

Asthma & COPD 2015: Genentech to provide a new perspective on targeted therapy for severe asthma

SMI's 11th annual Asthma & COPD conference will be taking place on the 13th-14th April 2015 in London, UK. Book before the 27th February and save £100.

LONDON, ENGLAND, UNITED KINGDOM, February 10, 2015 /EINPresswire.com/ -- Genentech will provide a new perspective on targeted therapy for severe asthma at the upcoming [Asthma & COPD conference](#), taking place for the 11th year on the 13th-14th April in London, UK.

[Asthma & COPD 2015](#) will provide progressive insights into recent developments and explore the future of therapeutics, diagnosis and care in the respiratory arena. The event will feature over 20 case study driven presentations, speakers representing both industry and academia, an interactive workshop, a round table discussion, plus over 3 hours of networking.

Highlights of the event will include an address from Genentech Associate Director, Dr Joseph Arron. The talk will discuss asthma heterogeneity, biomarker selection hypothesis and new developments into asthma phenotypes.

Speaking about the [conference](#), Dr Joseph Arron, Associate Director - Biomarker & Discovery, Genentech Inc said:

"At conferences like this, I always look forward to hearing what academic clinicians are thinking about - they are closest to the patients and generate key insights that help those of us in drug development think differently about how to approach disease."

A promotional poster for the SMI 11th annual Asthma & COPD conference. The poster features the SMI logo at the top right, which consists of a stylized arrow pointing right followed by the letters 'SMi'. Below the logo, the text reads 'SMi presents the 11th annual conference: Asthma & COPD'. The event details are listed as 'Holiday Inn, Regents Park Hotel London, UK' and '13 - 14 APRIL 2015'. A graphic of a human torso with the respiratory system highlighted in red and purple is on the right side. At the bottom, a purple banner contains the text 'Register online at www.asthma-copd.co.uk'.

Dr Arron, who leads a laboratory-based biomarker discovery group at Genentech, also said:

"Biomarker-guided patient selection strategies have already contributed to positive outcomes in clinical trials for new candidate therapies for asthma. As I will discuss at the conference, recent successes with antibodies targeting interleukin (IL-)5, IL-13 and related type 2 inflammatory pathways have demonstrated the value of using predictive biomarkers to select patients most likely to benefit."

On how he envisioned the future of respiratory disorder treatment, he commented:

"As more highly targeted molecular therapies are developed, we need to move away from empirical symptom-based treatment algorithms toward biologically-informed decision-making tools. Ideally, if we are able to successfully treat one subtype of asthma and/or COPD we can focus our efforts on identifying new therapeutic targets in the subtypes that do not benefit from these interventions."

To read the full interview visit the download page at <http://www.smi-online.co.uk/goto/2015asthma-copd38.asp>

Other Key Speakers Include:

- Sebastian Johnston, Professor of Respiratory Medicine, National Heart and Lung Institute, Imperial College London
- Robert Niven, Senior Lecturer in Respiratory Medicine, Manchester University
- Neil C Thomson, Professor of Respiratory Medicine, University of Glasgow
- Joseph Arron, Associate Director, Biomarker Discovery, Genentech
- Dirk Smith, Scientific Director, Amgen
- Roland Kolbeck, Senior Director, Respiratory, Inflammation & Autoimmunity, MedImmune
- Hector Ortega, Medical Director, Respiratory R&D, GSK
- Maria Buxton, Consultant Respiratory Physiotherapist, London North West Healthcare NHS Trust

For more information or to register visit <http://www.smi-online.co.uk/goto/2015asthma-copd38.asp>

Asthma & COPD 2015

13th-14th April 2015

Holiday Inn Regents Park Hotel, London UK

<http://www.smi-online.co.uk/goto/2015asthma-copd38.asp>

----- END -----

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 worlds most forward thinking opinion leaders and visionaries, allowing us to bring our communities together to Learn, Engage, Share and Network. More information can be found at <http://www.smi-online.co.uk>

Teri Arri

SMi Group Ltd

+44 (0) 20 7827 6162

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/249085182>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.