

## About the ASTELLAS INNOVATION DEBATES

The ASTELLAS INNOVATION DEBATES are a series of annual events sponsored and organised by Astellas that bring together some of the world's most progressive thinkers to discuss the role of innovation in solving the greatest challenges of our time. Previous debates have focused on innovation in a time of austerity, nurturing the innovators of the future and the issues of our ageing population. Panellists, such as Nobel Laureates Professor Sir Andre Geim and Dr Elizabeth Blackburn, Professor Brian Cox, Lord Robert Winston, Professor John Appleby and Professor Mariana Mazzucato have tackled some of the real and important challenges affecting science and scientific discovery, dealing with concrete issues and drawing clear conclusions.

For more information visit [www.innovationdebate.com](http://www.innovationdebate.com)

## About Astellas EMEA

Astellas Pharma EMEA is responsible for business across Europe, the Middle East and Africa. Headquartered near London, UK, the company employs over 4,500 people and is established in 40 countries across the region, overseeing a major research and development (R&D) centre in the Netherlands and three manufacturing plants. The EMEA is a major territory for Astellas, contributing around one quarter of the company's global profit and sales.

For more information visit [www.astellas.eu](http://www.astellas.eu)

### References

1. <http://knopfdoubleday.com/2011/03/14/your-cell-phone/> Accessed 22nd January 2015
2. <http://listverse.com/2013/07/12/10-recent-scientific-advances-that-signal-the-future/> Accessed 22nd January 2015



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# The Astellas Innovation Debate 2015



## i-Genes

What the DNA and Data revolutions mean for our health

18:30 - 20:30, Thursday 29th January 2015  
The Royal Institution of Great Britain, London  
Chaired by Jonathan Dimpleby

### Welcome

At the start of this millennium, the \$3 billion Human Genome Project gave us a tantalising glimpse of the future of healthcare. Decoding genes promised a new era in medical innovation... a world in which healthcare would become personal, diseases could be predicted by genetic testing, and medicines could be tailored to our individual biologies.

Since then, huge advances in electronic technology have also been made. The phone in your pocket has more processing power than the computers that took man to the moon.<sup>1</sup> We can print in 3D, make batteries the size of a grain of sand and move objects with the power of our brain waves.<sup>2</sup>

Now the genetic and electronic revolutions are colliding, turning the dream of personalised medicine into a reality. But will it be a panacea for all our ills... or a Pandora's Box? And are we - and our health services - ready for it?



Follow us on Twitter @AstellasINNOV8 using the hashtag #iGenes

## Meet the experts



**Jonathan Dimbleby** Chair  
Broadcaster and presenter



**George Freeman MP**  
Minister for Life Sciences



**Dr Leroy Hood**  
President and co-founder of  
the Institute for Systems Biology, Seattle



**Baroness Helena Kennedy QC**  
Barrister, peer and Vice-President of the  
Patients Association



**Professor Lionel Tarassenko CBE**  
Head of Engineering at the University of Oxford and  
Fellow of the Royal Academy of Engineering and the  
Academy of Medical Sciences



**Professor Rolf Stahel**  
Cancer physician and Head of the Center for Lung and Thoracic  
Oncology at the University Hospital of Zürich. President of the  
European Society of Medical Oncology (ESMO)

## i-Genes:

### What the DNA and Data revolutions mean for our health

This year's **ASTELLAS INNOVATION DEBATE** will explore the impact on healthcare of two seismic shifts currently underway in science and technology – the revolution in genetic data which is unlocking the genetic foundations of disease and bringing gene profiling within reach of everyday people, and eHealth, which has seen an explosion of smart technologies both at the point-of-care in medical settings, and in consumer devices like wearable monitors.

Together, these two fields of innovation have the potential to deliver truly personalised medicine for all. But there are still many unanswered questions. Today's debate brings together inspirational thinkers from different perspectives to discuss:

- The possibilities these new genetic insights offer for our health
- Whether we can afford the full range of medicines personalised healthcare would demand
- The implication for health professionals – will the data deluge from new technologies create a new army of the worried well and swamp doctors?
- With more of our health data digitised, how long before it falls into the wrong hands?
- At what point does smart care become intrusive surveillance?
- Whether the effort put into these frontiers of medicine divert resources from the real crises of modern healthcare – such as obesity, antibiotic resistance and neurodegenerative disease?

## Programme

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|-------|---|
| 18:00 | Arrival and registration  |
| 18:30 | Welcome and introduction  |
| 18:45 | Keynote address: George Freeman MP  |
| 19:00 | i-Genes: What the DNA and Data revolutions mean for our health - The debate |
| 20:05 | Questions from the audience   |
| 20:30 | Debate close  |
|       | Refreshments  |



Mrs Jo Lavender

Beat Parkinsons



**NewScientist**

Mr Danny Lavender, MBE

Founder  
Beat Parkinsons



**NewScientist**