to 07.00 p.m.

Friday, May 15<sup>th</sup>, from 8:00 a.m. to 07:30 p.m.

Saturday, May 16<sup>th</sup>, from 8:15 a.m. to 12:30 a.m.

### **Official language**

The official language of the Meeting will be English. Simultaneous translation will not be provided.

### **Registration**

The Meeting is free to attend.

Please confirm the participation to the Organizing Secretariat

(**Contatto & Archimedita** - ECM ID 126 - Via Vincenzo Lancia, 27, I-10141 Turin - Tel. +39 011 715210/ 712393 Fax +39 011 726115; E-mail: info@contatto.tv)

**within Monday, May 11th, 2015.**

### **Technical facilities**

Facilities will be available for computer presentations and overhead projections.

A business center with PC (Powerpoint for Windows) will be available for check and preview of presentations. It is essential that speakers take their presentation to the business center at least one hour before the session starts.

The center will be open at the following times:

Thursday, May 14<sup>th</sup> from 04.30 p.m. to 07.00 p.m.

Friday, May 15<sup>th</sup>, from 8:00 a.m. to 07:30 p.m.

Saturday, May 16<sup>th</sup>, from 8:15 a.m. to 12:30 a.m.

### **Lunches and coffee breaks**

Lunches and coffee breaks will be served in the Meeting area.

### **Certificate of attendance**

The certificate of attendance will be available on request at the end of the Meeting at the Secretariat.

**Menarini Foundation Symposia: 000**