



GA N° 668353

H2020 Research and Innovation

Deliverable N°: D11.1

Title: Organization of a U-PGx Personalized Medicine Day in Spain

WP N° and Title: **WP11 – Dissemination and communication**

Lead beneficiary: **P5-GHXF**

Type: **Other**

Dissemination level: **Public**

Start date of project: 01/01/2016

Duration: 60 months

Due date of deliverable: Month 18

Actual submission date: 22/12/2016 (Month 12)

Comment: [e.g. explanation for delay]



Contents

Executive Summary.....	3
Introduction	3
Preparation of the UPGx Personalised Medicine Day.	3
Development of the scientific program.....	3
Meeting report.....	4
Participants	4
Conference Hall.....	4
Hotel accommodation	4
Catering for lunch and coffee break	5
Dinner.....	5
Local media coverage	5
Endorsement.....	5
Printing material	5
Communication and Advertising	6
Timetable of the organization of the UPGx Personalised Medicine Days.....	6
- Six (6) months prior to the meeting:	6
-Five (5) months prior to the meeting:	6
-Four (4) months prior to the meeting:	6
- Three (3) months prior to the meeting:	7
- Two (2) months prior to the meeting:	7
- One (1) month prior to the meeting:.....	7
Description of the 1 st UPGx Personalized Medicine Day	7
Developing the final format of the conference material.....	10
Evaluation of the 1 st UPGx Personalized Medicine Day	12
Summary/Conclusions	13



Executive Summary

In this document, we report the organization of the 1st UPGx Personalized Medicine Day in Granada Spain, one of the 7 implementation sites of the UPGx project. The document describes the approach that has been undertaken for the organization of the event, that includes the selection of the theme of the event and the topics to be discussed in the scientific program, the invitation of the speakers and moderators, the organization of the local logistics details of the event, such as the reservation of local accommodation, conference hall, catering and restaurant for the speakers' dinner, the setting up of the website and the overall advertisement of the event and the online registration form and lastly the evaluation of the event.

Introduction

The UPGx Personalized Medicine Days are dissemination activities of the UPGx project, aimed to raise awareness about pharmacogenomics and the UPGx project in particular among healthcare professionals and biomedical scientists. These scientific events are held in each one of the 7 clinical implementation sites of the UPGx project, co-organized by the Golden Helix Foundation and the partner responsible for every local clinical implementation site as the local co-organizer. These events, derived from the Golden Helix Pharmacogenomics Days which are well-established, since 2009, international educational scientific meetings, aiming to provide timely updates on the field of pharmacogenomics and personalized medicine to the local biomedical scientists, healthcare providers and biomedical students, to educate and inform them on the application of pharmacogenomics in modern medical practice, and to bring together faculty members from universities and research institutes from the local scientific arena working in the field of pharmacogenomics in order to initiate collaborative projects in this field to the benefit of society.

Preparation of the UPGx Personalised Medicine Day.

Development of the scientific program

The scientific organizing committee is responsible for the development of the scientific program. The UPGx Personalised Medicine Day is a one-day event, starting from early morning (~9:00 a.m.) and finishing in the afternoon ~5:00 pm. There are approximately



12-15 speakers in the scientific program, some of which being local scientists in the field of Pharmacogenomics and some other coming from abroad, namely Europe and/or the US. The speakers should be internationally renowned scientists in the field and with research interests closely related to the theme of each event. If possible, each event should revolve around a specific theme, e.g. PGx in cardiology, oncology, bioinformatics solutions and PGx, etc.

Meeting report

The invited speakers need to provide a short abstract of their talks (up to 300 words and up to 5 references) that would be included in the meeting report at the end of the event.

Participants

The participants of these events are researchers in the area of Personalised Medicine, biomedical students, PhD students, healthcare professionals, biotech and pharma company representatives and regulators.

