

CONTRASTS IN PHARMACOLOGY 2.0

Turin (Italy), May 14-16, 2015

Organized by

DIPARTIMENTO DI SCIENZE DEL FARMACO
UNIVERSITY OF PIEMONTE ORIENTALE

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FONDAZIONE
INTERNAZIONALE
MENARINI

PRELIMINARY PROGRAM

*Centro Congressi Torino Incontra
(Via Nino Costa, 8)*

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**

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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*

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

Opening Ceremony

- 17.30 **Introduction to the Meeting**
Pier Luigi Canonico and Armando Genazzani
- Authorities welcome**
- 18.00 *History Plenary Lecture:*
Sanjoy Bhattacharya (UK)
“Smallpox Vaccine and its Avatars: Narratives of colonialism,
internationalism and global health”
- 19.00 Welcome cocktail

Friday, May 15, 2015 – Morning
Centro Congressi Torino Incontra

Session I: Traditional drugs vs advanced therapies

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

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

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

10:20 - 11:00 **Adriano Henney**
Virtual clinical trials

11:00 - 11:30 *Coffee break*

Session II: Unmet clinical needs vs clinical needs

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

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

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

12.50 Lunch

Friday, May 15, 2015 – Afternoon
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14:30 - 15:10 **Gianluca Gaidano** (I)
Global trials and ethics of benefit sharing

Session III: Big data vs individual data

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

15:10 - 15:50 **Sean Ekins** (USA)
Bigger data to increase drug discovery

15:50 - 16:40 **Sebastian Schneeweiss** (USA)
Big Healthcare Data

16:40 - 17:00 *Coffee break*

17:00 - 17:40 **Alberto Bardelli** (I)
Each patient is different: Genomics in drug use optimization

17:40 - 18:10 **Romano Danesi** (I)
Circulating cells and circulating DNA

18:10 – 19:10 **Pharmacology Plenary Lecture**
Rod Flower (UK)
Pharmacology 2.0

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

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

9:40 - 10:00 *Coffee break*

Session IV: Accessible vs affordable

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

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

10:40 - 11:20 **Goran Tomson (SE)**
Access to medicines from a health systems perspective

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

12.00 Light lunch