



11.00	<i>Registration desk open</i>	
12.00	Welcome address	Dr Tim Reed, Director, HAI Global
12.35	<u>You say information, I say advertising</u>	Barbara Mintzes and Teresa Alves, HAI Europe
13.00	<i>Buffet lunch</i>	
13.40	DIFFERING PERSPECTIVES: Introduction of the theme by the Chair	Didier Rod, Former Member of the European Parliament
13.45	<u>Patient information in the EU</u>	Christian Siebert, European Commission
14.00	<u>Direct to consumer information</u>	Ilaria Passarani, European Consumers' Organisation
14.15	<u>What do patients need?</u>	Fiona Mc Lean, European Aids Treatment Group
14.30	<u>Drug Promotion and drug costs</u>	Rita Kessler, Association internationale de la mutualité
14.45	<u>The view of the British medical profession on the provision of information</u>	Nicola While, British Medical Association
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
- 16.05 [Disease Awareness - promotion in disguise](#) Jorg Schaaber, International Society of Drug Bulletins

16.30 *Collection of questions from the floor for debate*

Chaired by Tim Reed

16.45 **DEBATE**
“Providing independent information about medicines - what are the solutions for Europe?”

18.00 Closure