

**Fondazione  
Umberto Veronesi  
Milan, Italy  
15 May, 2017**



# European Alliance for Personalised Medicine

**Innovation, Guidelines and Screening:  
*The Case of Lung Cancer -  
Can Italy lead the way?***



Giulia Veronesi, Humanitas Research Hospital, Milan  
Jesper Holst Pedersen, University of Copenhagen, Denmark, and  
Bronwyn Brophy, VP Early Technologies, EMEA, Medtronic  
at EAPM's 5th annual Presidency Conference in Brussels

# Innovation, Guidelines and Screening

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## Foreword

Welcome to Milan. We are delighted that this meeting on *Innovation, Guidelines and Screening: The Case of Lung Cancer - Can Italy lead the way?* is being held here at the Università degli Studi di Milano, in cooperation with the Fondazioni Umberto Veronesi.

As you will know, the founder of the latter, Umberto Veronesi, died at the age of 90 relatively recently and was a leading light in fighting and preventing the terrible disease of breast cancer, as well as being an activist in anti-tobacco campaigns.

This forum follows directly in the footsteps of EAPM's conference in Brussels at the end of March, during which more than 100 delegates from across Europe took a close look at lung-cancer screening.

This meeting will argue that, without screening, we will be unable to identify those citizens that could have this (or any other) disease. This lack of pre-knowledge is a major issue in lung cancer as, by the time symptoms are recognised without screening, it is usually too late to save the patient.

Progress in the medical arena is moving at an amazing speed, and wonderful new science is blossoming faster than ever before. But we need to be able to make the best use of it, and screening is a major way in which to do so.

EAPM's Brussels conference clearly showed that stakeholders in personalised medicine have plenty of worthy plans for different action options. But a key issue (not least for current and potential EU patients) is ensuring the proper implementation of necessary measures, across all Member States. And quickly.

This is an EAPM policy and priority that exemplifies its SMART Outreach approach. SMART stands for Smaller Member states And Regions Together and has seen the Alliance hold high-level meetings in several EU countries,

as well as helping to launch 'local' personalised medicine alliances (including in Italy).

Remember that within the EU, lung cancer is the biggest killer of all cancers, responsible for almost 270,000 annual deaths (some 21%).

Around one billion people on the planet are regular smokers. And lung cancer is one of the biggest killers. We all now know that there is a direct connection in many cases. Non-smokers do get lung cancer, but the risks if you are a smoker are significantly higher.

Undoubtedly, tobacco smoking is the major risk factor for lung cancer, although passive smoking, and a family history of lung, head and neck cancer are, among other factors, also important.

Put bluntly, from a preventative point of view, it is highly regrettable that the biggest cancer killer of all does not have a solid set of screening guidelines across Europe.

At this meeting, we will be launching EAPM's White Paper - Lung-cancer guidelines and screening - and we are proud that the paper includes reference to the Italian Cosmos study, which has provided important information on estimation of over-diagnosis, risk of radiation induced malignancies and role of CT/PET in the management of screening cancers.

As this forum (and the White Paper) aims to demonstrate, it is clear that any further delay to the implementation of the best form of lung-cancer screening will mean many more unnecessary lives lost.

Once again, we welcome you to Milan as we all aim to tackle this vital and urgent matter.

**David Byrne**, EAPM Co-chair

**Gordon McVie**, EAPM Co-chair

**Giulia Veronesi**, Humanitas Research Hospital, Milan

**Denis Horgan**, EAPM Executive Director



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## Monday 15 May

Chair:

**David Byrne**, *EAPM co-chair and former European Commissioner for Health and Consumer Affairs*

### 15.00 Welcome addresses:

**Giulia Veronesi**, *Humanitas Research Hospital, Milan*

**David Byrne**, *EAPM co-chair*

### 15.20 Generating Alignment - the promise for future generations

**Denis Horgan**, *Executive Director, European Alliance for Personalised Medicine*

**Gabriella Pravettoni**, *University of Milan*

*Followed by Q and A*

### 15.40 Plenary session I: Securing patient access to better care through screening guidelines

**Arturo Chiti**, *Nuclear Medicine Unit Director, Humanitas Research Hospital, Milan*

**Francesco De Lorenzo**, *President, ECPC*

**Bengt Jonsson**, *Author of IHE Report 2016*

**Giulia Veronesi**, *Humanitas Research Hospital, Milan*

**Sara Cutugno**, *Senior Medical Advisor MITG, Medtronic*

**Françoise Meunier**, *Past Director, EORTC*

*Followed by Q and A*

### 16.50 Plenary session II: Structured cooperation between health systems and stakeholders: The role of guidelines and education

**Andrea Di Santo**, *Country Lead, Siemens Healthcare*

**Mario Pazzagli**, *Professor, University of Florence*

**Giovanni Codacci Pisanelli**, *Assistant Professor in Medical Oncology, University of Rome "La Sapienza"*

**Jana Pelouchova**, *European Cancer Patient Coalition*

*Followed by Q and A*

### 17.30 Discussion: The supporting role of politicians and policy makers - White Paper

**Giulia Veronesi**, *Humanitas Research Hospital, Milan*

**Gabriella Pravettoni**, *University of Milan*

*Followed by Q and A*

### 17.50-18.00 Conclusions

**Giulia Veronesi**, *Humanitas Research Hospital, Milan*

**David Byrne**, *EAPM co-chair*





Javier Zulueta Frances, Head of Pneumology Department, Co-director of Lung Cancer Area, Clinica Universidad de Navarra, and Tony Ng, King's College London, at EAPM's 5th annual Presidency Conference in Brussels





# European Alliance for Personalised Medicine

## About EAPM

The European Alliance for Personalised Medicine (EAPM), launched in March 2012, brings together European healthcare experts and patient advocates involved with major chronic diseases.

The aim is to improve patient care by accelerating the development, delivery and uptake of personalised medicine and diagnostics, through consensus.

As the European discussion on personalised medicine gathers pace, EAPM is a response to the need for wider understanding of priorities and a more integrated approach among distinct lay and professional stakeholders.

The mix of EAPM members provides extensive scientific, clinical, caring and training expertise in personalised medicine and diagnostics, across patient groups, academia, health professionals and industry. Relevant departments of the European Commission have observer status, as does the EMA.

EAPM is funded by its members.

*Contact: Denis Horgan  
EAPM Executive Director  
Avenue de l'Armee/Legerlaan 10, 1040 Brussels  
Tel: + 32 4725 35 104  
Website: [www.euapm.eu](http://www.euapm.eu)*