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Executive Summary

We report the organization of the 2nd U-PGx Personalized Medicine Day that was organized in Vienna, Austria, one of the 7 implementation sites of the U-PGx 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 that were 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 U-PGx Personalized Medicine Days are dissemination activities of the U-PGx project, aimed to raise awareness about pharmacogenomics and the U-PGx 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 U-PGx project, co-organized by the Golden Helix Foundation and the principal investigator of every local clinical implementation site as the local co-organizer. These events aims 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.

The 2nd U-PGx Personalised Medicine Day in Vienna

The 2nd U-PGx Personalized Medicine Day, the second of a series of dissemination events for healthcare professionals and biomedical scientists, has been successfully organized on Friday May 12st, 2017 at the Medical University of Vienna, Austria. The theme of the event was 'Making personalized medicine available to every citizen'



The scientific program – Outline of the presentations

The scientific organizing committee was responsible for the development of the scientific program. The U-PGx Personalised Medicine Day is a one-day event. There are approximately 12-15 speakers in the scientific program, some of which are local scientists in the field of Pharmacogenomics and some other coming from abroad, namely Europe and/or the United States. The speakers are 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. pharmacogenomics in cardiology, oncology, bioinformatics solutions and pharmacogenomics, etc.

There were 91 registered participants and speakers coming mostly from Vienna but also from the United States, United Kingdom, Lebanon, Slovenia, Greece, Sweden, Spain, and Croatia. A dedicated website was set for this conference, 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 U-PGx project gave lectures, such as Prof. Magnus Ingelman-Sundberg (Stockholm, SE), who gave a keynote lecture, Prof. Vita Dolzan (Ljubljana, SI), Prof. Jesse Swen (Leiden, NL) and others. Also, Prof. Bob Freimuth from the Mayo Clinic (Rochester, MN, USA), Prof. Federico Innocenti (Chapel Hill, NC, USA), Prof. Rainer Oberbauer (Vienna, AT) gave lectures and participated in the scientific program.

The conference started with the welcome addresses from the Rector of the Medical University of Vienna, Markus Muller.

The 1st talk was delivered by Jesse Swen (Leiden, NL), who gave a short description of the U-PGx project and presented the achievements of the project during the 1st year. After that, Bob Freimuth gave a talk about the process of implementing Pharmacogenomics and personalized Medicine at the Mayo Clinic, focusing on the IT solutions available in the clinic. After the coffee break, Prof. Magnus Ingelman-Sundberg (Stockholm, SE) delivered the keynote lecture about the role of rare variants in the field of pharmacogenomics and how we can exploit this information in clinical pharmacogenomics and delineation of rare drug outcomes. After the keynote lecture, George Patrinos (Patras, GR) gave an overview of the key public health genomics disciplines that need to be addressed so that the implementation of pharmacogenomics into the clinic is expedited, such as the raising of genomics awareness among healthcare professionals, regulatory, ethical and social issues.



In the second session, the meeting continued with a presentation from Mrs Sabine Obrecht-Pock, a pharmacist and patient, who has successfully used pharmacogenomics information to optimize her own treatment. This was an excellent example of using pharmacogenomics information from a healthcare professional who at the same time suffered from a chronic disease.

One of the innovations of this event, resulted from the feedback of the participants of the previous event in Granada, Spain, was the organization of a Roundtable discussion with the theme “Introducing personalized medicine into clinical practice: Hopes and realities”. This roundtable discussion was coordinated by Professor Innocenti and Professors Dolzan, Patrinos, Ingelman-Sundberg and Swen participated, who were engaged in lively discussions with the participants, answering and discussing timely issues over this topic.

After the tea break, Federico Innocenti (Chapel Hill, NC, USA) gave a talk about the discrepancy between the plethora of experimental pharmacogenomics evidence and at the same time the very slow pace that this is integrated into the clinic, focusing on applications in oncology and the variable response to anticancer drugs. Subsequently, Rainer Oberbauer (Vienna, AT) gave a nice overview of the use of personalized medicine approaches to determine differential autoimmune response. The meeting ended with the closing remarks by Matthias Samwald (Vienna, AT).

Meeting report

A meeting report has been generated from this event that has included the description and the main highlights of the conference.

Participants

The participants of these events are researchers in the area of Personalised Medicine, biomedical students, PhD students, healthcare professionals, biotech and pharmaceutical company representatives and regulators. Ninety one (91) participants and speakers were registered to attend this event (see above).

