Innovation and its Regulation in the Pharmaceutical and Biotechnology Industries

This two day symposium is delivered by The Programme on the Pharmaceutical Industry (POPI).

- What the future holds for the pharmaceutical and biotechnology industries
- How innovations in technology will affect your organisation
- Unique access to current thinking from key international players

Monday 17th & Tuesday 18th December 2001
Founded in 1991, the Programme on the Pharmaceutical Industry (POPI) is a unique university, industry and government partnership based at Massachusetts Institute of Technology’s Sloan School of Management.

This research and education initiative focuses on examining the structure and dynamics of the global pharmaceutical industry, including current and emerging strategic challenges facing companies in this sector.

This two day symposium ‘Innovation and its Regulation in the Pharmaceutical and Biotechnology Industries’ marks the first presentation of POPI to be held in the UK, and brings global expertise to domestic industry.

what are the benefits of attending?

- The opportunity to participate in one of the world’s leading dynamic symposia in this sector, on offer for the first time in the UK, bringing together international specialists at the very forefront of their fields.
- The chance to explore the future of the pharmaceutical, biotechnology and health industries with the key industry players.
- Access to the latest strategic thinking on change management within these industries from a global perspective.
- An opportunity to meet key decision makers from other organisations.

who should attend?

The symposium is intended for senior corporate and technical professionals, at board level, who are working in the pharmaceutical, biotechnology and health industries and play a major role in formulating scientific, technical or management strategy within their organisation. It is equally relevant for senior healthcare professionals (both within the Department of Health and the NHS), venture capitalists and academics engaged in pharmaceutical or biotechnology research.

who are the speakers?

The speakers comprise a panel of distinguished scientists, engineers, researchers and industry specialists, renowned internationally for their contributions to the pharmaceutical and biotechnology industries.

where is it being held?

The symposium is being held at The Judge Institute of Management in central Cambridge, an internationally renowned centre of research, providing innovative, intellectually challenging and practical management education. As Cambridge’s Business School, the Institute attracts the highest calibre of students from around the world.
SYMPOSIUM OUTLINE

DAY ONE  Monday 17th December 2001
Chair: Dr. Stan Finkelstein, M.D., Senior Research Scientist, Co-Director of POPI, MIT

Advances in Drug Discovery

featured speakers
Prof. Anthony J. Sinskey, Sc.D., Professor of Microbiology, MIT
Dr. Stan Finkelstein, M.D., Senior Research Scientist, Co-Director of POPI, MIT

9:00-10:30
Technological innovation and complex biological systems

10:30-11:00
Coffee

Technologies for the future: innovations in identifying, selecting and exploiting therapeutic targets

featured speakers
Prof. Peter K. Sorger, Ph.D., Associate Professor of Biology, MIT
Prof. Charles L. Cooney, Ph.D., Professor of Chemical and Biochemical Engineering, Co-Director of POPI, MIT

11:00-11:30
Protein network analysis: high throughput study of protein function

11:30-12:00
Imageinformatics in pharmaceutical discovery

12:00-12:30
Genome-wide prediction of signalling pathways

12:30-13:00
Integrated chemical and biological microsystems for discovery and process development

13:00-14:00
Lunch

14:00-15:00
Technology changes in pharmaceutical manufacturing

From molecule to disease state: innovative models for drug development

featured speakers
Prof. Terrence F. Blaschke, MD., Stanford University, VP of Collaborative Programs, Perigrie Corporation

15:00-15:30
New working disease state models for computer-aided trial design

15:30-16:00
Tea

16:00-16:30
Technology driving change in drug development

16:30-17:00
Protein micro-arrays and chemical genomics

gala dinner

Dinner at Clare College

Keynote speaker:
Prof. Christopher Lowe, BSc, Ph.D., Director of the Institute of Biotechnology and Professor of Biotechnology at the University of Cambridge

DAY TWO  Tuesday 18th December 2001
Chair: Prof. Don Detmer, Gillings Professor of Health Management, The Judge Institute, University of Cambridge

Innovation and Regulation in the UK

featured speakers
Prof. Ron Akehurst, Professor of Health Economics, and Dean of the School of Health and Related Research (ScHARR), University of Sheffield
Prof. Ernst R. Berndt, Ph.D.,
Prof. Louis B. Selby, Applied Economics, MIT
Dr. Stan Finkelstein, M.D., Senior Research Scientist, Co-Director of POPI, MIT
Suzanne Wait, Ph.D., Associate Director, Outcomes Research, Bristol Myers Squibb

9:00-9:30
NICE and new requirements for demonstration of value

9:30-10:30
Analysing the efficacy of medical practices for depression: using IT to facilitate the use of retrospective data analysis

10:30-11:00
Coffee

11:00-11:30
A view of industry – how well do we address customer data needs?