Conference Hall

The UPGx Personalised Medicine Day takes place in the auditorium of the local University or the academic hospital. Since the academic hospital or/and the medical school are usually closely located, the participants from the local scientific biomedical community will easily access the conference hall to attend the conference. The capacity should be approximately between 150-250 seats.

Hotel accommodation

Hotel accommodation for one night (for speakers coming from Europe) or more (for speakers coming from overseas) and travel expenses are reimbursed. The communication between the members of the organizing committee and the speakers need to start 6 months prior to the event who decide about the scientific program and the invitations to the speakers will follow. The speakers from abroad will stay in a hotel that will be conveniently located close to the conference hall and if it is possible centrally located in the city. The local organizer needs to propose 3 different options for accommodation nearby the

conference venue. The participants have to book their own accommodation directly.

Catering for lunch and coffee break

Three different offers should be sought for catering that includes 2 coffee breaks and light lunch for all the participants during the event. The selected option should offer excellent quality and variety at a reasonable price and should be the best value for money option among the 3 different options. Alternatively, as indicated in the Grant Agreement, if the beneficiary is using the services of a certain (sub)contractor, then the beneficiary needs to be able to show that this (sub)contractor (a) has the best price/quality ratio (needs 3 offers), (b) offers the lowest price (needs 3 offers), or (c) is the usual provider for that service.

Dinner

A dinner will be arranged for all the speakers as a courtesy act. The restaurant should be a local traditional place with local cuisine and preferably closely located to a local attraction. Again, 3 different offers should be sought by the local organizer according to the EC regulations and the rules outlined in the previous paragraph.

Local media coverage

The local organizer is encouraged to seek the assistance of the public relations department of the University and/or University hospital to advertise the event at the local and regional level so that participation to the event is maximized. Usually, the local organizer must reach out to local media, including TV, radio and newspapers and news websites to spread-out and regularly updated information related to the event.

Endorsement

Usually, and in order to maximize visibility of these events, we seek endorsement from various local, regional and international organizations.

Printing material

Printing of the name badges, the scientific program in a pre-determined format and



the certificates of attendance with names printed on them is centrally arranged by the Golden Helix Foundation. Preparing folders for participants including the scientific program, notes, pen, certificate of attendance, name badge, and feedback/evaluation sheets are given to the participants and speakers by the local secretariat.

Communication and Advertising

This includes all the necessary arrangements to promote the event and actively mobilize the local, regional and international partner's network, such as the use of social media, email campaigns, advertisements in scientific journals. Promotional documents describing the objectives of the UPGx Personalised Medicine Day, such as HTML mails, clearly defining the aims of the event, will be sent to the local and international scientific community by (a) mass email campaigns to targeted recipients, e.g. involved in pharmacogenomics research and/or attended previous conferences on Genomic Medicine and Pharmacogenomics organized by the GHXF, (b) ads in international scientific journals, such as *Public Health Genomics*, the official journal of the Genomic Medicine Alliance, (c) leaflet distribution to participants in related international conferences, (d) raising awareness about these events by lead partners during their presentations in conferences that they participate/lecture (e.g. as a concluding slide in their presentations), (e) engaging the invited speakers (both UPGx partners and most importantly speakers outside the UPGx Consortium) to attract attendance from their own academic/scientific network.

Timetable of the organization of the UPGx Personalised Medicine Days

- Six (6) months prior to the meeting:

The organizing committee develops the scientific program and invites the speakers.

-Five (5) months prior to the meeting:

The meeting hall and the auxiliary space (including but not limited to foyer, sponsors area if applicable, registration spot) is reserved.

-Four (4) months prior to the meeting:

(1) The First Announcement of the meeting is sent, (2) The scientific program is finalized, (3) The first round of invitations for participation are sent by e-mail and all promotional material regarding the specific event is developed.



- Three (3) months prior to the meeting:

(1) The online registration form is opened and the online registration system customized, (2) The list of the registered participants from the online registration system is created and regularly updated and communicated to the scientific organizing committee, (3) Catering and social events (meals, dinner, lunch, site-seeing tour if applicable) are organized, (4) The event is promoted by using any proper marketing channel at the international, regional and most importantly local scientific level.

