«Stratified Medicine: Too much or too little?»

Thursday, June 28, 2018 | 17.30 h – 19.00 h | WWZ Auditorium
Program

17.30  Welcome:  
Prof. Stefan Felder

17.35  Managing Innovations that Change the Practice of Medicine  
Prof. Ernst R. Berndt

17:50  The next steps in personalized medicine:  
PD Andreas Wicki

18.05  Panel Discussion:  
Prof. Stefan Felder, Moderator  
Prof. Ernst R. Berndt, Dr. Ansgar Hebborn, Prof. Thomas Szucs,  
PD Andreas Wicki

18.45  Questions from the Audience

19.00  Apéro

Abstract

Big data and medical progress are rapidly changing both the diagnostic and therapy of diseases, leading to a stratification of patients. At the same time, benefits from therapy may vary across patient groups. Medical guidelines often do not sufficiently differentiate between patient groups and regulators often use a “one fits all” approach when deciding on market authorization. An economist and an oncologist will shed some light on stratified medicine and the panel discussion will add the payer’s and pharmaceutical firms’ perspective.
Speakers:

**Prof. Ernst R. Berndt**
MIT Sloan School of Management, Boston

**PD Dr. med. Dr. phil. Andreas Wicki**
Director Oncology and Hematology, Cantonal Hospital Baselland

Panel:

**Prof. Dr. med. Thomas Szucs**
Board chairman, Helsana AG Zurich

**Dr. Ansgar Hebborn**
Head – Global HTA & Payment Policy, F. Hoffmann-La Roche AG

**Prof. Dr. Stefan Felder**
University of Basel, Faculty of Business and Economics
Educating Talents since 1460.

University of Basel
Faculty of Business and Economics
Peter Merian-Weg 6
4002 Basel
Switzerland
wwwz.unibas.ch