Assessing effectiveness in practice (panel discussion)

Chair:
Prof. Sandra Dawson, KPMG Professor of Management Studies, Director of the Judge Institutes of Management and Master of Surrey Sussex College

featured speakers
Dr. Terry Young
Dr. Richard Fordham, Director of the NHS Health Economics Support Programme, University of East Anglia

11:30-13:00
Patient management perspective
Health Authority perspective
Implementing evidence in the primary care organisation

13:00-14:00
Lunch

Addressing the tension between cost-containment and innovation (panel discussion)

Chair:
Prof. Charles L. Cooney, Ph.D., Professor of Chemical & Biochemical Engineering, Co-Director of POPI, MIT

featured speakers
Dr. Adrian Towe, Office of Health Economics

14:00-15:30
View from ‘big pharma’
PhCTF perspective
View from the biotech sector

15:30-16:00
Close

Prof. Don Detmer, M.D., Gillings Professor of Health Management, The Judge Institute, University of Cambridge
what is the fee?

The fee is £1250 + VAT and includes refreshments, lunches and gala dinner at Clare College on the evening of Monday 17th December.

Early bookings received before 31st October 2001 will benefit from a 10% discount. After the first booking all additional delegates booking from the same company will benefit from a 10% discount.

Bursaries may be offered to applicants from academia or public sector bodies. Please indicate your interest in being considered for a bursary with your booking, stating why you want to attend and the contribution you could make.

is accommodation available?

Overnight accommodation is not included but our Registration Administrator will be happy to make arrangements for you to stay at either The Garden House Hotel or Crowne Plaza, both in central Cambridge.

where can I find out more?

If you would like further information, please contact our Registration Administrator on 01223 448762 or email executiveprogramme@cmi.cam.ac.uk

www.cmi.cam.ac.uk

what is CMI?

The Cambridge-MIT Institute (CMI) is a strategic alliance between the University of Cambridge and the Massachusetts Institute of Technology (MIT).

CMI brings together two of the world’s most prestigious universities, providing a unique platform to improve competitiveness, productivity and entrepreneurship in UK business through its innovative learning and research.

The Institute, which is funded by the Department of Trade and Industry as well as major private sponsors including BT and BP, has four key activities: Professional Practice, Integrated Research, Undergraduate Student Education and a National Competitiveness Network.

Professional Practice is introducing an executive programme of two day symposia. The first of these ‘Innovation and its Regulation in the Pharmaceutical and Biotechnology Industries’ is delivered by MIT’s Programme on the Pharmaceutical Industry (POPI).
# Innovation and its Regulation in the Pharmaceutical and Biotechnology Industries

**17th & 18th December 2001** at The Judge Institute of Management, Cambridge, UK

I would like to book __places at Innovation and its Regulation in the Pharmaceutical and Biotechnology Industries__

<table>
<thead>
<tr>
<th>Title (Prof/Dr/Mr/Ms etc.)</th>
<th>Name</th>
<th>Position</th>
<th>Advance Booking £</th>
<th>Standard Price £</th>
<th>Total £</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
<td></td>
<td>1125.00</td>
<td>1250.00</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
<td></td>
<td>1012.50</td>
<td>1125.00</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
<td></td>
<td>1012.50</td>
<td>1125.00</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td></td>
<td></td>
<td>1012.50</td>
<td>1125.00</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td></td>
<td></td>
<td>1012.50</td>
<td>1125.00</td>
<td></td>
</tr>
</tbody>
</table>

**Organisation**

**Address**

**Postcode**

**Telephone**

**Fax**

**Email**

**I enclose a cheque for £**

(made payable to Cambridge-MIT Institute Ltd.)

**Please send me a VAT receipt**

Cancellation fees apply: if you cancel during October CMI will charge 10%, during November 50% and December 100% to cover costs of administration.

---

**Registration Administrator**

**Cambridge-MIT Institute Limited**

University of Cambridge  
10 Miller’s Yard, Mill Lane  
Cambridge  
CB2 1RQ