



3rd International Conference

THE PHARMACEUTICAL LIFE CYCLE

SCIENTIFIC PERSPECTIVES AND INTERDISCIPLINARY ANALYSIS OF MEDICATION: PRODUCT IN EVOLUTION

Milan, September 21-24, 2009

University of Milano – Bicocca, Milan, Italy

http://www.cespeb.it/en/the-pharmaceutical-life-cycle-third-international-conference_146.php

PLEASE CIRCULATE

CALL FOR SUBMISSIONS

GUEST SPEAKERS:

Sergio Dompé, président de Farmindustria, Rome, Italie

Sylvie Fainzang, anthropologue, directeur de recherche INSERM, Paris, France

Silvio Garattini, directeur de l'Institut de recherches pharmacologiques Mario Negri, Milan, Italie

Giulio Giorello, professeur d'Histoire de la science, Université de Milan, Italie

Pavel Hamet, chef du Service de médecine génique du Centre de recherche du CHUM, titulaire de la chaire de recherche du Canada en génomique prédictive, Montréal, Canada

Giuseppe Mancia, professeur de Médecine interne, Université de Milano Bicocca, Italie

Guido Rasi, directeur du Bureau italien du médicament, Rome, Italie

Giuseppe Remuzzi, néphrologue, directeur de recherche, Institut de recherches pharmacologiques Mario Negri, siège de Bergamo, Italie

Jean-Pierre Revéret, professeur au département de stratégie, responsabilité sociale et environnemental, École des sciences de la gestion, Université du Québec à Montréal, Canada

Jean-Pierre Routy, professor of Hematology, McGill University, Division of Hematology and Immunodeficiency Service, Royal Victoria Hospital, Montréal, Canada

Mike Singleton, professeur d'anthropologie, Université de Louvain, Belgique

Cesare Sirtori, doyen de la Faculté de Pharmacie, Université de Milan, Italie

Gianni Tognoni, directeur de l'Institut Mario Negri Sud, Italie

Sjaak van der Geest, professeur d'anthropologie médicale, Université d'Amsterdam, Hollande

Umberto Veronesi, oncologue, directeur de l'Institut Européenne d'Oncologie, Milan, Italie

The CESPEB team at the University of Milano - Bicocca, Milan, Italy and the GEIRSO team at the University of Quebec in Montreal are pleased to invite you to submit proposals for presentations for the **3rd International Conference on The Pharmaceutical Life Cycle, Scientific Perspectives and Interdisciplinary Analysis of Medication: Product in Evolution** to be held in Milan at the University of Milano - Bicocca, Milan, Italy from **September 21 to 24, 2009**.

The conference is intended for:

- researchers, professionals and senior management from healthcare and research networks, physicians who are interested in examining pharmaceutical drugs and their uses from a new and novel perspective;
- all those working with pharmaceutical drugs (pharmacists, pharmacologists, pharmaceutical industry management);
- all those interested in exploring pharmaceutical drugs from a non-health perspective (anthropologists, psychologists, sociologists, economists, jurists, epistemologists, philosophers);
- and finally all those who are interested in acquiring a better understanding of the past, the present and the future of pharmaceutical drugs as a "product in evolution".

The 3rd conference presents a unique opportunity to

- Present work on the dynamics of the pharmaceutical life cycle.
- Share new approaches and perspectives for analysing the conception, creation, circulation, utilization, and the consumption of pharmaceutical drugs.
- Discuss the future of pharmaceutical drugs through comparing the different perspectives.
- Stimulate exchanges between researchers based on local scientific interests and projects which are in development, exchanges which will serve as a basis for conference presentations.
- Provide a platform for exchange between researchers from biomedical, social and economic disciplines in order to consolidate interdisciplinary perspectives.
- Foster an ongoing dialogue between researchers, management within professional organizations, professionals within communities of practice and the political arena, and whose work revolves around medication/pharmaceutical drugs.

Those who are interested are invited to submit proposals related to the following themes*:

1. KNOWLEDGE TIED TO THE ORIGINS OF PHARMACEUTICAL DRUGS - *"The Origins of Medication"*

Conception and creation of pharmaceutical drugs: questions concerning common knowledge (ethnographic and anthropological), scientific knowledge, philosophical conceptions of pharmaceutical drugs, intellectual property (patents), new research methods (virtual creation), the economic dynamics which engender controversies regarding the ideation of pharmaceutical drugs, biotechnology and biotech companies, the legal and ethical conceptions of pharmaceutical drugs, nutrition as medication, ethnopharmacology, and the epistemology of pharmaceutical drugs.

1.1 Origins of the Differences in Conception and Creation of Pharmaceutical Drugs

(e.g: common knowledge and scientific knowledge of pharmaceutical drugs, the problem of intellectual property with regards to patents, the economic dynamics which engender controversies regarding the ideation of pharmaceutical drugs, judicial and ethical aspects of pharmaceutical drugs, epistemology, history and philosophy of pharmaceutical drugs).

1.2 The Evolution of Knowledge in the Age of Globalization

(e.g: new research methods – virtual creation -, nanotechnology and biotech companies, representations of pharmaceutical drugs and the role of professionals, phytotherapy and natural medications, ethnopharmacology, food as medication, and neutraceuticals).

