



University  
of Basel

Faculty of  
Business and Economics



# «Stratified Medicine: Too much or too little?»

Thursday, June 28, 2018 | 17.30 h – 19.00 h |  
WWZ Auditorium



UNIVERSITÄT BASEL  
Wirtschaftswissenschaften

# «Stratified Medicine: Too much or too little?»

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WWZ Auditorium, Peter Merian-Weg 6, Basel

## Program

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- 17.30**    **Welcome:**  
Prof. Stefan Felder
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- 17.35**    **Managing Innovations that Change  
the Practice of Medicine**  
Prof. Ernst R. Berndt
- 
- 17.50**    **The next steps in personalized  
medicine:**  
PD Andreas Wicki
- 
- 18.05**    **Panel Discussion:**  
Prof. Stefan Felder, Moderator
- Prof. Ernst R. Berndt, Dr. Ansgar  
Hebborn, Prof. Thomas Szucs,  
PD Andreas Wicki
- 
- 18.45**    **Questions from the Audience**
- 
- 19.00**    **Apéro**
- 

## Abstract

Big data and medical progress are rapidly changing both the diagnostic and therapy of diseases, leading to a stratification of patients. At the same time, benefits from therapy may vary across patient groups. Medical guidelines often do not sufficiently differentiate between patient groups and regulators often use a “one fits all” approach when deciding on market authorization. An economist and an oncologist will shed some light on stratified medicine and the panel discussion will add the payer’s and pharmaceutical firms’ perspective.

## Speakers:



**Prof. Ernst R. Berndt**  
MIT Sloan School of Management, Boston



**PD Dr. med. Dr. phil. Andreas Wicki**  
Director Oncology and Hematology, Cantonal Hospital Baselland

## Panel:



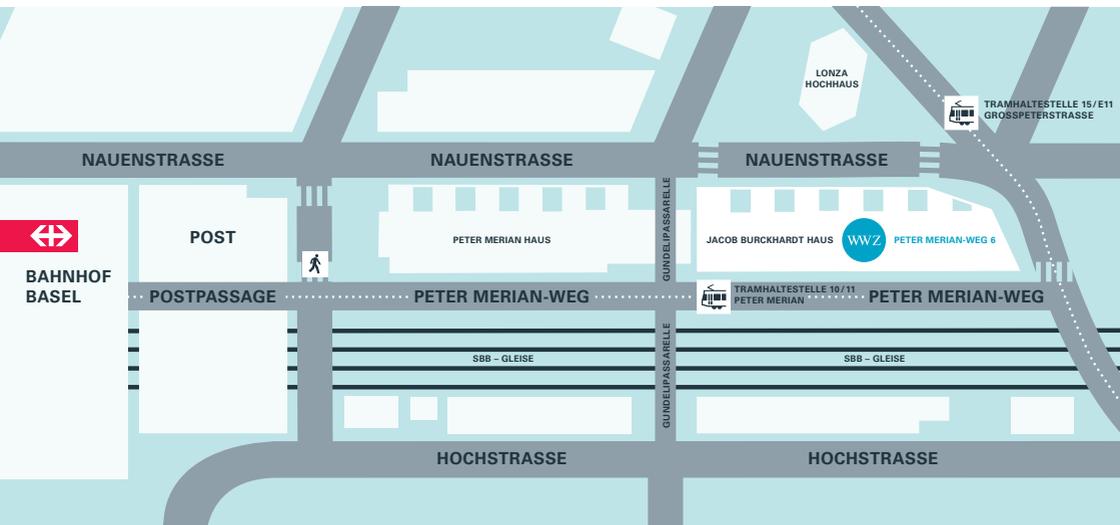
**Prof. Dr. med. Thomas Szucs**  
Board chairman, Helsana AG Zurich



**Dr. Ansgar Hebborn**  
Head – Global HTA & Payment Policy, F. Hoffmann-La Roche AG



**Prof. Dr. Stefan Felder**  
University of Basel, Department of Business and Economics



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