

RISK:

Perceptions & Communication

A management issue for ALL Pharmaceutical Physicians



23 March 2010

**The Royal College of Pathologists
2 Carlton House Terrace
London SW1Y 5AF**

CPD (FPM) credits applied for

The BrAPP Annual Symposium is our flagship meeting of the year. Organising committees strive to develop a programme which is pertinent to all members regardless of their specialism within industry. Whilst the major focus of all the association's activities is primarily for the benefit of members we are also aware that physicians in industry do not work alone and we are always most welcoming of colleagues from outside the membership who choose to attend the Symposium.

The 2010 BrAPP Annual Symposium will bring a faculty of speakers together to discuss the critical issue of RISK. Naturally the lion's share of the programme will concentrate on risk management in the pharmaceutical industry but we are delighted to include presentations from the airline industry, the regulatory authorities and the NPSA to broaden the audience's perspective.

Speakers will include:

- Professor Theo Rayner, Department of Pharmacy Practice, University of Leeds & non-executive director of Luto Research Ltd
- Dr David Cousins, Head of Safe Medication Practice and Medical Devices, NPSA
- Dr David Lewis, Head of Drug Safety and Epidemiology, Novartis Pharmaceuticals UK Ltd
- Rob Halliday, Acting Head of Safety Services, Virgin Atlantic Airways Ltd
- Dr Bo Jesper Hansen, CEO and President, Swedish Orphan International
- Dr Peter Arlett, Head of Pharmacovigilance & Risk Management, EMEA

Book your place now to avoid disappointment

Training • Education • Development

**BRAPP ANNUAL
SYMPOSIUM & AGM**

**BrAPP
Royal Station Court
Station Road
Twyford
Reading RG10 9NF**

Phone: +44 (0) 118 934 1943

Fax: +44 (0) 118 932 0981

Email: info@brapp.org

RISK:

Perceptions & Communication

A management issue for ALL Pharmaceutical Physicians



Tuesday 23 March 2010

- 09:30** Registration Royal College of Pathologists
- 10:00** Welcome and meeting perspective
Dr Jane Barrett, BrAPP Chairman
- 10:05** **Risk: concept and communication**
An overview of human risk perception & response
Dr David Lewis
Novartis UK Ltd
- 10:30** **National Patient Safety Agency**
Initiatives to reduce risk
Dr David Cousins
NPSA
- 10:55** **Pandemic Planning: When things don't go according to plan....**
Asha Kellner
Roche Products Ltd
- 11.20** COFFEE
- 11:50** **The Risk of Harm & the Chance of Benefit?**
How can we communicate this to patients?
Professor Theo Rayner
University of Leeds & Luto Research Ltd
- 12:15** PANEL DISCUSSION
- 12:45** LUNCH
- 13:45** **Airlines: What can the Pharma Industry learn about Risk Management?**
Rob Halliday
Virgin Atlantic Airways Ltd
- 14:05** **Pharma: Too Risky an Investment?**
Dr Bo Jesper Hansen
Swedish Orphan International
- 14:25** **The Regulators' approach to reducing risk**
A regulatory overview
Dr Peter Arlett
EMA
- 14:45** **Reducing Risk in Phase 1**
How things have changed since March 2006
Dr John Posner
Consultant in Pharmaceutical Physician
- 15:15** PANEL DISCUSSION
- 15:45** CLOSE AND TEA
- 16:00** **BrAPP AGM** **MEMBERS only**
- 17:00** Reception Kindly sponsored by the Harten Group
- 18:00** Depart the Royal College of Pathologists

BRAPP ANNUAL
SYMPOSIUM & AGM

BrAPP
Royal Station Court
Station Road
Twyford
Reading RG10 9NF

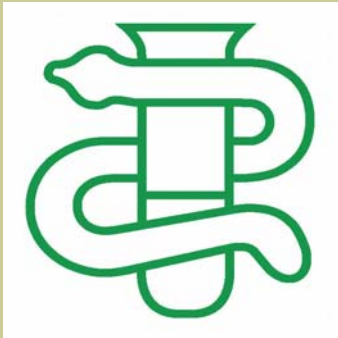
Phone: +44 (0) 118 934 1943

Fax: +44 (0) 118 932 0981

Email: info@brapp.org

BRAPP ANNUAL SYMPOSIUM & AGM

RISK: Perceptions & Communication 23 March 2010



REGISTRATION INFORMATION AND FORM:

Information regarding The Royal College of Pathologists and suggested travel arrangements will be sent to all registered delegates one week before the event.

Members	£195.00
Non-members	£235.00
Retired honorary members	(no charge)

I wish to attend the **BrAPP Annual Symposium**, 23 March 2010 (please note refunds will only be available for cancellations received before 8 March 2010. Substitutions may be made at any time)

Name: _____

Address: _____

Postcode _____ Email _____

Telephone _____

I wish to pay by the following method: (enter correct fee in relevant box)

Cheque: (enclosed) £

Invoice: (address as above) £

Credit card £

Credit card admin fee	Members £3.55
	Non-members £4.15

Credit card details: (BrAPP accepts VISA, Mastercard and AMEX)

Full Number: _____

Three digit security code on reverse of card (VISA and Mastercard): _____

Expiry Date: _____

A receipt will be sent to all registered delegates.

PLEASE RETURN TO THE BrAPP OFFICE BY FAX OR POST OR SCAN AND THEN EMAIL.

Members wishing to attend the AGM only (which is free of charge) should complete the form above and tick the box

**BRAPP ANNUAL
SYMPOSIUM & AGM**

**BrAPP
Royal Station Court
Station Road
Twyford
Reading RG10 9NF**

Phone: +44 (0) 118 934 1943

Fax: +44 (0) 118 932 0981

Email: info@brapp.org