2. PROBLEMS REVOLVING AROUND THE CIRCULATION OF PHARMACEUTICAL DRUGS – *"The Pharmaceutical Life Cycle"*

Circulation and communication: questions concerning the economic, legislative, social, psychological and anthropological problems of publicity and information, the relationship between the pharmaceutical industry, researchers, and physicians, clinical trials, the relationship between producer and consumer of pharmaceutical drugs, representations by mass media, new modes of communication and circulation of information concerning pharmaceutical drugs, abusive consumption and misuse of pharmaceutical drugs, and self-medication.

2.1 Communication Strategies

(e.g: publicity and information provided by the media, representations of pharmaceutical drugs, communication strategies, relationships between producer and consumer – pharmaceutical industry, researchers, pharmacists, physicians, patients -, education with regards to pharmaceutical drugs, clinical trials, and the Internet and pharmaceutical drugs).

2.2 Social, Ethical and Economic Stakes

(e.g: strategies of governmental political actors, strategies for putting pharmaceutical drugs on the market, management and administration of pharmaceutical drugs within the health milieu, health policies and the pharmaceutical industry, pharmaceutical drugs and the law, legislative and ethical aspects pertaining to the circulation and the commercialization of pharmaceutical drugs, social differences with regards to pharmaceutical drugs, pharmacovigilance and pharmacosurveillance of the side effects of pharmaceutical drugs).

3. QUESTIONS REVOLVING AROUND THE UTILIZATION AND CONSUMPTION OF PHARMACEUTICAL DRUGS - *"The Future of Pharmaceutical Drugs"*

Use and consumption of pharmaceutical drugs: questions concerning the use of over-the-counter medications, pharmacoepidemiology and pharmacoconomy, the problems surrounding the distribution and consumption of pharmaceutical drugs in economically poor countries, the environmental impact of pharmaceutical drugs, the non-medical social and psychological dynamics regarding the choice and utilization of pharmaceutical drugs, the problems surrounding pharmaceutical drugs and non-conventional treatments, differences in utilization and consumption due to cultural aspects, differences in therapeutic responses as a function of genomics, the use of pharmaceutical drugs for specific pathologies (cancer, AIDS, cardiovascular and neurological diseases, diabetes, immune disorders, allergies, infections etc.), and the use of pharmaceutical drugs for children.

3.1 The plurality of uses of pharmaceutical drugs

(e.g: pharmacoepidemiology and pharmacoconomics, self-medication, over-the-counter medications, medication misuse, pharmaceutical drugs and non-conventional treatments, pharmaceutical drugs in economically poor countries, pharmaceutical drugs for animals, the environmental impact of pharmaceutical drugs, non-medical social and psychological dynamics concerning the choice and utilization of pharmaceutical drugs, pharmaceutical drugs for children, doping and pharmacodependence, the differences in utilization tied to cultural aspects).

3.2 The present and future of pharmaceutical drugs

(e.g: pharmaceutical drugs for certain pathologies – cancer, AIDS, cardiovascular and neurological illnesses, diabetes, metabolic and immune system pathologies, allergies, infections –, psychotropic medication and psychotherapy, pharmacogenomics and the pharmacogenetics, orphan pharmaceutical drugs for rare illnesses, contamination in the age of globalization, the placebo effect, compliance and the relationship between physician and the ill, illegal copies of pharmaceutical drugs).

** The scientific committee also welcomes presentations on topics other than those cited.*

INSTRUCTIONS FOR SUBMITTING A PROPOSAL:

Detailed instructions for submitting a proposal will be available at:
<http://www.cespeb.it/en/the-pharmaceutical-life-cycle-third-international-conference-146.php>

IMPORTANT DATES:

Deadline for submission: May 15, 2009

Deadline for receiving confirmation of acceptance: June 20, 2009

Deadline for registration at early-bird rate: June 30, 2009

ALL PRESENTERS MUST BE DULY REGISTERED FOR THE CONFERENCE.

ONLINE REGISTRATION WILL BE AVAILABLE AS OF JANUARY 2009.

PLEASE SEND YOUR PROPOSAL (PREFERABLY BY EMAIL) TO :

**CESPEB, Centro Studi sulla Storia del Pensiero Biomedico
Università degli studi di Milano Bicocca
Comitato organizzatore III Congresso sulla *Vita del farmaco*
Villa Serena, Via Pergolesi 33
20052 Monza, Italia
Tel. +39 039 2333097 ou 2333098 Fax +39 039 365378
Email: 3congressofarmaci@tiscali.it**

Vittorio A. Sironi

Conference President

CESPEB

**Centro studi sulla storia del pensiero
biomedico**

*Research Centre on the History of Biomedical
Thought*

**Università degli studi di Milano Bicocca
Milano, Italia**



Catherine Garnier

Honorary Conference President

GEIRSO

**Groupe d'Étude sur l'Interdisciplinarité et les
Représentations sociales**

Study Group on Interdisciplinarity and Social Representations

**Université du Québec à Montréal
Montréal, Canada**



VICE-CHAIRS

Pavel Hamet, chef du Service de médecine génique du Centre de recherche du CHUM, titulaire de la chaire de recherche du Canada en génomique prédictive, Montréal, Canada

Sjaak van der Geest, professore di Antropologia medica, Università di Amsterdam

Giancarlo Cesana, professore di Igiene Generale ed Applicata, direttore del Centro di Studio e Ricerca sulla Sanità Pubblica. Università di Milano Bicocca

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Giuseppe Mancia, professore di Medicina interna, Università di Milano Bicocca