



Non-communicable diseases (NCDs) – cancer, heart disease, diabetes, and chronic respiratory disease among others - are leading causes of death worldwide. An estimated 36 million people die from such diseases each year. With 80% of these fatalities occurring in low- and middle-income countries, the disease burden is particularly heavy and increasing quickly. Cost-effective interventions are available and, through sustained policy action by the health community, can help prevent millions of deaths among people already afflicted. To prevent or reduce disease burden in others, programs are available to manage risk factors due to lifestyle or genetics.

The IFPMA invites you to the first Geneva Pharma Forum of 2013 for a moderated discussion featuring a distinguished set of experts. On this occasion, the Johns Hopkins Institute for Applied Economics, Global Health and the Study of Business Enterprise will launch a new set of policy briefs collectively titled "Addressing the Gaps in Global Policy and Research for Non-Communicable Diseases." The authors comprise leading scholars who analyzed gaps in NCD research, policy and practice to make actionable recommendations to close the gaps.

Putting NCDs into Focus

Monday 4 February 2013
World Cancer Day

Geneva Press Club, Route de Ferney 106

Program

Moderator

Catherine Fiankan-Bokonga, Journalist

10.00 – 10.05

Introduction & Welcome

Mario Ottiglio, Director, Public Affairs and Global Health Policy, IFPMA

10.05 – 11:30

Panel session

Sir George Alleyne, former director, Pan American Health Organization (PAHO)

Dr. Jeffrey L. Sturchio, Senior Partner, Rabin Martin

Dr. Margaret Kruk, Mailman School of Public Health, Columbia University

Cary Adams, Chief Executive Officer, Union for International Cancer Control (UICC)

Michel Manon, Vice President Non-Communicable Diseases Strategy, Bristol-Myers Squibb

11.30– 12.30

Questions & Answers

12.30

Lunch

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