- Two (2) months prior to the meeting:

(1) Accommodation for speakers is arranged, (2) Reminder invitation to the participants are sent, (3) Certificate of attendance, badge names are designed and gifts for the speakers are selected.

- One (1) month prior to the meeting:

On-site secretariat is selected and organized.

Description of the 1st UPGx Personalized Medicine Day

The 1st UPGx Personalized Medicine Day, the first of a series of dissemination events for healthcare professionals and biomedical scientists that will be organized by the UPGx project has been successfully organized on Thursday December 1st, 2016 in Granada, Spain. The theme of the event, that was organized in the newly built Salón de actos of the Hospital Campus de la Salud, was pharmacogenomics of the treatment of cardiovascular diseases.

There were 159 registered participants and speakers coming mostly from Granada but also from other cities in Spain and countries like Hungary, El Salvador, and China. A dedicated website was set for this conference (**Figure 1**), where information about the venue, the organizing and scientific committees and invited speakers, as well as the scientific program was available. Online registration was also available from the same website.

Several partners of the UPGX project gave lectures, such as Prof. Sir Munir Pirmohamed (Liverpool, UK), who gave to keynote lecture, Dr. Vera Deneer (The Hague, NL), Dr. Cristina Lucía Dávila Fajardo (Granada, ES), Prof. Henk-Jan Guchelaar (Leiden, NL), Dr. Theodora Katsila and Prof. George P. Patrinos (Patras, GR), Prof. Jesse Swen (Leiden, NL) and Dr. Richard Turner (Liverpool, UK).



The conference started with the welcome addresses from the Medical Director of the hospital, the members of the Organizing Committee, Dr Cristina Lucía Dávila Fajardo and Prof. George P. Patrinos and the UPGX project coordinator, Prof. Henk-Jan Guchelaar.

The 1st session was devoted to human cardiovascular diseases and genomics. The keynote lecture with the title “Genomics of drug hypersensitivity reactions” was delivered by Prof. Sir Munir Pirmohamed (Liverpool, UK), who gave an overview of the most characteristic examples of adverse reactions that can be avoided by drug treatment rationalization, as a result of pharmacogenomics. The next talk was delivered by Dr. Juan Jiménez Jaimez (Granada, ES), who talked about “Pharmacogenomics in arrhythmias and sudden death”, presenting recent findings from his own group and summarizing the existing knowledge in this area. The session ended by Prof. Jesse Swen (Leiden, NL), who presented the Dutch Pharmacogenetics Working Group Guidelines, which significantly facilitates putting pharmacogenetics into clinical practice.

UPCOMING CONFERENCE: 1st UPGx Personalized Medicine Day, Granada, Spain 🇪🇸

The 1st UPGx Personalized Medicine Day will be organized in the Salón de actos Hospital Campus de la Salud. The meeting will be co-organized from the Golden Helix Foundation and the University of Granada, both partners of the Ubiquitous Pharmacogenomics (UPGx) project, funded by the European Commission (H2020-668353).

This international event is open for clinical pharmacologists, hospital pharmacists, general pharmacists, specialists, general practitioners, medical students, laboratory technicians, regulators, healthcare insurers and others interested in pharmacogenomics.

On behalf of the Organizing Committee

Co-organized by:

The Golden Helix FOUNDATION

FIBAO
FUNDACIÓN PÚBLICA ANDALUZA PARA LA INVESTIGACIÓN BIOSANITARIA DE ANDALUCÍA ORIENTAL
ALEJANDRO OTERO

Servicio Andaluz de Salud
CONSEJERÍA DE SALUD

ibs.GRANADA
INSTITUTO DE INVESTIGACIÓN BIOSANITARIA

Figure 1. Overview of the 1st UPGx Personalized Medicine Day, where information about this conference was available.



