



Hjärnfonden  
The Swedish  
Brain Foundation



The research-based  
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industry








# RETHINKING ALZHEIMER'S DISEASE

Rethinking Alzheimer's disease:  
Moving towards a new Alzheimer's  
disease detection and diagnosis  
pathway in Sweden






Virtual event

26 September 2023 | 09:00 - 11:00

# Preliminary Programme\*

Time	Topic	Speaker
09:00 – 09:10	 Introduction & Welcome address	 Joakim Ramsberg, Head of Science and Society, Swedish Brain Foundation (SBF)   Prof. Suzanne Dickson, President, European Brain Council (EBC)
09:10 – 09:20	 Video message	Speaker TBC
09:20 – 09:30	 Keynote speech: Living with Alzheimer's disease in a daily life	Speaker TBC
09:30 – 10:00	 Panel discussion and Q&A: From detection and diagnosis to innovative treatment and care  Moderated by:  Joakim Ramsberg, Head of Science and Society, Swedish Brain Foundation (SBF)	 Frédéric Destrebecq, Executive Director, European Brain Council (Presentation of the Rethinking Alzheimer's Disease White Paper)   Linus Jönsson, Karolinska Institutet
10:00 – 10:10	 Keynote address: Rethinking the Alzheimer's care pathway in Sweden	Speaker TBC

\*Please note that this is a provisional programme which may still be subject to change.

Time	Topic	Speaker
10:10 – 10:55	 <p>Panel discussion and Q&amp;A: Healthcare system transformation: scaling up health systems' readiness</p> <p>Moderated by:</p>  <p>Joakim Ramsberg, Head of Science and Society, Swedish Brain Foundation (SBF)</p>	 <p>Laura Campo, Executive Director International Corporate Affairs, Alzheimer's disease, Eli Lilly and Company</p>
10:55 – 11:00	 <p>Concluding remarks: What next?</p>	 <p>Frédéric Destrebecq, Executive Director, European Brain Council</p>

# Background

[Rethinking Alzheimer's disease \(AD\)](#) is a research-driven project, coordinated by the European Brain Council and supported by the European Federation of Pharmaceutical Industries and Associations, offering policy recommendations to make tangible changes with the aim to improve the lives of people living with Alzheimer's disease across Europe.

## About Alzheimer's Disease

Alzheimer's disease is a neurodegenerative disease that progresses in stages, beginning with a long silent phase before symptoms occur. It is the underlying cause in 70% of people with dementia. Dementia, which is not a specific disease but an overall term that describes a group of symptoms, is characterised by a decline in memory, thinking, behaviour and the ability to perform everyday activities.

It is estimated that 7 million people in Europe alone already live with Alzheimer's disease. With a rapidly ageing population, it is a growing public health concern worldwide as this number is projected to rise to a staggering 14 million by 2030.

The societal and economic cost of dementia in Europe is also very high and estimated to increase over EUR 250 billion by 2030 (with over 50% of this due to informal care costs), the equivalent of the whole GDP of Finland. AD is thus not only a debilitating and progressive disease affecting the daily lives of people, their families and carers, but also a huge burden for our economy and European nations' healthcare and social care systems. Healthcare systems in Europe currently lack the capacity to detect, diagnose and treat AD effectively.



***Calling for change  
in Alzheimer's care***

# Speakers' biographies



**Joakim Ramsberg**

Head of Science and Society, Swedish Brain Foundation (SBF)

Joakim Ramsberg, Ph.D., is currently head of science and head of policy at the Swedish Brain Foundation. Before this he served for many years as chief scientific officer and project director at Vårdanalys (The Swedish Agency for Health and Care Services Analysis). He is an affiliated researcher at Karolinska Institutet. Additionally, Joakim is a senior Harkness Fellow in Health Care Policy and Practice and was a visiting scholar at Harvard medical school. Ramsberg has served as elected president of the Swedish Health Economics Association. He has been a member of several governmental, international, and research advisory committees e.g. for the Swedish government, the European Commission, the OECD, SBU and the Swedish Research Council. He received a Ph.D. in economics from the Stockholm School of Economics.



