

# Advances in Imaging Continues to Play an Integral Role in Cancer Treatment

*Receive insights into the usage of imaging in clinical trials, legislation and case studies from innovators including Roche Diagnostics, Novartis, GSK and more*

Maximising the Value of Imaging in Oncology Drug Development 12-13 MAR 2014  
Holiday Inn Regents Park | London, UK 

LONDON, SOUTHWARK, UNITED KINGDOM, January 2, 2014 /EINPresswire.com/ -- [Imaging](#) has spurred remarkable advances in cancer treatment and will continue to play an integral role as treatment becomes more personalised and moves to the molecular level. "Through the unprecedented increased visualisation of tumours with modern imaging, we are unmasking

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... helping to move imaging beyond the "see the tumour, treat the tumour" model ..."

*Paul M. Harari from the University of WSMPh*

tumour characteristics previously unknown to us, including micro-extensions of tumours and even small metastases in other parts of the body," according to Paul M. Harari from the University of Wisconsin School of Medicine and Public Health. Together, all these advances are helping to move imaging beyond the "see the tumour, treat the tumour" model of the past, increasing the value of co-operation among surgeons, radiation oncologists and interventional

radiologists.

(Source: [rsna2013.rsna.org](http://rsna2013.rsna.org), Advances in [Radiation Oncology](#) Only "Scratch the Surface of Possibility", 2013)

SMi's 10th annual Oncology Imaging conference will provide attendees with a comprehensive insight into the industry and its future. The two-day event will be considering the current landscape of personalised imaging within the field of oncology, as research suggests healthcare that is inherently more 'personal' is the way forward. In addition, this year's event will explore current and future legislation and its impact on imaging. The use of imaging in clinical trials will also be examined and discussed, together with the use of novel biomarkers.

Event highlights at SMi's 10th annual Oncology Imaging conference include:

- New opportunities for cost-effective imaging management
- New alternatives to expensive independent reviews – hear from globally recognised experts
- Discuss case studies, challenges and opportunities in imaging guidelines featuring Novartis and GSK

- Gain an in-depth insight into the challenges of imaging in Europe
- Evaluate the power of imaging strategically

Key Speakers include:

- Werner Scheuer, Research Leader Preclinical Imaging, Roche Diagnostics
- Lori Dodd, PhD, Biostatistics Research Branch, National Institute of Allergy and Infectious Diseases, US National Institutes of Health
- Dr Marijn Vlaming, Research Scientist, TNO
- Prash Krishna, Global Clinical Leader - Oncology, Novartis
- Pallavi Chaturvedi, Imaging Project Manager, GSK Vesalius Imaging
- Francois Lassailly, Head of in Vivo Imaging, Cancer Research UK
- Dr Malcom Barratt-Johnson, Managing Director, PharmaMedic Consultancy

To view the full speaker line-up and conference programme, visit <http://www.smi-online.co.uk/2014cancer-imaging28.asp>.

Pharmacokinetics Pre-Conference Workshop | Led by Dr Marijn Vlaming, Research Scientist, TNO  
| 11th March 2014, London, UK

In this workshop various non- or minimally invasive methods to study pharmacokinetics in preclinical (in vitro and in vivo) and clinical settings will be presented. We will further describe methods to translate preclinical data to the situation in humans and options to obtain relevant data from humans early in the drug development process.

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