After the coffee break, the meeting continued with the 2nd session that revolved around recent findings in Pharmacogenomics and drugs for cardiovascular diseases. In particular, Dr Vera Deneer (The Hague, NL) provided scientific evidence for the pharmacogenomics applications of antiplatelet drugs, while Dr. Richard Turner (Liverpool, NL) outlined the most recent findings of warfarin pharmacogenomics. The session ended with the lecture of Prof. Mikko Niemi (Helsinki, FI), who nicely summarized the existing evidence for the application of pharmacogenomics for individualizing the type and the dose for statin treatment.

After the lunch break, the meeting continued with a session devoted to the recent developments and trends in the field of pharmacogenomics. Prof. George P. Patrinos (Patras, GR) highlighted the use of whole genome sequencing in pharmacogenomics. In particular, Prof. Patrinos presented recent findings to support the use of whole genome sequencing in determining ones personalized pharmacogenomics profile, while he also presented recent data from a large genotyping effort to determine the prevalence of actionable pharmacogenomic biomarkers in 18 European populations, including Spain. The next talk was delivered by Dr. Theodora Katsila (Patras, GR), who presented the new concept of pharmacometabolomics-guided pharmacogenomics. Lastly, Dr. Norma Anwar (London, UK), presented the regulatory application of Pharmacogenomics in medicines development and evaluation, providing the European Medicines Agency perspective.

In the last session, after the tea break, the speakers shared their personal experience from the clinical implementation of Pharmacogenomics. Prof. Antonio Carcas Sansuán (Madrid, ES) presented his own experience from the implementation of Pharmacogenomics in La Paz Hospital in Madrid and described the implementation strategy that is based on evolving from an “ad-hoc” genotyping to a preemptive strategy. Three steps were designed: 1) to develop an affordable genotyping method and to set a pharmacogenetics consult; 2) to establish links with other clinical departments for the development of Pharmacogenetics protocols and investigation projects; 3) to design a strategy to gain acceptance and funding by the management of the Hospital. Similarly, Dr. Cristina Lucía Dávila Fajardo (Granada, ES) presented her results of genotype-guide antiplatelet therapy in patients undergone PCI with stent. In particular, Dr. Fajardo described a prospective study that included 719 patients undergoing percutaneous coronary intervention with stent. The prospective genotype-guided strategy (intervention group) was compared against a retrospective non-tailored strategy (control group). Primary efficacy endpoint was the composite of cardiovascular death, acute coronary syndrome or stroke during 12months after intervention. Secondary endpoint was to compare the efficacy of the different antiplatelet therapies used in genotyping conditions, which could reduce the rates of composite of cardiovascular events and bleeding during 12months after percutaneous coronary intervention compared to a

non-genotype-guide strategy. Lastly, Prof. Henk-Jan Guchelaar (Leiden, NL) gave an excellent outline of the HORIZON 2020 U-PGx project.

Developing the final format of the conference material

During the preparation phase of the 1st UPGx Personalized Medicine Day, the format of all relevant conference material that was not only used for this but also for all future UPGx meetings was agreed and finalized. This includes the format of the email campaigns, available in HTML format (**Figure 2**), the scientific program (**Figure 3**), the Certificate of Attendance (**Figure 4**) and the name tags (**Figure 5**).

[Click here to register for the Conference and for the Scientific Program](#)

About the Conference
 The 1st UPGx Personalized Medicine Day will be organized in the **Salón de actos Hospital Campus de la Salud, in Granada, Spain, December 1st, 2016**.
 The meeting will be co-organized by the [Golden Helix Foundation](#) and the [University of Granada](#) and it is the 1st of a series of events that will be organized as part of the dissemination activities of the [UPGx project](#), funded by the **European Commission (H2020-668353)**.
 Several international speakers are invited to give a lecture focusing on **genome-guided treatment of cardiovascular diseases**.
 This international event is open for healthcare professionals, hospital pharmacists, general pharmacists, specialists, general practitioners, medical students, laboratory technicians, regulators, healthcare insurers and others interested in pharmacogenomics.