Conference Hall

In Vienna, the 2nd U-PGx Personalized Medicine Day took place in the Lecture Hall 3 of the Medical University of Vienna academic hospital. The capacity should be approximately between 150-250 people (**Fig. 1**).

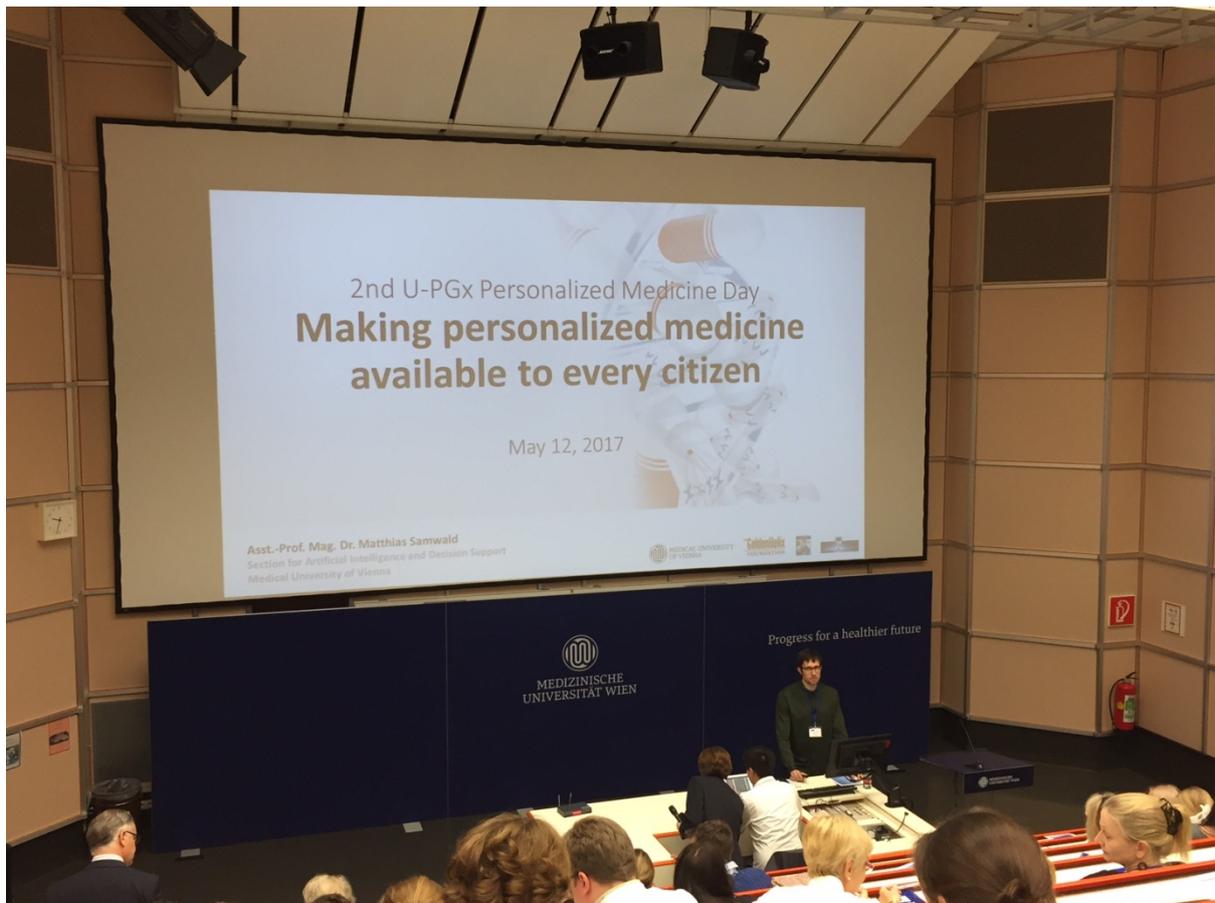


Figure 1. Overview of the lecture hall, where the 2nd U-PGx Personalized Medicine Day was held.

