

GET TESTED

Campaign Launch

Tuesday 24th March, 13.00–15.00

Wellington Room, Stanhope Hotel, Rue du Commerce 9, B-1000 Brussels, Belgium

Agenda

Time	Topic	Speaker
10 mins	Welcome and introductions	Elisabetta Gardini, EPP MEP
20 mins	mCRC and the <i>Get Tested</i> campaign <ul style="list-style-type: none"> • Overview of the global scale of metastatic colorectal cancer (mCRC) • Incidence of mCRC in context against more well-known cancers and current treatment landscape • <i>Get Tested</i> campaign overview and objectives 	Fortunato Ciardiello Chairman, Get Tested Steering Committee
15 mins	Why RAS biomarker testing is important to patients <ul style="list-style-type: none"> • The promise of Personalized Medicine • RAS biomarker testing in mCRC • Patient perspectives 	Jola Gore-Booth, Founder & CEO, EuropaColon
15 mins	The future of biomarker testing <ul style="list-style-type: none"> • Innovations in biomarker testing • Blood based RAS biomarker testing 	Nicola Normano, Research Department, Istituto Nazionale Tumori "Fondazione Giovanni Pascale", Napoli
20 mins	White Paper <ul style="list-style-type: none"> • Summary • Policy proposals 	Mark Lawler, Chair of the European Alliance for Personalised Medicine Research Working Group Cristian Busoi, EPP MEP
10 mins	<ul style="list-style-type: none"> • Q&A and Discussion 	All, including MEPs
10 mins	<ul style="list-style-type: none"> • Meeting close and call to action 	Ciprian Tanasescu, S&D MEP