

Call for specialists involved in clinical trials in older people

Call for geriatric specialists: Big Pharma Companies will meet in London to discuss challenges and opportunities for performing clinical trials in older people

LONDON, LONDON, UK, August 29, 2013 /EINPresswire.com/ -- There are only 3 weeks left until leading industry experts will gather in London at [Geriatric Safe Medicines Summit](#) (16-17 September) to discuss major challenges faced when performing clinical trials in older people.

Through a novel range of case studies, attendees will discover new market gaps, market strategies and much more. The [agenda](#) will focus on the EMA geriatric medicines strategy and how modelling and simulation along with new patient reporting systems support clinical trials in older people.

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 about Patient perspectives on healthy ageing.

This year's list of attending companies includes professionals from GlaxoSmithKline, Austrian Agency for Health and Food Safety, AstraZeneca, Novartis, UCL School of Pharmacy, Kings College London, Janssen-Cilag Ltd, London's Hospital NHS Trust, Westmead Hospital, Sanofi, Bristol Myers Squibb, NextPharma, Swissmedic and many others. Please let me know if you want to get more information about our attendees.

[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

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."

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

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

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About SMi Group

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