Hotel accommodation

Hotel accommodation for one night (for speakers coming from Europe) or more (for speakers coming from overseas) and travel expenses were reimbursed. The communication between the members of the organizing committee and the speakers started 6 months prior to the event who decided about the scientific program and the invitations to the speakers will follow. The speakers from abroad stayed in a hotel that was conveniently located close to the conference hall and if it was centrally located in the city. The local organizer proposed 3 different options for accommodation nearby the conference venue. The participants



booked their own accommodation directly.

The hotel that was selected to accommodate the speakers of the event was Arcotel Wimberger Wien.

Catering for lunch and coffee break

Three different offers were sought for catering that includes 2 coffee breaks and light lunch for all the participants during the event. The selected option offered excellent quality and variety at a reasonable price and was the best value for money option among the 3 different options.

Dinner

A dinner was arranged for all the speakers as a courtesy act. The restaurant was Café Central is operated by Palais Events and located inside Palais Ferstel, a palatial mansion house inspired by Venetian Trecento-era architecture (**Fig. 2**). Suitable for various kinds of events, its rooms are bound to leave an unforgettable impression on your guests. As the name suggests, Café Central is the real centre of Vienna – not St. Stephen's Cathedral. The entrance to this coffee and cake lovers' paradise is on the corner of Herrengasse and Strauchgasse in the first district. The city's best-known sights and museums and its most exclusive shopping streets are all within easy walking distance. The menu includes a broad selection of classic Viennese dishes, traditional coffee specialties and sweet treats from the in-house patisserie.



Fig. 2. The indoors of Café Central, where the speakers dinner was organized on May 11th.

Local media coverage

The local organizer sought 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 was 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.

