

ICPerMed Training

Personalised Communication in Personalised Medicine

17th June 2022, 10:00 - 17:00 CEST

Online



Event Description

Personalised medicine (PM) is bringing together a broad range of scientific fields which require a new and comprehensive strategy to communicate about the PM.

Personalised communication could be defined as “the right message for the right citizen at the right time”.

The training programme “Personalised Communication of Personalised Medicine” will offer to healthcare professionals and researchers interested in personalised medicine the opportunity to learn new skills in order to communicate in a more personalised way, especially in the crowded informational environment marked by incomplete scientific reporting, fake news, conspiracies, infodemia and disinformation.

Our Aims



Creation of the first cohort of healthcare professionals and researchers with knowledge regarding personalised communication of personalised medicine.

Participants

The training is open to a maximum of 40 participants

Logistics information



June 17th,
from 10:00 to 17:00
Virtually



[Registration](#)

ICPerMed Training Event: “Personalised Communication in Personalised Medicine”

Draft Agenda

10:00-10:15

Registration of participants

10:15-10:30

Welcome and Introduction:

Why we need personalised communication of personalised medicine

10:30-11:00

Session 1

Understanding of the PM field – why specific communication means are needed in the PM field (cross sectorial, multinational, etc.) - Professor Angela Brand, Maastricht University

11:00-11:30

Session 2

Understanding of the (post)-pandemic informational space (mainstream media, social media, infodemia, fake news, influencers etc) - Professor Alina Bârgăoanu, SNSPA, expert of the European Commission in the field of disinformation and fake news

11:30-11:45

Coffee break

11:45-12:15

Session 3

Understanding the role of personalised communication for the PM environment (ecosystem) from different perspectives: the citizens, patients, medical professionals and decision makers - Dr Marius Geantă, Romanian Centre for Innovation in Medicine

12:15-12:45

Session 4:

Examples of best practices on PM communication - Professor Mandana Hasanzad, member of the ICPerMed WG Education and Curricula

13:00-14:00

Lunch break

14:00-16:30

Parallel Sessions:

How to implement personalised communication of personalised medicine in practice. The session will include 3 breakout sessions (in parallel):

- **Citizens** - How to implement personalised communication of personalised medicine at the citizen's level. **Moderator: Marius Geantă; Special guest: Professor Christine Chomienne, Vice-Chair of the Cancer Mission Board I**
- **Patients** - How to implement personalised communication of personalised medicine at patient's level. **Moderator: Natacha Bolanos, Head, Membership & Alliances at Lymphoma Coalition; Special guest: Jacek Maciejewski (Rak n roll Cancer Charity)**
- **Healthcare Professionals** - How to implement personalised communication of personalised medicine at HCP's level. **Moderator: Professor Mandana Hasanzad member of the ICPerMed WG Education and Curricula; Special Guest: Mark Lawler, Associate Pro-Vice-Chancellor and Professor of Digital Health**

16:30-17:00

Conclusions session