Organizing Committee
 Cristina Lucía Dávila Fajardo (Granada, ES)
 George P. Patrinos (Patras, GR)
 Cristina Rodriguez-Antóná (Madrid, ES)

Keynote Speaker
 Sir Munir Pirmohamed (Liverpool, UK)

Invited speakers
 Norma Anwar (London, UK)
 Vera Deneer (The Hague, NL)
 Cristina Lucía Dávila Fajardo (Granada, ES)



Co-organized by:




Figure 2. Part of the email campaign that was sent to a large number of recipients to advertise the 1st UPGx Personalized Medicine Day, where relevant information was available.



U-PGx | Ubiquitous Pharmacogenomics

U-PGx
Personalized
Medicine Day

ORGANIZING COMMITTEE
Cristina Lucía Dávila Fajardo, Clinical Pharmacist, San Cecilio University Hospital, Complejo Hospitalario de Granada (Chairman)
George P. Patrinos, Associate Professor, University of Patras Department of Pharmacy, Patras, Greece
Cristina Rodríguez-Antón, Member, Management Board of the Spanish Society of Pharmacogenetics and Pharmacogenomics

KEYNOTE SPEAKER
Sir Mark Peckham (Liverpool, UK)

INVITED SPEAKERS
Nelson Amari (Liverpool, UK)
Antonio Carlos Samadri (Madrid, ES)
Yara Elmaghrabi (The Hague, NL)
Cristina Lucía Dávila Fajardo (Granada, ES)
Mark-Jan Guchelaar (Leiden, NL)
Juan Antonio Jorcano (Granada, ES)
Theodoros Karalis (Greece, GR)
Mikko Niemi (Helsinki, FI)
George P. Patrinos (Patras, GR)
Jared Owen (London, UK)
Richard Turner (Liverpool, UK)

1 December 2016
Salón de Actos del hospital
Granada, Spain

Scientific Program

Please visit www.upgx.eu or <http://pharmacogenomicsdays.goldenhelix.org> for registration & the scientific program

Co-organized by:

Endorsed by:

Funded by:

The conference is funded by the European Union's Horizon 2020 research and innovation programme under grant agreement No 668353

Scientific Program

08:00 Registration

Welcome Addresses

09:00 – 09:15 Welcome address
Cristina Lucía Dávila Fajardo, Clinical Pharmacist, Hospital Universitario San Cecilio-Hospital Campus de la Salud, Complejo Hospitalario de Granada
George P. Patrinos, Associate Professor, University of Patras Department of Pharmacy, Patras, Greece
Cristina Rodríguez-Antón, Management Board of Spanish Society of Pharmacogenetics and Pharmacogenomics

SESSION I Human cardiovascular diseases and genomics
Chairmen: Eduardo Moreno and George P. Patrinos

09:15 – 10:00 **KEYNOTE LECTURE – Genomics of drug hypersensitivity reactions**
Sir Mark Peckham, Professor, University of Liverpool, Institute of Translational Medicine, Liverpool, UK

10:00 – 10:30 Pharmacogenetics in arylalkylamine and sudden death
Jose Benitez-Jabon, Cardiologist, Hospital Universitario Virgen de las Nieves, Complejo Hospitalario de Granada, Granada, Spain

10:30 – 11:00 The Dutch Pharmacogenetics Working Group Guidelines putting pharmacogenetics into practice
Jesse Swen, Associate Professor of Pharmacogenetics, Leiden University Medical Center, Leiden, the Netherlands

11:00 – 11:30 Coffee break

SESSION II Recent findings in Pharmacogenetics and CV drugs
Chairmen: M^o José Antónios and Cristina Rodríguez-Antón

11:30 – 12:00 Evidence for antithrombotic drugs
Vera Ossner, Staff Scientist, IOMP Pharmacogenetics Working Group, the Hague, the Netherlands

