



“Ensuring Independent Medicine Information in Europe” HAI Europe Open Seminar

Venue: Maison des Associations Internationales (MAI),
40 rue Washington, 1050 Brussels

Date: Friday 12 October 2007

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| 11.00 | <i>Registration desk open</i> | |
| 12.00 | SEMINAR OUTLINE:
Welcome address | Dr Tim Reed,
HAI Global |
| 12.20 | You say information, I say advertising | Barbara Mintzes and
Teresa Alves,
HAI Europe |
| 13.00 | <i>Buffet lunch</i> | |
| 13.40 | DIFFERING PERSPECTIVES:
Why is this issue important?
Chair introduces speakers representing the
different perspectives involved | Didier Rod,
Former Member of the
European Parliament |
| 13.45 | Patient information in Europe, The
Pharmaceutical Forum as one of the drivers for
change? | Christian Siebert,
European Commission |
| 14.00 | Direct to consumer information | Ilaria Passarani,
European Consumers'
Organisation (BEUC) |
| 14.15 | What do patients need? | Fiona McClean, European
Aids Treatment (EATG) |
| 14.30 | Drug Promotion and drug costs | Rita Kessler,
Association internationale
de la mutualité (AIM) |
| 14.45 | The view of the British medical profession on
the provision of information | Nicola While,
British Medical
Association (BMA) |
| 15.00 | <i>Coffee /Tea break (during this time questions
for debating this section's presentations will
be collected)</i> | |

15.20	Patient information: a delicate balance	Erik van Rijn van Alkemade, Dutch Institute for the Proper Use of Medicine (DGV)
15.35	New is not always better	Wil Toenders, Dutch Insurance Board
15.50	The role of industry in the provision of information	Dr Scott Ratzan, European Federation of Pharmaceutical Industries and Associations (EFPIA)
16.05	Disease awareness - promotion in disguise	Jorg Schaaber, International Society of Drug Bulletins
16.30	<i>Collection of questions from the floor for debate</i>	
16.45	DEBATE Providing independent information about medicines: what are the solutions for Europe?	Chaired by Tim Reed
18.00	Closure	