

**Enhanced engagement through public-private partnerships: Sustaining therapeutic innovation to address patient needs**  
**21 November 2018 – The EGG Brussels – 10:30**

10:30	Chairman's Welcome & Presentation(s)	Chairs: Prof. Patrice Boyer (EBC Vice-President) & Dr. Pierre Meulien (IMI Director)
11:00	<b>Key Note Lecture</b> <i>The importance of the Private Sector in improving outcomes for Brain Health</i>	Sohini Chowdhury, Deputy CEO The Michael J. Fox Foundation for Parkinson's Research
11:30	<b>R&amp;D Breakthrough's in Brain Health</b> <i>A showcase of major developments—be they diagnostic, therapeutic or digital—with potential to change the course of brain conditions that illustrate public-private and multi-stakeholder involvement.</i>  Session 1	<b>R&amp;D Breakthroughs in Neurology</b> European Academy of Neurology  <b>The use of PET-MR in differential diagnosis and prediction of cognitive trajectory</b> GE Healthcare  <b>Understanding the entorhinal cortex memory-system for novel biomarker and treatment development of Alzheimer's</b> Kavli Institute for Systems Neuroscience, NTNU Norwegian University of Science & Technology & the University of Oslo
12:30	<b>Lunch Poster Session on initiatives to improve disease awareness</b> <i>Posters showcasing initiatives around disease awareness for CNS conditions.</i>	<b>"Building awareness and understanding of life with MS through experience" and "Empowering and supporting MS caregivers to prioritize their own care while also supporting patients"</b> Merck KGaA  <b>"Mapping Brain Myelin" and "Silent MRI"</b> GE Healthcare and King's College London

	<p><b>Lunch Poster Session on initiatives to improve disease awareness</b></p> <p><i>Posters showcasing initiatives around disease awareness for CNS conditions.</i></p>	<p><b>"Shift.ms: Awareness and Understanding of Paediatric Multiple Sclerosis"</b> Novartis Pharma AG</p> <p><b>"Lundbeck's medical education platforms (Lundbeck Institute Campus and Progress in Mind Resource Centre) provide a deep dive into Schizophrenia, Depression, Parkinson's and Alzheimer's disease to increase disease knowledge, understanding and awareness" and "Speeding up access to new treatments in Parkinson's Disease: a PPP collaboration seen from an industry participant perspective"</b> Lundbeck</p> <p><b>"Harnessing the voice of the mental health on social media", "Patient, Investigator, Nurse, Carer Questionnaire (PINC-Q): exploring the impact of less frequent medication administration in the maintenance treatment of schizophrenia", "Co-creation of Psychosis Information Brochure for Patients and Family/Caregivers" and "Burden for Parents of Patients with Schizophrenia—A Nationwide Comparative Study of Parents of Offspring with Rheumatoid Arthritis, Multiple Sclerosis, Epilepsy and Health Controls"</b> Janssen</p>
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	<p><b>Lunch Poster Session on initiatives to improve disease awareness</b></p> <p><i>Posters showcasing initiatives around disease awareness for CNS conditions.</i></p>	<p>"CDNF—A neurodegenerative therapeutic to address motor and non-motor symptoms in Parkinson's disease" Herantis</p> <p>"Brain Mind and Pain (BMP) Patient Centred Innovation Grant" Grunenthal</p> <p>"Models of Patient Engagement in Alzheimer's Disease (MOPEAD)" Eli Lilly, IMI MOPEAD Consortium</p>
14:00	<p><b>R&amp;D Breakthrough's in Brain Health</b></p> <p><i>A showcase of major developments—be they diagnostic, therapeutic or digital—with potential to change the course of brain conditions that illustrate public-private and multi-stakeholder involvement.</i></p> <p>Session 2</p>	<p><b>Brain+ RECOVER: Digital Therapeutics app platform for brain rehabilitation</b> Brain+</p> <p><b>PRISM Project</b> ECNP</p> <p><b>How can we crack MS?</b> Novartis</p>
14:45	<p><b>"The Value of Innovation" Breakout Session (in tables):</b></p> <p><i>Discussion: How should industry and EBC stakeholders collaborate to advance and accelerate access to major medical breakthroughs in CNS conditions and enhance the speed of translation of science to clinical application?</i></p>	<p>Introduction by Donna Walsh, Executive Director, European Federation of Neurological Associations (EFNA)</p>

15:30	Break	
15:45	<p><b>Key Note Lecture</b></p> <p><i>The importance of engaging patients in their conditions</i></p>	<p><b>Keynote:</b></p> <p>Prof. Guendalina Graffigna, Catholic University of the Sacred Heart Milan, Department of Psychology</p> <p><b>Chairs:</b></p> <p>Andrew Powrie-Smith, Executive Director of Communications &amp; Partnerships, EFPIA</p> <p>Ms Joke Jaarsma, EBC Treasurer &amp; EFNA President</p>
16:15	<p>Engaging patients in their care</p>	<p><b>Patients and psychiatrists working in partnership</b> European Psychiatric Association &amp; GAMIAN-Europe</p> <p><b>Assertive outreach projects to improve treatment continuity and long-term outcomes for people with Schizophrenia</b> Janssen</p> <p><b>MS in the 21<sup>st</sup> Century: A model for better patient engagement</b> Merck</p>
17:00	Summary and Meeting Close, Prof. Monica Di Luca, EBC President	