

# Focus on the EMA Geriatric medicines strategy

*Geriatric Safe Medicines Summit taking place in London, UK, 16th & 17th September 2013*

LONDON, July 18, 2013 /EINPresswire.com/ -- 2013 [Geriatric](#) Safe Medicines Summit is a content packed two day event addressing benefit-risk in this patient population and how clinical trials could be better designed to facilitate the participation of the elderly in clinical trials. Through a novel range of case studies with over 10 leading Pharma representatives attendees will discover new market gaps, market strategies and focus on EMA geriatric medicines strategy and how modelling and simulation along with new patient reporting systems support clinical trials in older people.



According to Nina Lee Barnett, Consultant pharmacist, Northwick park Hospital who is speaking on day one “I am really looking forward to participating in this meeting. It is great to see a programme which includes internationally renowned contributors from a wide variety of backgrounds, all delivering sessions which support safer use of medicines in older people. This meeting is an opportunity to foster collaboration on research projects which include older people and to break down barriers preventing studies in this age demographic.”

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*Nina Lee Barnett, Northwick park Hospital*

Keynote speakers include Solange Rohou, Director [Regulatory](#) Affairs, AstraZeneca who will be presenting on: What has been done since the revision of the ICH E7

guideline? The Companies' view and Barbro Westerholm, Member of Swedish Parliament, who will speak on: Patient perspectives on healthy [ageing](#).

>>>>>Event highlights include:

- Discover the benefits of performing clinical trials in older people
- Identify the key challenges and considerations when conducting clinical trials in older people
- Address reasons for clinical trial retention difficulties
- Discuss how modelling and simulation along with new patient reporting systems support clinical trials in older people
- Explore new market gaps and discover new market strategy
- Focus on the EMA geriatric medicines strategy

Dale Butler, MD of event organiser SMi reported: 'response to this year's event has been extremely positive thanks to the strength of industry bodies and pharma specialists we have on board. We look forward to once again providing a Europe-wide platform for debate and knowledge-sharing amongst our varied communities, both in the lead up to and at the event itself'.

For the full conference programme and further information please visit:

<http://www.smi-online.co.uk/goto/geriatricsummit48.asp>

Alternatively contact Jonathan Collins on +44 (0)20 7827 6734 or email: [jcollins@smi-online.co.uk](mailto:jcollins@smi-online.co.uk)

Sponsorship opportunities are available for this event, please contact Alia Malick on +44(0) 20 7827 6168.

### About SMi Group

Established since 1993, the SMi Group is a global event-production company that specializes in Business-to-Business Conferences, Workshops, Masterclasses and online Communities. We create and deliver events in the Defence, Security, Energy, Utilities, Finance and Pharmaceutical industries.

We pride ourselves on having access to the world's most forward thinking opinion leaders and visionaries, allowing us to bring our communities together to Learn, Engage, Share and Network. We hold events in over 30 major cities throughout the world including London, Paris and Singapore and to date have welcomed over 200,000 participants from 80 countries.

For more information, please visit [www.smi-online.co.uk](http://www.smi-online.co.uk)

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