

PERSONALIZED MEDICINE COURSE

FOR

ENTREPRENEURS

THE EXPERTS VIEW



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«...a medical model using characterisation of **individuals' phenotypes and genotypes** (e.g. molecular profiling, medical imaging, lifestyle data) for **tailoring** the right therapeutic strategy for the **right person** at the **right time**, and/or to determine the predisposition to disease and/or to deliver **timely and targeted** prevention.»

Horizon 2020 Advisory Group

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BIG CHALLENGES IN MEDICINE

Challenge 1. Developing awareness and empowerment.

Challenge 2. Integrating big data and ICT solutions.

Challenge 3. Translating basic to clinical research and beyond.

Challenge 4. Bringing innovation to the market.

Challenge 5. Shaping sustainable healthcare.

EUROPEAN COMMISSION

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LIFE SCIENCE TRENDS

- **Evidence-based medicine: Real World Data**
- **Precision to personalized medicine**
- **Increasing impact and innovation through transversality and risk investment**
- **Benchmarking and standardization of methods**
- **Human-based models for research.**

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FRESCI Bioclusters Analysis 2020-2021

https://www.researchgate.net/publication/357332042_The_value_of_bioclusters_during_COVID-19_pandemics

DOI: 10.13140/RG.2.2.12493.56808



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BIOCLUSTERS MANAGERS INTERVIEW

| | N/A | MODEST | MODERATE | STRONG | LEADER |
|---------------------------------|-----|--------|----------|--------|--------|
| BUSINESS STRATEGY | | ● | ● | ● | ● |
| NETWORKING | | | ● | ● | ● |
| FUND RAISING | | | ● | | ● |
| INNOVATION PROCESS | ● | | | ● | |
| TECH TRANSFER | | ● | | | ● |
| REGULATORY SERVICE | | | | ● | |
| COMMUNICATION AND DISSEMINATION | | | | | ● |

FRESCI by SCIENCE&STRATEGY SL - Bioclusters Analysis 2020-2021

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BIG CHALLENGES OF THE PERSONALISED MEDICINE

1. ETHICS
2. REGULATIONS AND LEGAL FRAMEWORK
3. BALANCE BETWEEN INVESTMENT IN PERSONALIZED MEDICINE AND PUBLIC HEALTH.
4. FINANCING MODELS.
5. CITIZEN PARTICIPATION.
6. DEMOCRATIZATION OF ACCESS TO RESEARCH RESULTS.
7. TRAINING OF RESEARCHERS, CLINICIANS AND MANAGERS.
8. ENHANCING COLLABORATION BETWEEN THE PUBLIC AND PRIVATE SECTORS.
9. NEED FOR PROFESSIONAL SERVICES AND PRODUCTS.
10. IMPROVED CLINICAL TRIAL DESIGN FOR A PERSONALIZED APPROACH.
11. MODELS BASED ON HUMAN BIOLOGY.
12. 3D BIOPRINTING.
13. SCALING-UP AND INDUSTRIALIZATION.
14. DATA MANAGEMENT AND SECURITY.
15. BIAS AND DATA QUALITY.

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THE MOST PROMISING TECHNOLOGIES

- **OMICS**
- **ADVANCED THERAPIES - ATMPs**
- **HUMAN-BASED MODELS**
- **AI**
- **SMART DIGITAL HEALTH SOLUTIONS**
- **SMART MEDICAL DEVICES**



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COURSE OBJECTIVE

We want to train the next generation of scientists and entrepreneurs capable of accelerating the translation of technological and conceptual innovations in therapies for patients and products / services for the market.

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HOW

THROUGH THE EXPERT VISION OF ENTREPRENEURS
AND SCIENTISTS WORKING IN THE FIELD.



OPPORTUNITIES vs **BARRIERS**

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STRUCTURE

7 UNITS:

1. Patients / citizens as part of the research process
2. From research to the clinic
3. Omics
4. Personal Big Data
5. New technologies
6. Sustainability
7. EU vs USA



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STRUCTURE

4 CROSS-SECTIONAL AREAS :

1. Sector
2. Technology
3. Business
4. International



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FACULTY

25 EXPERTS - 3 PROFILES:

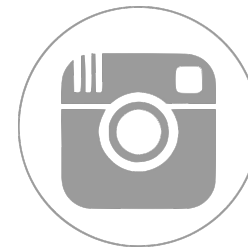
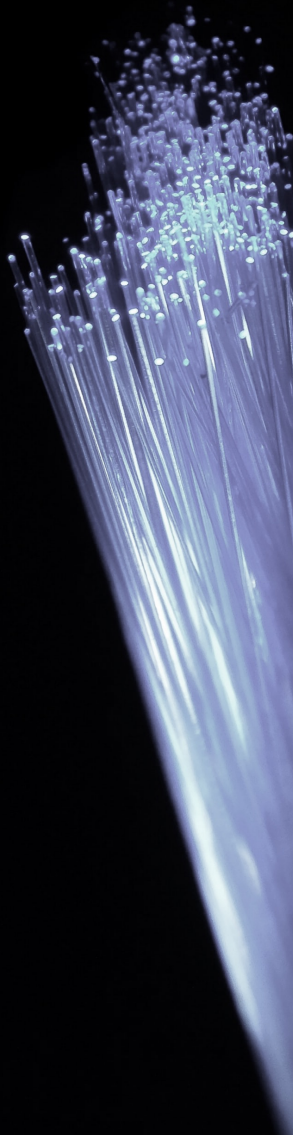
1. Academics
2. Entrepreneurs
3. Scientists & Entrepreneurs

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OUR CLIENTS



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OUR TEAM



Dr. Escacena, PhD



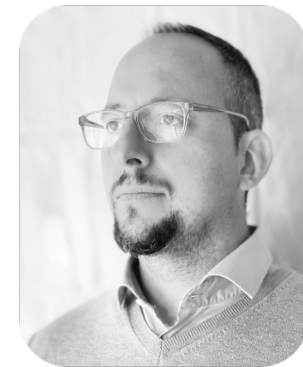
Dr. Rossi, PhD



Ing. Solano, MBA



Dr. Vanneste, PhD



Dr. Straccia, PhD MBA



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