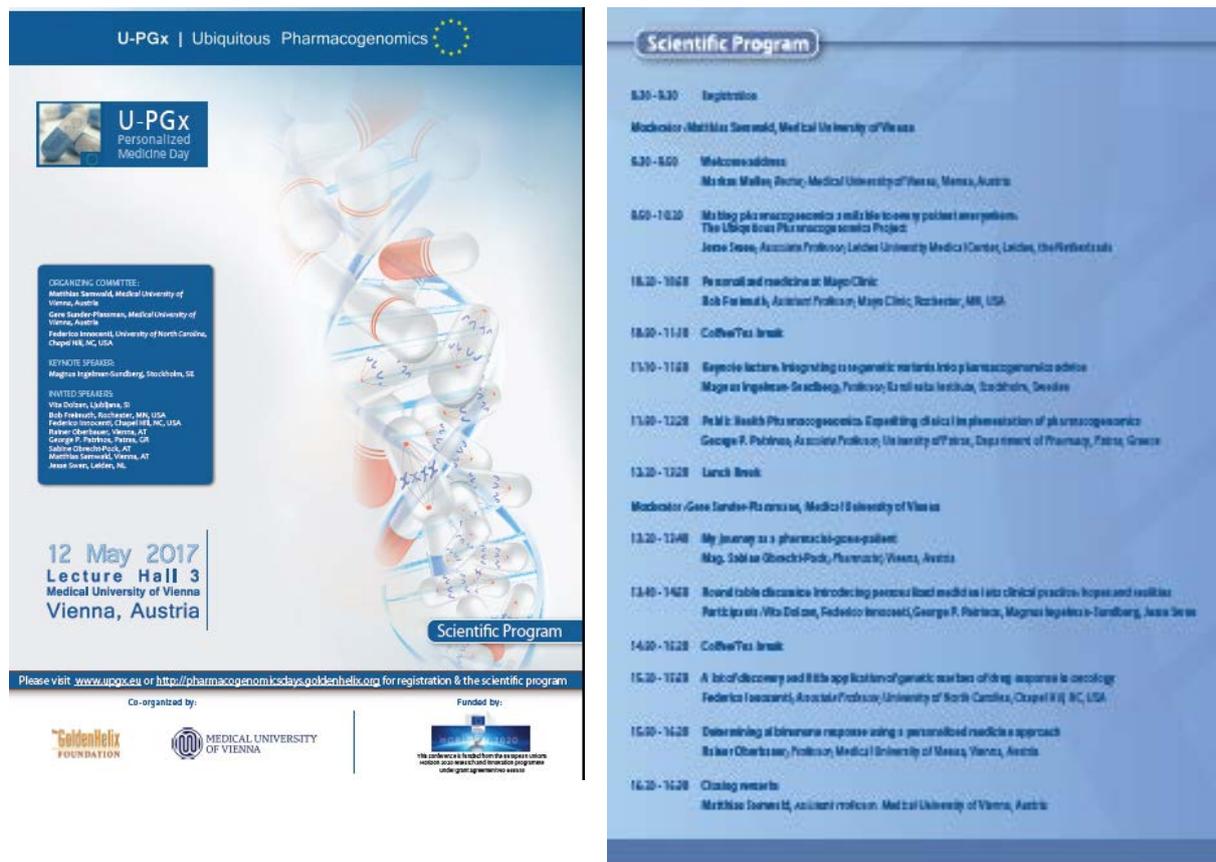


Figure 2. Overview of the front and back side of the scientific program format of the UPGx scientific events. Special emphasis was given to the fact that these conferences are funded by the H2020 project under the 668353 Grant Agreement (bottom right part of the front page).

Printed material

Printing of the name badges, the scientific program in a pre-determined format and the certificates of attendance with names printed on them was 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 were given to the participants and speakers by the local secretariat.

In particular, special pens with the UPGx logo on them have been produced for advertising purposes and distributed to the participants of the event and to UPGx partners.

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 U-PGx Personalized Medicine Day, such as HTML mails, clearly defining the aims of the event, were 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) leaflet distribution to participants in related international conferences, (c) 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), (d) engaging the invited speakers (both U-PGx partners and most importantly speakers outside the U-PGx Consortium) to attract attendance from their own academic/scientific network.

Also, special advertising material was produced in German to advertise the event in the local scientific community (**Fig .3**).

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, the scientific program (**Fig. 2**) and the name tags.

Summary/Conclusions

Overall, the 2nd U-PGx Personalized Medicine Day was successfully organized in Vienna, Austria. In this meeting, we have managed to implement all suggestions provided by the participants of the previously organized 1st U-PGx Personalized Medicine in Granada,

Spain, which improved the content of the current event, such as the inclusion of the roundtable discussion, which made this event more interactive (please see above).



MEDIZINISCHE UNIVERSITÄT WIEN

Making personalized medicine available to every citizen

2nd U-PGx Personalized Medicine Day

12. Mai 2017, 9.30 - 16.30
Hörsaalzentrum der MedUni Wien
MedUni Campus AKH Wien
www.meduniwien.ac.at

Sehr geehrte Kollegin,
sehr geehrter Kollege!

Im Rahmen einer internationalen Konferenzreihe findet am 12. Mai 2017 in Wien der zweite „Personalized Medicine Day“ statt. Die Konferenz wird von Vertretern des „Ubiquitous Pharmacogenomics“-Konsortiums der Medizinischen Universität Wien sowie der GoldenHelix Foundation (UK) organisiert.

Im Fokus der Konferenz steht die Frage, wie Erkenntnisse aus der Pharmakogenomikforschung in der klinischen Routine zur Individualisierung medikamentöser Therapien effizient nutzbar und somit einer breiten Öffentlichkeit zugänglich gemacht werden können. Ausgewählte internationale Expertinnen unterschiedlicher Fachbereiche werden aktuelle Implementierungsprojekte in Europa sowie in den USA vorstellen.

Eine am Nachmittag stattfindende Podiumsdiskussion mit VertreterInnen aus der klinischen Forschung, der Grundlagen- sowie Translationsforschung ermöglicht zudem eine kritische Reflexion der Chancen, aber auch der gegenwärtig bestehenden Hürden und Grenzen einer individualisierten Pharmakotherapie.

Wir freuen uns, Sie schon bald am zweiten U-PGx „Personalized Medicine Day“ in Wien begrüßen zu dürfen!

Matthias Samwald,
Gere Sunder-Plassmann
& Federico Innocenti

Wir ersuchen um Anmeldung unter www.meduniwien.ac.at/upgx

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MedUni Campus AKH Wien
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Matthias Samwald, MedUni Wien
Gere Sunder-Plassmann, MedUni Wien
Federico Innocenti, University of North Carolina,
Chapel Hill, NC, USA

In Kooperation mit:  

Gefördert durch: 

Figure 3. Overview of the advertisement of the 2nd UPGx Personalized Medicine Day for the local scientific community, produced in German.

As far as the future events are concerned, we will keep including in the scientific program roundtable discussions to keep the program more interactive. Also, we plan to focus on increasing the local participation to these events by more actively advertising such events in the local scientific community, so that the overall impact of these events will be higher in the future.