



Adding Value Through  
Pharmacogenetics

Announcing the 1st Annual London Genetics Pharmacogenetics Conference

**Harnessing Genetic Knowledge to Improve Clinical Development and Patient Care**

23rd – 24th September 2009 Tynney Hall, Hampshire, UK

## Preliminary Program

### Topics

- Adverse side-effects of medicines, evidence for a role for pharmacogenetics
- Stratifying for commercial success, the financial benefit of pharmacogenetics
- Using pharmacogenetics to model the effects of new drug therapies
- Genetics to identify new disease pathways and drug targets
- Using genetics to improve the medicine benefit:risk profile
- Cardiovascular genetics and pharmacogenetics

### Panel Discussions

- Role of pharmacogenetics in improving the safety profile of medicines
- A view from industry – genetics as an integral part of success
- A need to show the value – economic and reimbursement pressures

### Already Confirmed Speakers

- Dr Elijah Behr – Senior Lecturer and Honorary Consultant Cardiologist, St George's Hospital, London
- Prof Mark Caulfield – Professor of Clinical Pharmacology, William Harvey Research Institute, Bart's and the London
- Prof. Aroon Hingorani – Genetic epidemiology of cardiovascular disease, Rayne Institute UCL
- Prof. Munir Pirmohamed – NHS Chair of Pharmacogenetics, University of Liverpool
- Adam Poole – Principal, Pricing & Reimbursement, IMS Health
- Prof. Krishna Prasad – Clinical Medical Assessor, MHRA
- Prof. Adrian Towse – Director, Office of Health Economics

For more information or to request a Delegate Registration Form please email: [croberts@londongenetics.com](mailto:croberts@londongenetics.com) or call +44 (0) 20 7594 1838