12:00 – 12:30 **Workshop in pharmacogenetics**
Richard Turner, Wolfson Centre for Personalised Medicine, University of Liverpool, Liverpool, UK

12:30 – 13:00 Evidence for statin pharmacogenetics
Mikko Niemi, Professor, University of Helsinki, Helsinki, Finland

13:00 – 14:00 Lunch break

SESSION III Recent developments in Pharmacogenetics
Chairmen: Juan Caballero and Henk-Jan Guchelaar

14:00 – 14:30 Pharmacogenetics and whole genome sequencing
George P. Patrinos, Associate Professor, University of Patras Department of Pharmacy, Patras, Greece

14:30 – 15:00 Pharmacogenetics and genome-guided pharmacogenetics
Theodoros Karalis, Senior Scientist, University of Patras Department of Pharmacy, Patras, Greece

15:00 – 15:30 Regulatory aspects of pharmacogenetics in CV drug labels: The European Medicines Agency perspective
Renee Awen, National Expert, European Medicines Agency, CHMP Pharmacogenetics Working Party, London, UK

15:30 – 16:00 Coffee break

SESSION IV Experience from clinical implementation of Pharmacogenetics
Chairmen: Jesse Swen and Mandy van Rhenen

16:00 – 16:30 Implementation of Pharmacogenetics in La Paz Hospital
Antonio Garcia-Samaniego, Professor, Centro de Farmacología Clínica, Departamento de Farmacología y Terapéutica, Hospital Universitario La Paz, Facultad de Medicina, Universidad autónoma de Madrid, Madrid, Spain

16:30 – 17:00 Results of genotype-guided antiplatelet therapy in patients undergoing PCI with stents
Cristina Lucía Dávila Fajardo, Clinical Pharmacist, Hospital Universitario San Cecilio-Hospital Campus de la Salud, Complejo Hospitalario de Granada, Granada, Spain

17:00 – 17:30 The HORIZON 2020 U-PGx project
Mark-Jan Guchelaar, Professor and Coordinator, Leiden University Medical Center, Leiden, the Netherlands

17:30 – 17:45 Conclude

Figure 3. Overview of the front and back side of the scientific program format of the UPGx scientific events. Special emphasis was given to the fact that these conferences are funded by the H2020 project under the 668353 Grant Agreement (bottom right part of the front page).

U-PGx | Ubiquitous Pharmacogenomics

Certificate of Attendance

We hereby certify that

.....

has attended the 1st UPGx Personalized Medicine Day
that was held in the Salón de Actos Hospital Campus de la Salud,
Granada, Spain, December 1st, 2016.

The Organizing Committee

Cristina Lucía Dávila Fajardo
Complejo Hospitalario de Granada
Granada, Spain

George P. Patrinos
University of Patras
Patras, Greece

This conference is funded by the European Union's Horizon 2020 research and innovation programme under grant agreement No 668353

Figure 4. Overview of the certificate of attendance given to all participants of the UPGx conferences.



1st UPGx Personalized
Medicine Day

Christina Mitropoulou

The Golden Helix Foundation
London, UK

1st December 2016, Granada, SPAIN

Figure 5. Overview of the name tags of all UPGx conference participants and speakers.

Evaluation of the 1st UPGx Personalized Medicine Day

During the event all participants (100%) who evaluated the event indicated that the overall quality of the lectures met their expectations. Also, 94.7% of the participants found the theme of the lectures excellent (52.6%) or very good (42.1%; **Figure 6**). As far as the means of getting informed about the 1st UPGx Personalized Medicine Day, the majority of participants that evaluated the event got informed via email campaigns (52.6%), from a colleague (36.8%) or the event website (10.5%; **Figure 7**).

