



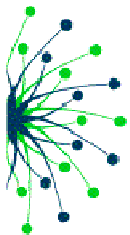
Innovative Medicines Initiative

IMI JU 3rd Call for proposals

FOSTERING PATIENT AWARENESS ON PHARMACEUTICAL INNOVATION

Workshop

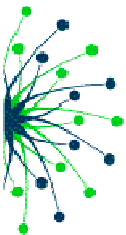
Moderator: Fatiha Sadallah



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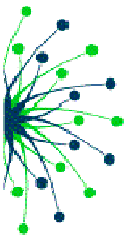
- **This workshop will focus on the scientific aspect of the topic**
- **Applicants can get acquainted with the IMI Call and to facilitate your work when applying**
- **We will present and explain the needs and expectations for this topic**
- **This process aims at promoting transparencies and fairness by providing the same information to all**
- **This session is video recorded, so please speak in the microphone, also when asking questions**



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- **Objectives of the Project**
 - All scientific objectives need to be addressed
 - **Need for public-private collaborative research**
 - **Structure of the Project**
 - The given structure is flexible and allows for innovative project design proposals
 - **Expected contribution of the applicants**
 - **Contribution of EFPIA participants**
 - **Key deliverables**
 - The participants are expected to make key contributions on the defined deliverables in synergy with the EFPIA consortium



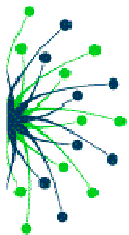
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- **Overall objectives**

Build innovative information programmes for different **stakeholders** involved on:

- the **biomedical research** and the **processes** leading to drug approval
- the multiple facets of **personalized** and **predictive medicine**
- **rational** approach to **drug safety** and **risk benefit assessment** of novel drugs
- the importance of **health technology** and **pharmaco-economics assessment** in modern medicines
- the **design** and **objectives** of **clinical trials**
- the **synergies** between **innovative medicines** and other **strategies** to enhance patient-centred chronic disease management



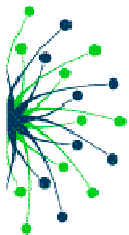
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- **Need for public-private collaborative research**

Existing information programmes on drug development are rather **fragmented, limited in scope**, there is a need for broader **consolidated approach** involving patient organisations, pharmaceutical companies and academic research organisations

The Innovative Medicines Initiative offers a **unique opportunity** to bring together **all stakeholders** to **jointly work** in an **open** and **transparent way** on improving the understanding of pharmaceutical research and development



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- **Suggested architecture of the full project proposal**

The given structure is flexible and allows for innovative project design proposals. All the objectives should be addressed.

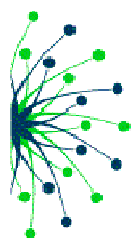
Work Package 1: Project management

- deliver alliance management, project management, governance and support

Work Package 2: Network implementation

- develop of a pan-European network of patient organisations and pharmaceutical companies covering a broad range of disease areas and geographical regions

- development of processes for linking to additional national and European stakeholders



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Work Package 3: Needs assessment and gap analysis

- provide a detailed analysis of needs and existing programs /information sources

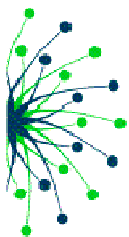
Work Package 4: Course content development

- develop information documents and website material in a language suitable for the general public

- provide translation of information documents into relevant major European languages

Work Package 5: IT-Infrastructure

- develop a robust IT-infrastructure for the content platform



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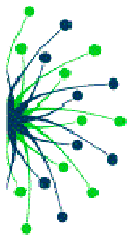
Work Package 6: Quality control

- deliver a sustainable infrastructure for the training delivery, including methods for measuring the input and success of the programme

Work Package 7: Future topics

- propose new concepts for active involvement of patients in pharmaceutical R&D projects

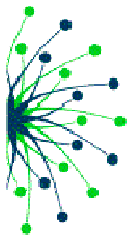
- develop ideas for making information material available to other audiences beyond patient organisations



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- **Applicant Consortium is expected to:**
 - gather the **multidisciplinary expertise** necessary to **conceive** and **implement** the **informational activities** together with patient organizations representative of major disease areas across the European Union
 - **address all areas** making key contribution on the defined deliverables in synergy with the EFPIA consortium

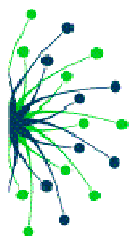


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- **The EFPIA participants* will contribute by:**
 - developing and implementing informational activities together with the other consortium partners
 - participating in the overall organisation and governance of the project
 - supporting translation activities

*Astra Zeneca, GlaxoSmithKline, Roche, Bayer Schering Pharma, Novartis, Genzyme, Novo Nordisk, Amgen, Esteve, Merck KGaA, Pfizer



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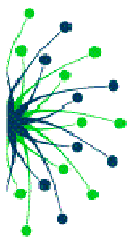
- **Expected key deliverables**

- establishment of a multidisciplinary and multilingual network of experts including patient advocacy groups to conceive and implement balanced information programs for patients, carers and other lay audiences interested in health policy

- establishment of an information programme to be available in a minimum of 6 major European languages

- implementation of informational strategies and activities based on novel information and communication technologies, targeting large audiences across Europe

- establishment of methods to assess and monitor the understanding and perception of pharmaceutical research linked to the development of new medicines



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IMI Scientific Manager

Fatiha Sadallah

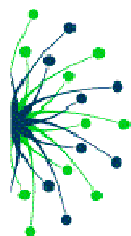
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Partner search tool:

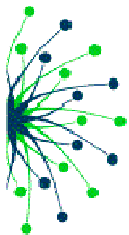
www.imi.europa.eu/content/partner-search



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- A Webinar on the Topic will be scheduled soon
- Instructions on how to participate will be available on the IMI website
- During the Webinar the Topic presentation will be repeated and it will be possible to ask questions to via a chat function

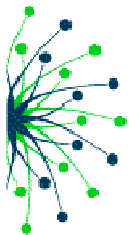


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Thank you for your attention

<http://imi.europa.eu>



Open Information Day – 22 October 2010 - Brussels