**Prof. Suzanne Dickson**

President, European Brain Council (EBC)

Professor Suzanne L Dickson is a neurobiologist and Professor of Neuroendocrinology at the University of Gothenburg. She graduated with a Ph.D. in Neuroendocrinology from the University of Cambridge in 1993, where she later became Senior Lecturer in Physiology. She is a leading figure in neuroendocrinology and works within many European Union and international organisations and societies to promote research, facilitate grant funding and training of Early Career Scientists. Her research into the neurobiology of appetite aims to unravel neurobiological pathways that respond to orexigenic signals, such as the hormone, ghrelin, and that drive feeding behaviours, not only food intake but also food choice, food anticipation, food reward and food motivation. This work involves mostly preclinical studies and includes behavioural tasks, viral vector mapping, chemogenetics and RNAscope. She is Secretary and Executive Board member of the European College for Neuropsychopharmacology, and also chairs ECNP's Workshop for Early Career Scientists in Europe. She also is founder and co-chair of ECNP's nutrition network and EBRA's BRAINFOOD cluster.



**Frédéric Destrebecq**

Executive Director, European Brain Council

Frédéric Destrebecq is the Executive Director of the European Brain Council since October 2014. In this capacity, he is responsible for providing strategic direction and leadership while managing the day to day operations of EBC and its ongoing relationships with its member associations and other stakeholders, as well as representing the organisation in various European and national forums.

Fred holds a Master Degree in Political Science and International Relations from the Université Catholique de Louvain (Belgium). He also studied at the Institut d'Etudes Politiques (Paris) and University of Wales College (Cardiff), in the framework of the former EU Socrates exchange programme. Prior to EBC, Fred served the European Union of Medical Specialists (UEMS) as Chief Executive Officer, and previously as Director for European Affairs.



### Linus Jönsson

Associate Professor of Health Economics, Karolinska Institutet

Dr Linus Jönsson MD PhD, is Professor of Health Economics at the Karolinska Institute in Sweden. His research focuses on economic evaluation of diagnostic technologies and treatments for Alzheimer's disease (AD) and other neurodegenerative disorders. Dr Jönsson has authored of over 100 original publications, reviews and book chapters, he serves on the Swedish government gerontology research council and has acted as scientific advisor to the National Board on Health and Welfare. He is coordinator for national and European research collaborations developing methods for assessing the value of new technologies to diagnose, treat and prevent AD (JPND-ADDITION, PREDEM, IHI-PROMINENT), and co-chairs the International Pharmacoeconomic Collaboration on Alzheimer's Disease (IPECAD).



### Laura Campo

Executive Director International Corporate Affairs, Alzheimer's disease, Eli Lilly and Company

Laura Campo is responsible for the out-of-US relationships with Patient Associations and Health Professionals in the Global Corporate Affairs division at Eli Lilly and Company. In her role, Laura coordinates Lilly's efforts to engage the external environment in Alzheimer's disease, Migraine and Pain.

Before joining the International Corporate Affairs role, Laura served as Corporate Affairs Market Access Manager at Eli Lilly Italia, supporting the Regional access plans in the Oncology, Cardiovascular, CNS, and other therapeutic areas, with a special focus on the partnership programs with Regional Institutions on the optimization of NHS processes.

During the years in the Italian Corporate Affairs Division, Laura also covered the role of Country Leader for two major Lilly efforts in the environment engagement space, raising the attention to public policy issues that limit the access to patient's care in the Oncology area and in the Alzheimer's disease area.

In the previous years within Eli Lilly and Company, Laura covered other National and International roles as Marketing Manager in the Attention Deficit & Hyperactivity Disorder area in Lilly Italia, European Regulatory Affairs Manager in the UK and Research Scientist in the Lilly Research Laboratories (Indianapolis).

Laura pursued a post-doctoral fellowship at the University of Alabama at Birmingham and her graduate school in Italy where she currently lives.

# About us



## European Brain Council (EBC)

The European Brain Council (EBC) is a network of key players in the “Brain Area”, with a membership encompassing scientific societies, patient organisations, professional societies and industry partners. A non-profit organisation based in Brussels, its main mission is to promote brain research with the ultimate goal of improving the lives of the estimated 179 million Europeans living with brain conditions, mental and neurological alike.



[www.braincouncil.eu](http://www.braincouncil.eu)



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## European Federation of Pharmaceutical Industries and Associations (EFPIA)

The European Federation of Pharmaceutical Industries and Associations (EFPIA) represents the biopharmaceutical industry operating in Europe. Through its direct membership of 37 national associations, 38 leading pharmaceutical companies and a growing number of small and medium-sized enterprises (SMEs), EFPIA’s mission is to create a collaborative environment that enables our members to innovate, discover, develop and deliver new therapies and vaccines for people across Europe, as well as contribute to the European economy.



[www.efpia.eu](http://www.efpia.eu)



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