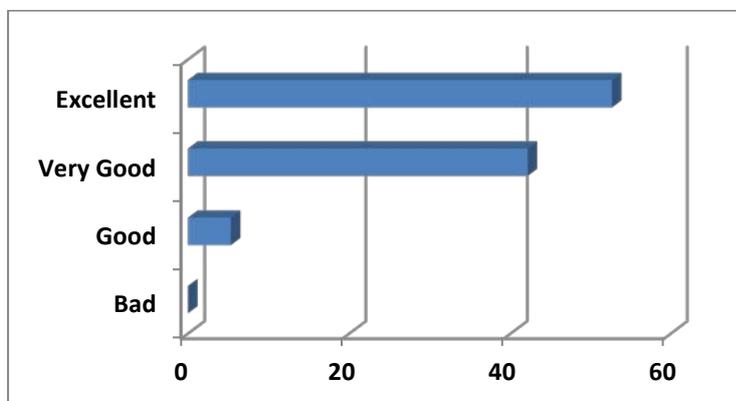


Figure 6. Feedback from the evaluation question *“How did you find the theme of the talks?”*

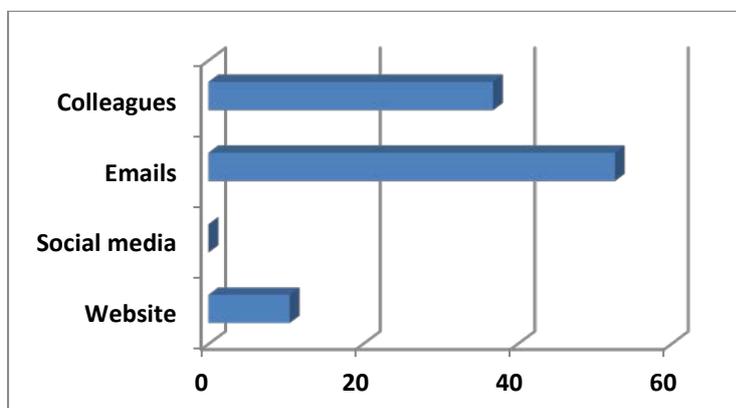


Figure 7. Feedback from the evaluation question *“How were you informed about the 1st UPGx Personalized Medicine Day in Granada, Spain?”*

Also, the participants indicated that they would have liked to attend more lectures about the clinical implementation of pharmacogenomics and a dedicated “Meet the expert” panel. These comments will be taken into serious consideration when organizing the future UPGx Personalized Medicine Days. Lastly, the meeting was exposed to local newspapers and electronic media, by which the project gained extra visibility (**Figure 8**).

Genes granadinos para crear una gran base de datos de medicina a la carta

Los test genéticos de 1.050 pacientes serán la clave para optimizar la prescripción de fármacos y evitar reacciones adversas a los medicamentos

C. RODRIGUEZ | GRANADA

Me gusta Compartir 27

1 diciembre 2016 16:44



Saber qué medicamento puede asimilar mejor un paciente antes de recetarlo y evitar reacciones o problemas posteriores es posible gracias a la llamada medicina personalizada, científicamente conocida como **Farmacogenética; un área que en Granada está de enhorabuena.**

Este jueves, en el Hospital del Campus se reúnen los investigadores europeos más destacados en Farmacogenética para abordar su presente y su futuro y, entre ellos, está el equipo de la **Unidad de Gestión Clínica de Farmacia del complejo hospitalario**, uno de los grupos elegidos para participar en el proyectos de investigación más importantes de ‘medicina a la carta’ –el proyecto U-PGX (Ubiquitous Pharmacogenomics)– que ha sido financiado por la Unión Europea con una subvención de 15 millones de euros.



Figure 8. Screenshot from the Granada newspaper Ideal, where the 1st UPGx Personalized Medicine Day and the UPGx project were highlighted. The full article, available in Spanish, can be read [here](#).

Summary/Conclusions

Overall, the 1st UPGx Personalized Medicine Day was successfully organized in Granada, Spain. The participants who evaluated the event provided a very useful feedback, which will contribute towards the better organization of the future events.