

# Precision Oncology

## Innovative diagnostic and therapeutic approaches and their social-economic impact

Heidelberg  
25 September 2018, 3.30-8.00 pm

### HEALTH AXIS EUROPE VISIONARY SEMINAR - Heidelberg and Leuven

The field of oncology is leading the precision medicine revolution. Heidelberg and Leuven, as two major players in the field world-wide, present some of the most promising novel approaches in research from academia and industry.

However, their advancement into routine clinical practice is often hindered by requirements of the payer and reimbursement agency that are not met. Eminent speakers discuss reimbursement challenges and policies, and cost-based pricing versus value-based pricing, from a patient, pharma, payor, and molecular diagnostics perspective.

### SPEAKERS

Frank Ulrich Montgomery, President of the German Medical Association  
Andree Blaukat, Merck

Katelijne De Nys, Belgian Commission for the Reimbursement of Medicines  
Liesbeth Lagae, KU Leuven

Diether Lambrechts, VIB-KU Leuven Center for Cancer Biology  
Özlem Türeci, Ci3 e.V. and Ganymed

Olaf Witt, Hopp Children's Cancer Center at the NCT (KITZ)

The Health Axis Europe Visionary Seminar is organised by the BioRN Cluster with SMART HUB Flemish Brabant

Early [registration](#) is strongly recommended to ensure your participation.

VENUE: Auditorium - University Hospital Heidelberg - Center for Internal Medicine, Im Neuenheimer Feld 410, Heidelberg

Partners:



KU LEUVEN

LKI  
CANCER INSTITUTE



Flanders  
State of the Art



UNIVERSITÄT  
HEIDELBERG  
ZUKUNFT  
SEIT 1386

Sponsor:

abbvie